

# Factors Influencing International Visitors to Revisit Bangkok, Thailand

Tun Thiumsak and Athapol Ruangkanjanases

**Abstract**—As the market of tourism destinations has increasingly become more competitive, the revisit intention topic has progressively become prominent to emphasize on. This empirical study has been designed to primarily explore the key factors which have a significant impact on influencing visitors to revisit Bangkok in the future.

The methodology of this study is quantitative research in which questionnaire is the major tool in collected the primary data for analysis. The total sample of 189 international tourists was obtained for the analysis. The simple and multiple regression analysis were adopted to examine the key factors which significantly predict the revisit intention.

The results of this study indicated that the key factors, which are statistically significant in predicting the intention of international tourists to revisit Bangkok, are the perceived satisfaction on “accommodation”, “shopping”, and “attitude of Thai people”, the overall satisfaction, the perceived attractive on “accommodation”, “shopping”, “restaurant & food”, and “attitude of Thai people”, the tourists’ motive of “relaxation & recreation”, and the overall destination image. These factors are positively related to the revisit intention.

Regarding the perception on destination loyalty, the study discovered that respondents are loyal to Bangkok in which their likelihood to revisit and recommend Bangkok to others is in likely level.

The key managerial implication of this study is to recommend the organizations and marketers relevant to tourism industry in Bangkok to particular emphasize on enhancing the important destination attributes obtained from the results in order to augment the competitiveness of Bangkok and maintain as the leading destination.

**Index Terms**—International tourists, factors, influencing, satisfaction, perceived attractiveness, destination attributes, motives, destination image, and revisit intention.

## I. INTRODUCTION

According to the World Tourism Organization, Thailand has been considered as one of the top three most popular tourist destinations in Asia. Significantly, tourism industry is one of the major contributors to the economy in Thailand with estimated share of 7% to Thailand’s GDP. Citing the Department of Tourism [1], the number of foreign visitors has consistently increased reaching 22.3 million visitors in 2012. In fact, the number in 2012 has extensively grown by 91% from 2004.

In accordance with Time magazine [2], among the significant tourism cities, Bangkok has been selected as the world’s most visited city by the 2013 Global Destination

Cities Index with 15.98 million projected visitors in 2013. Moreover, the city has been ranked as one of the top destinations which generate highest revenue with 14.3 billion dollars projected in 2013 after New York, London and Paris. Acting as the major gateway to Thailand, Bangkok is visited by the majority of international tourists to the country. The number of foreign visitors has reached 16.9 million in 2012 growing by 14% from 2011. Interestingly, in 2012, the visitors from China have the highest contribution to the tourism in Bangkok following by those from Japan, the Middle East, and the US. With multi-faceted sights, attractions and appealing city life, Bangkok has undoubtedly been considered as the world best city for four years in a row since 2010 regarding the survey conducted by Travel & Leisure magazine.

Essentially, understanding the factors influencing the revisit intention of international visitors suggestively allows destination tourism managers or authorities to fundamentally know better on how to develop effective tourism marketing and management strategies and build up travel motivation to attract visitors [3]. Regarding the economic perspective, the study on repeat visitation is substantially crucial for tourism businesses to operate effectively and efficiently. Indeed, attracting the previous visitors is more cost-effective than gaining the new ones [4] as the promotional costs in attracting the repeat visitors are certainly less than the first time visitors. Business tends to heavily rely on loyal customers which act as a key role in driving the profitability.

Retaining the loyal visitors to revisit is highly crucial for generating the revenue in tourism destination as well as reducing the marketing expenses [5]. Hence, being one of the top destinations in the world, the repeat visitors to Bangkok is highly vital for increasing revenue for tourism industry in Thailand. Significantly, the in-depth study on the factors influencing the repeat visitors definitely provides a strong foundation to enhance the Bangkok tourism market as it portrays profound understanding on the visitors’ satisfaction. Moreover, it helps identify the problems and strengthen goods and service quality in Bangkok tourism industry. Being capable to enrich the key factors to fulfill the unmet needs of the visitors would sustainably allow Bangkok to become the top of mind destination.

