

Influence of Tourism Destination Value on Chinese Tourists Appreciation toward Thailand

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Abstract

This research aims to study the influence of destination image on post-visiting behavioral intention of Chinese tourists to Thailand. quantitative analysis is employed in this study, four hundred Chinese tourists who have traveled to Thailand at least once are the respondents who filled out the questionnaires. Factor analysis and correlation analysis have been used in this study. The results show that landscape image, entertainment image, service image and culture image of tourism destination have a significant positive impact on the re-visit intention and willingness to recommend respectively.

Keywords: Tourists; Tourism destination image; Behavioral intention

Introduction

Since entering the 21st century, the market competition among tourist destinations has become more intense. In order to maintain market competitiveness, tourist destinations face the dual pressure of developing new markets and maintaining existing markets. As tourist destinations are relatively familiar with the existing market, they are able to carry out marketing activities in the target market to their advantage. Therefore, maintaining the existing market can save marketing costs compared with developing new markets. In addition, re-visitors not only stay longer than first-time visitors, they also promote the destination for free in the form of word-of-mouth promotion. Therefore, attracting tourists to revisit is of great significance to the survival and development of tourist destinations.

At the end of 2012, lost in Thailand was released in major cinemas in China, which not only achieved a high box office, but also aroused strong interest in Thailand among Chinese tourists, which set off a climax of tourism to Thailand. In 2018, over 9.8 million Chinese tourists visited Thailand, reaching a new high. China has always been a major guest of Thailand. Especially after the "One Belt and One Road" initiative put forward by the

Chinese government, the Thai national tourism administration has strengthened cooperation with many provinces and cities in China. In 2019, 20 major Chinese airlines signed up with nine Thai airlines. Shanghai Pudong airport in China has the most flights with Bangkok international airport in Thailand, followed by Guang Zhou Bai-yun airport in China. The COVID-19 epidemic in 2020 has brought serious impact to Thailand's tourism industry.

Research Objectives

1. To examine the impact of destination image on re-visit intention of Chinese tourist to Thailand.
2. To study the impact of destination image on willingness to recommend Chinese tourist to Thailand.

Research Hypotheses

1. Tourism destination image

Chen et al. (2016) pointed out that, for potential tourists, the destination image can show the advantages and disadvantages of the destination, which is an important basis for destination marketing. Endah et al. (2017) proposed that the tourist destination image is the individual's own cognition of the destination and can be used as the driving force in the decision-making process. This paper adopts the generally accepted definition of tourist destination image, that is, all views formed by tourists on tourist destinations, including beliefs, views and impressions.

2. Behavioral intention

Endah (2017) proposed that behavioral intention refers to people's subjective judgment of various behavioral tendencies that may occur in the future. The relationship between tourist destination image and tourist behavior intention for tourists, image is very important. Through in-depth and thorough analysis of tourist destination image, a series of behaviors that tourists may show in the future can be further analyzed. Lin and Chen (2016) investigated tourists with the identity of college students in Kenting National Park in Taiwan, and the results showed that there was a positive relationship between the image and behavioral intention of the destination. By investigating tourists in Xiamen, Fujian, Tu Hongwei et al. (2017) confirmed the positive correlation between tourist destination image

and tourists' behavioral intention. Studies have also shown that the image of a destination has an effect on both the willingness of tourists to revisit a destination in the future and their willingness to recommend a destination to others. Based on this, this study proposes hypotheses as follow,

H1a Landscape image of destination has a significant positive impact on revisit intention.

H1b Service image of destination has a significant positive impact on re-visit intention

H1c Entertainment image of destination has a significant positive impact on re-visit intention

H4d Culture image of destination has a significant positive impact on re-visit intention

H2a Landscape image of destination has a significant positive impact on recommendation intention

H2b Service image of destination has a significant positive impact and recommendation intention

H2c Entertainment image of destination has a significant positive impact on and recommendation intention.

H2d Culture image of destination has a significant positive impact on and recommendation intention