Accordingly, this study optimally aims to investigate the key factors that influence the likelihood of international visitors to revisit Bangkok. The study also identifies the demographics and travel behavior of the visitors in Bangkok in order to execute the segmentation. Moreover, the study explores the motives and drivers that support the visitors’ decision to revisit. Furthermore, the study examines the satisfaction of the visitors during their visit in Bangkok. More

Manuscript received October 15, 2014; revised May 23, 2015.

The authors are with Chulalongkorn Business School, Chulalongkorn University, Thailand (e-mail: tun.th558@cbs.chula.ac.th, athapol@cbs.chula.ac.th).

importantly, the study provides recommendation to tourism business and tourism department in Bangkok to implement strategies and actions that enhance the quality of their product and services sustainably attract the loyal visitors.

## II. LITERATURE REVIEW

### A. *Concept of Tourism*

In fact, tourism has been essentially considered as the one of the most prominent industries that extensively drives the economy for many countries. The term of tourism has been variously defined. In general, tourism is a temporary, short-term movement of people to any destination which is not the usual place or residence of travelers, for leisure, business and other significant purposes [6]. Theoretically, the duration of visit must not exceed one consecutive year. The related service sectors that highly support and necessarily associate with tourism are transportation, accommodation, recreation, entertainment, and food and beverage sectors. All these sectors have assisted the destinations visited by travelers to be substantially more effective in fulfilling the travelers' experience.

### B. *Tourist's Vacation Decision Making*

Like other products, tourists deliberately go through the process of planning and decision-making in selecting the vacation destination [7]. They enormously spend their time and effort in actively gathering information and thoroughly assessing the alternative destinations before the final decision is being settled. Essentially, the destination choice is influentially determined by risk, attractiveness, and quality in which the tourists perceive. With its intangible nature and social implications, although the purchase frequency is low, the purchase value is substantially high [6].

According to Moutinho [7], the buying decision-making of major behavioral process consists of three stages including pre-decision and decision process, post-purchase evaluation and future decision-making.

### C. *Structural Models of Attitudes*

Attitude is an expression of likability or learned predisposition to behave in favorable or unfavorable way towards an object, issue, person or action [8]. According to the "Tri-component Attitude Model", attitudes consist of three major components which are cognitive, affective and conative component [8].

The cognition of tourist is formed by the knowledge and perception which are derived from direct experience with the attitude object and various sources of information. The knowledge and perception that the tourist obtains cause the tourist to believe that the object has various attributes and that specific. Certainly the specific behavior will lead to specific outcomes.

Moving to another level of attitude, the affective component is being constituted by the emotion or feeling of tourist towards a particular product, brand or destination. In fact, the affective component is measurable and evaluable by many researchers through an individual's assessment of the attitude-object measuring via rating such as "favorable" or "unfavorable and "good" or "bad". This could help the

researchers to be capable to capture the feeling and emotion of consumer towards a product, service or advertisement.

The last component of the "Tri-component Attitude Model" is conation. Concerning the attitude object, conation is associated with the likelihood or tendency that an individual will take a specific action or behave in a particular way. For instance, in market research, the conation is often denoted as an expression of consumer's purchase intention. The intention of the consumer to purchase a product is being measured via the likelihood scales on the statement such as "I will buy the product".

### D. *Push and Pull Framework*

The motivators identified in the studies of Swarbrooke and Horner [6] are predominantly thought to be endogenous factors in which they are solely developed from the internal need and desire of tourist. However, Dann [9] believes that tourists' decision can be influenced by both internal and external causes. Therefore, he developed a 'push-pull framework' as an approach to simply understand tourists' motivations for travel and intuitively explain why a certain tourist selects one destination over another.

The push factors can be examined as the endogenous forces which determine tourist's decision of "whether to travel". It motivates traveler to want to travel in order to fulfill the needs and wants. For instance, the push factors may include the desire to escape from the traveler's routine home environment and seek for relaxation, nostalgia, rest, prestige, knowledge, experience and social interaction.