Independent Variable

Dependent Variables

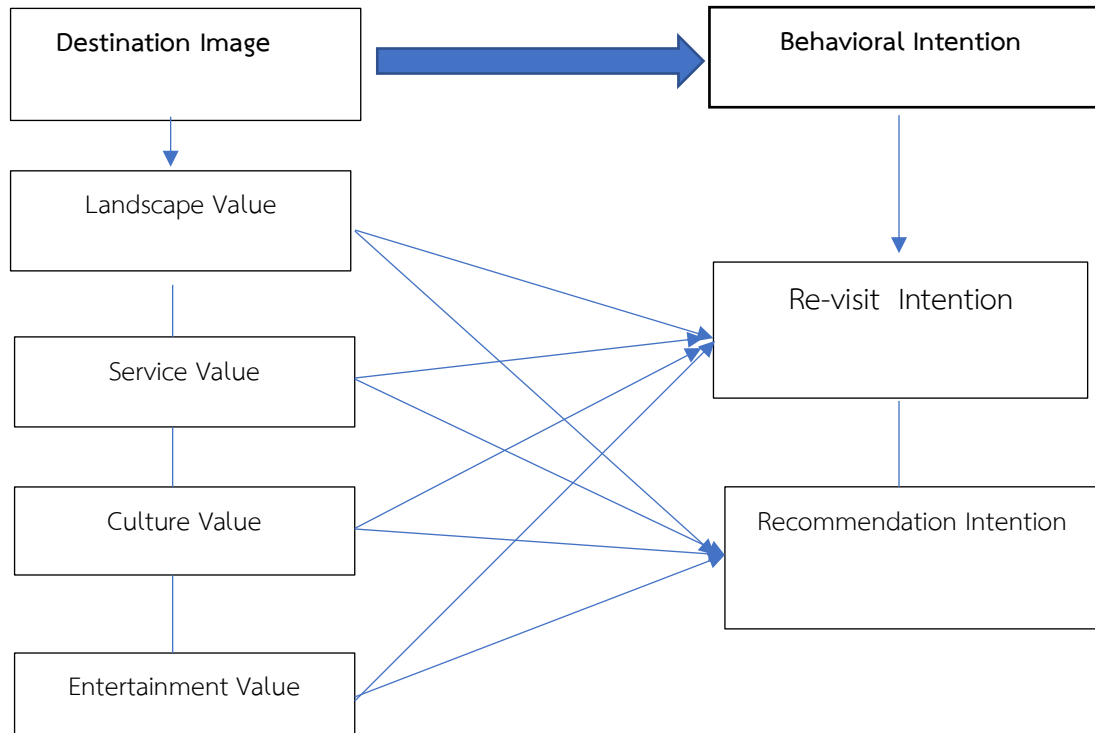


Figure 1: Research conceptual framework

Source: Developed from various sources of information

Research Methodology

This research utilized quantitative method, in which questionnaire was chosen as the instrument to collect all of the data needed for this research. There are two parts in this questionnaire, in which the first part contains the question regarding the demographics of the respondents. On the other hand, the second part contains a total of 22 items which represent all two variables analyzed in this research. From the total of 22 items, 16 items representing the variable of destination image were adapted from Guo Anxi (2019). Furthermore, interval scale with 5-Point Likert Scale method was also used in this research. Each respondent was asked to give their respond regarding each statement presented on the second part of this questionnaire, which was consisted of “1” to reflect their strong disagreement towards the statement, “2” to reflect their disagreement towards the statement,

“3” to reflect that they are neither agree nor disagreement towards the statement, “4” to reflect their agreement towards the statement, and “5” to reflect their strong agreement towards the statement.

Research results

A total of 400 respondents had already participated in this research. The respondents chosen are those who had ever visited Thailand during the past year. Furthermore, this research implements the purposing sampling method. Questionnaires were personally administered to the respondents. The response rate of this research is 100% since all 400 questionnaires were filled in and returned. Then, after further assessment was made regarding the response given in the questionnaires, all 400 questionnaires were deemed valid and usable in this research.

The data from the questionnaires were processed using factor analysis and correlation analysis by using software. Before testing the hypotheses in this research, the reliability are needed. In this study, the scale reliability of destination image is 0.897; The scale reliability of post-visiting behavioral intention was 0.834.

Table 1 reliability analysis

Dimensions	Cronbach's Alpha	N of Items
Tourism destination image	.897	16
Post-visiting behavioral intention	.834	6

Factor analysis

Software was used to analyze the validity of the valid sample data collected, and the KMO value of destination image and post-visiting behavioral intention were 0.822 and 0.740, respectively. The Sig value of Bartlett spherical test was 0.000, less than 0.05, indicating that the measurement data of destination image and post-visiting behavioral intention had structural validity and were suitable for factor analysis.