On the contrary, the pull factors can be treated as the exogenous forces which determine tourist's decision of "where to travel". It can be referred to the destination's features, attractions, or attributes such as the landscape, culture, price, service, price, service, climate and etc. Essentially, once a traveler has made clear decision to travel, the pull factors can inspire the traveler to select one destination over another.

### E. *Perceived Attractiveness*

Hu and Ritchie [10] and Um *et al.* [11] mentioned that a tourist's perceived attractiveness measures how well a destination can perform to meet the crucial criteria of holiday destination. Conceptually, the tourist's perceived attractiveness on destination attributes could be best described as cognitive evaluation regarding the structural model of attitude. In fact, different tourists may have different perception towards the attractiveness of a destination as their backgrounds in terms of culture, age, experience, marital status and financial status might be entirely diverse [12].

Essentially, a destination attributes can highly influence decision of tourist on destination selection. In fact, destination's attributes increasingly become prominent and provide contribution to the destination when they are perceived by the tourist and help ones decide to travel or avoid [13]. Hence, destination selection of the tourist can be influenced by their perceived attractiveness on destination attributes.

### F. *Frequently Used Destination Attributes in Literature*

As most tourism studies were condensed in the developed countries and regions such as Europe and the US. It is

somewhat difficult to find the empirical studies which match with the context of Bangkok, Thailand. Hence, those frequently used destination attributes in the previous studies under international context will be the key components in this study. According to Zhou [14], the destination attributes, which were used in previous 28 studies on tourists' decision on destination selection or relevant topics, are culture & history (monument, heritage, arts, handcraft and ways of life of local people), landscape (beautiful scenery and natural attractions), services (shopping, accommodation, food, and transportation), entertainment, relaxation, climate, price (e.g. cost, good value for money), sport, safety (personal safety), local people's attitude toward visitors, special events and activities, accessibility (information available), adventure, wildlife, proximity to other destinations, and special animals.

G. Consumer Satisfaction

Satisfaction has been theoretically delineated as the tourist's emotional state which is developed at post-visitation stage where the tourist has experienced the trip at the selected destination [11], [16]. It is the expression of overall pleasure constructed by the tourist after the trip [3]. Unlike the cognitive component of attitude which emphasize on perception, satisfaction is categorized as an affective attitude to a product or service [17].

Satisfaction has empirical been proven to influence the consumer loyalty to a product and service in many studies. Satisfaction has revealed a positive correlation to the post-purchase behavior, particularly in the process of repurchase in the future. Regarding the study of Baker and Crompton [18] in tourism industry, the satisfaction manifestly has an impact on tourist's revisit intention in the future. The higher positive satisfaction definitely leads to higher likelihood of revisit intention.

Tourists tend to provide the satisfaction rating in accordance with their entire experience [19]. Tourist expectations, which are primarily influenced by marketing, word of mouth and experience, have considerable impact on the evaluation. The higher the expectations are, the higher the tendency that consumers will be frustrated, and vice versa.

H. Revisit Intention

Consumer loyalty is magnificently vital to a product and service in every industry. It is six times more costly to attract new consumers than retain the loyal ones [20]. The loyal consumers are deemed to have 10 times more value than the price of a single purchase [21]. They act as another channel in promoting the product and service through informal recommendation and word of mouth to friends, relatives, and other potential travelers to a destination. As a result, this certainly helps the service providers to gain more revenue as well as reduce marketing cost [22]. The loyal consumers tend to positively recommend to 3 people if they are satisfied with the service, and spread the negative expression to 11 people if they are dissatisfied. Accordingly, positive satisfaction has a positive influence on consumer loyalty.

In fact, there are more than 30 factors used in more than 25 researches regarding factors influencing the destination loyalty or revisit intention. For instance, price was examined to be the antecedent of perceive quality, perceived quality as

the antecedent of satisfaction, and satisfaction as the antecedent of loyalty [23]. Yoon & Uysal [24] proved that both push and pull factors that act as tourist motivation have a vital impact on destination loyalty measured by the likelihood of revisit intention and word-of-mouth recommendation. In fact, the likelihood to recommend a product or service to others, likelihood to purchase a product or service again, and overall satisfaction constitute as effective indicators in evaluating consumer loyalty.

Repeat visitation is highly prominent to tourism industry of a destination. In many destinations, it substantially contributes for more than 50% of the total tourist arrival [15].

I. Recommendation of Destination

Recommendation (word of mouth) to others is one of the sources of information in which people who are interested to travel take into account for considering destination selection [25]. The word of mouth recommendation is habitually carried by the repeated visitors. It is considered to be perilous to tourism marketing as the potential tourists tend to search for and perceive it as a reliable source. Eccentrically, tourists who are satisfied from the trip experience have high potential to recommend the destination to others, but not to repeat visitation in the future [26]. Despite the abundant number of researches on antecedents of destination loyalty, there is no general agreement among researchers regarding the antecedents of revisit intention.

III. RESEARCH METHODOLOGY

A. Conceptual Framework

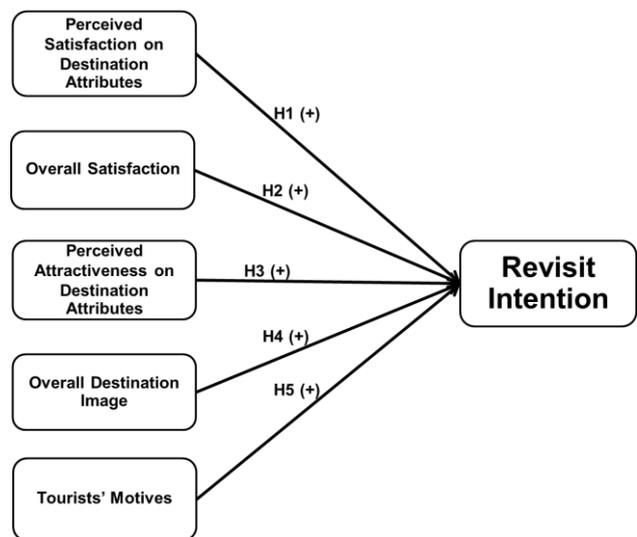


Fig. 1. Conceptual framework.

The conceptual framework of this study was developed through the integration and adaptation of numerous analysis models which were implemented in the previous relevant studies and literature reviews by many researchers in the past. Hence, the attributes and factors in the conceptual model of this study were selected and adapted from the previous studies to best suit with the environment in Bangkok. Simply, the model consists of dependent variable and independent variables. To meet the objective of this study, the dependent variable is denoted as the likelihood of tourist to revisit

Bangkok in the future or destination loyalty. The independent variables which determine the revisit intention comprise of satisfaction on destination attributes, perceived attractiveness of destination attributes, perceived overall image, number of past experiences, and tourist's motivation. The conceptual model is illustrated in Fig. 1.

The conceptual model of this study consists of five hypotheses which can be seen as follows;

**H1:** tourist's perceived satisfaction on the destination attributes will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

**H2:** tourist's overall satisfaction towards a destination will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

**H3:** tourist's perceived attractiveness of destination attributes will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

**H4:** tourist's overall image of destination will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

**H5:** tourist's motives will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

#### B. Sampling Techniques and Data Collection

The questionnaire was generated as a key tool for data collection. In fact, it was designed to address the objectives of the study.

The sampling and questionnaire distribution were conducted based on convenient sampling approach and best-effort basis. The questionnaire distribution is not subjected to nationality, age, occupation and other demographic and characteristic restrictions. With the convenient approach of distribution, the questionnaires were able to capture the tourists from four major regions including, the Americas, Europe, Middle East, Asia Pacific.

Regarding the distribution channels, the two major channels in distributing the questionnaires were face-to-face interview and online platform. The face-to-face questionnaire was conveniently distributed at the major sightseeing areas, shopping areas, universities with international program and international airport. For instance, the major sightseeing areas include WatPhraKaew and Wat Pho, shopping areas are Central World and Siam Paragon, universities with international program comprises of Thammasart University and Chulalongkorn University, and international airports consists of Don Mueang International Airport and Suvarnabhumi International Airport. Primarily, the questionnaire collection was conducted on Saturday and Sunday during September – October 2013.