Table 2 factor analysis

Tourism destination image	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.822
	Bartlett's Test of Sphericity	Approx. Chi-Square	8250.603
		df	120
		Sig.	.000
Post-visiting behavioral intention	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.704
	Bartlett's Test of Sphericity	Approx. Chi-Square	2549.328
		df	15
		Sig.	.000

	landscape image	service	entertainment	culture	total	Re-visit intention	recommen dation	total
Landscape image	1							
Service image	.354**	1						
Entertainment image	.339**	.230**	1					
Culture image	.280**	.248**	.278**	1				
total	.718**	.648**	.701**	.661**	1			
Re-visit intention	.204**	.125*	.620**	.245**	.260**	1		
Recommendati on intention	.307**	.251**	.265**	.922**	.316**	.226**	1	
total	.317**	.229**	.590**	.689**	.362**	.839**	.719**	1

Figure 2: correlation analysis

Correlation analysis is employed for quantitative analysis. as shown in the table, Pearson correlation coefficients for landscape image, service image, entertainment image, cultural image and re-visit intention were 0.204, 0.125, 0.620, 0.245, respectively.

The coefficients all passed the significance test with a significant level of 1%. It can be seen that there is a significant positive correlation between landscape image, service image, entertainment image, culture image and re-visit intention, which supports H1a, H1b, H1c, H1d. The Pearson correlation coefficients of landscape image, service image, entertainment image, cultural image and recommendation intention were 0.307, 0.251, 0.265, 0.922, respectively, which supports H2a, H2b, H2c, H2d.

Conclusions

This research was conducted in order to determine the influence of destination image on post-visiting behavioral intention of Chinese tourists to Thailand. Based on the results of the data analysis, it could be concluded that 1) landscape image of destination has positive impact on re-visit intention and recommendation intention. To Improve the destination landscape products and the quality of tourism landscape can encourage tourists to have a positive revisit and recommend behavior; 2) service image of destination has positive impact on re-visit and recommendation intention. To improve the service system of destination tourism and enhance the image of destination security can encourage tourists to revisit and recommend actively.; 3) entertainment image of destination has positive impact on re-visit intention and recommendation intention, Destination entertainment image has a direct strengthening effect; 4) culture image of destination has positive impact on re-visit and recommendation intention. recommend. The results generated indicate that the image possessed by a place or destination had an important role in determining post-visiting behavioral, the better the image of the destination, the higher the recommended behavior and re-visit intention for the tourists.

Suggestion

Recommendations of enhancing the image of tourist destination

The good image of tourist destination can improve recommendation intention and revisiting intention. Therefore, it is of positive significance to optimize the image of tourist destination. First of all, improve the destination landscape products. Tourism destinations need to build a multi-level landscape product system suitable for different tourists'

consumption, encourage the creative development of tourism landscape, improve the quality of tourism landscape, and encourage tourists to produce positive behavior.

Secondly, construct multi-level leisure and entertainment product system. With the increase of income and leisure time, the attraction of simple sightseeing tourism has gradually weakened. Chinese Tourists to Thailand prefer to have enough time to enjoy the process and participate in higher taste entertainment tourism activities. Therefore, the tourist destination should be constructed through the multi-level leisure and entertainment tourism product system to meet the needs of tourism consumers at different levels of consumption, so as to be market-oriented and speed up the upgrading of leisure and entertainment tourism products through creative transmission.

Third, integrate cultural elements into the destination product. The development of destination tourism products should pay attention to the integration of cultural elements. Through the protection and excavation of natural and cultural landscape resources, the connotation of destination culture theme is highlighted, so that tourism products can meet the aesthetic needs of the public and have positive cultural value.

Finally, improve the destination tourism service system, improve the image of destination protection. If the tourists' perception of the service image is poor, it will weaken the desire to travel and promote the destination.

Recommendations to solve the Covid-19 crisis that impacted Thailand tourism

The outbreak of Covid-19 in the year 2020 has caused a devastating impact on the national economy and social production in Thailand. And the first to bear the brunt is the tourism industry, because of the high sensitivity of the tourism industry to the market. Affected by the epidemic, the whole tourism industry has entered a “frozen period”. How to deal with the severe damage caused by the epidemic to tourism enterprises? Government and tourism enterprises must work together to help the tourism industry through the difficulties. First, the government has launched and implemented relevant policies to support the steady development of the tourism industry. Second, the government should strengthen market supervision and maintain market order. Third, the government should try to restore and further enhance Thailand's image as a safe tourist destination.

For enterprises, first, they should implement the government's epidemic prevention and control measures to make adequate preparations for the recovery of tourism development. Second, the tourism industry itself opens up new routes and consumption patterns to provide better services. Adding interesting and challenging travel routes and more free consumption methods will attract and stimulate consumers' curiosity and consumption desire, and better promote the development of enterprises. Third, the enterprises change their development model. The "Internet +tourism" industry has gradually become an important direction of the development of the tourism industry. The innovation of online technology and the era of "Internet plus" have brought new marketing methods to the tourism industry. Tourism enterprises should seize this opportunity to take the lead

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