Alternatively, via the online platform, the questionnaires were primarily sent out to the e-mail and facebook of respondents who visited Bangkok in the past through the assisted distribution of friends, colleagues, relatives and family. Also, posting the survey link on the web board and homepage which contain a certain group of foreigners was implemented. Moreover, the snow-ball approach was also adopted in which the respondents further forwarded the survey link to the persons they know.

Both face-to-face and online surveys were opened for

respondents to complete for nearly two months. Owing to the time and coordination limitation, the sample size was subjected the willingness and availability of respondents which was not recognized prior to the research approach. Hence, the number of completed questionnaires received was under the targeted sample indicated by Yamane [27] sampling formula.

Based on the sampling formula developed by Yamane [27] using 95 percent confidence level with sampling error of 5 percent, the targeted sample size should be 400 international tourists who visited and experience Bangkok. However, practically, due to the constraint in receiving coordination from the tourists to complete the questionnaire during their leisure and time limitation, the actual sample size completed was 189. With the actual sample size of 189, the sampling error is assumed to be approximately 7%.

After the data collection, Cronbach's Alpha testing was utilized to analyze the reliability of the data. The score was 0.959. According to George and Mallery [28] rule, the closer the score is to 1.0, the greater is the internal consistency of the items (variables) in the scale. In this case, the score was considered to be in excellent level.

#### C. Measures

A five-point Likert type scale was used to measure the destination loyalty or revisit intention and its determinant factors including perceived satisfaction on destination attributes, overall satisfaction, perceived attractiveness on destination attributes, overall destination image, and tourists' motives. Each variable is measure by five-point scale with different ranges as follows:

- 1) Revisit intention: Most Unlikely (1) to Most Likely (5).
- 2) Perceived satisfaction on destination attributes and overall satisfaction: Very Unsatisfied (1) to Very Satisfied (5).
- 3) Perceived attractiveness on destination attributes: Least Influential (1) to Most Influential (5).
- 4) Overall destination image: Very Bad (1) to Very Good (5)
- 5) Tourists' motives: Least Influential (1) to Most Influential (5).

#### D. Independent Variables

The independent variables adopted to predict the dependent variable in this study comprise of five factors including perceived satisfaction on destination attributes, overall satisfaction, perceived attractiveness on destination attributes, overall destination image, and tourists' motives. These factors were hypothesized to have a positive correlation with the dependent variable.

Regarding the *perceived satisfaction on destination attributes*, it assesses the performance of destination attributes consisting of accommodation, shopping, transportation, restaurant & food, tourist attraction, culture & history, safety, entertainment, attitude of Thai people towards visitors, and accessibility at the post-visitation stage. Theoretically, tourists who have a positive experience in a certain activity will have high chance to continue and repeat it. Therefore, the more satisfied the tourists are, the more likely they will revisit the destination.

The *overall satisfaction* measures the level of satisfaction of the tourists towards the overall performance of the destination.

The *perceived attractiveness of destination attributes* measures how well the ten destination attributes including accommodation, shopping, transportation, restaurant & food, tourist attraction, culture & history, safety, entertainment, attitude of Thai people towards visitors, and accessibility are in attracting and influencing tourists to revisit the destination at the post-visitation stage. It is examined as the external motivator that pulls the attention of tourist towards the destination and highly influences the decision of tourist on destination selection. In fact, destination's attributes increasingly become prominent when they are perceived by the tourist and help ones decide to travel or avoid. Hence, the future destination selection and future behavior of the tourist can be influenced by their perceived attributes of the destinations.

The *overall destination image* the generally measures the overall impression of tourists towards the destination in which it is fundamentally build up from the direct experience during the stay. It can in turn influence the tourists' intentions of whether or not to return to the destination. The positive image of the destination perceived can be expected to have positive impact on the tourist's decision to revisit the destination.

Eventually, the *tourists' motives* assesses how well the five motive attributes, including relaxation & recreation, enhancing relation, enhancing social, fulfilling prestige, and escaping from the daily routine, are in influencing tourists to revisit the destination. It is developed from internal need and desire of the tourist and considered to be push or endogenous factors. It motivates traveler to want to travel in order to fulfill the needs and wants. For instance, the push factors may include the desire to escape from the traveler's routine home environment and seek for relaxation, nostalgia, rest, prestige, knowledge, experience and social interaction. After the visitation, if the tourists perceive that the destination can fulfill their desire, they are motivated to the future behavioral intention.

#### E. Dependent Variable

The dependent variable for this study is *revisit intention* which is assumed to be significantly predicted by the five independent variables. The four essential statements adopted to measure the revisit intention are as follows; I am willing to return to Bangkok in the future, I am willing to recommend Bangkok to family and friends as a holiday destination, I have wonderful image of Bangkok as a holiday destination, and I feel I am very loyal to Bangkok as a destination choice.

## IV. DATA ANALYSIS

After the completion of data process, the analysis will be performed in this chapter based on the data obtained from the 189 questionnaires completed. The data analysis comprises of the major sections. The first section is the descriptive analysis on respondents' demographic. The second section is concerned with the descriptive analysis on respondents' characteristic and behavior. The third section explores the descriptive statistic of all variables. Eventually, the fourth

section examines the hypothesis testing which predict the relationship between the independent variables and the dependent variable via both simple and multiple regression analysis. The major tool utilized to analyze the data is SPSS, one of the most famous statistical analysis programs.

#### A. Part I: Demographic Data of Respondents

TABLE I: RESPONDENTS' DEMOGRAPHIC (N = 189)

Personal Factor	Frequency (n)	Percentage (%)
<b>Gender</b>		
Male	82	43.4
Female	107	56.6
<b>Age</b>		
20 years or below	3	1.6
21 – 30 years old	155	82.0
31 – 40 years old	23	12.2
41 – 50 years old	7	3.7
51 – 60 years old	1	0.5
Above 60 years old	0	0.0
<b>Marital Status</b>		
Single	154	81.5
Married	32	16.9
Widowed / Divorce	3	1.6
<b>Average Annual Income (USD)</b>		
20,000 or below	71	37.6
20,001 – 40,000	72	38.1
40,001 – 60,000	20	10.6
60,001 – 80,000	13	6.9
80,001 – 100,000	7	3.7
Above 100,000	6	3.2
<b>Education</b>		
Secondary school	1	0.5
High school	7	3.7
Vocational certificate	2	1.1
Diploma	7	3.7
Bachelor's degree	97	51.3
Master's degree	72	38.1
Doctoral degree	3	1.6
<b>Occupation</b>		
Professional	53	28.0
Government employee	5	2.6
Private sector employee	74	39.2
Self employed	14	7.4
Business owner	15	7.9
Retiree	0	0.0
Housewife	1	0.5
Student	27	14.3
<b>Continent</b>		
Asia	134	70.9
Europe	34	18.0
Middle East	2	1.1
North America	15	7.9
Oceania	4	2.1

The majority of respondents are female with the contribution of 56.6%. The age range of 21 – 30 years old is the majority which accounts for 82% of the total respondents. Most of them are single with average annual income below 40,000 USD. Most respondents have received good education

as 51.3% and 38.1% completed Bachelor's and Master's degree respectively. They work in various sectors in which 39.2% is private sector employee, 28% is professional such as teacher, lawyer, doctor and etc., and 14.3% is student. Notably, students have increasingly become prominent group of tourists which drive tourism in a destination. Due to the proximity and cultural similarity and familiarity, the majority of the respondents are from Asia. Further details are shown in Table I.

### B. Part 2: Characteristic and Behavior Data of Respondents

TABLE II: RESPONDENTS' CHARACTERISTIC & BEHAVIOR (N = 189)

Personal Factor	Frequency (n)	Percentage (%)
<b>Number of Past Visit</b>		
First Time Traveler	50	26.5
Repeat Traveler	139	73.5
<b>Purpose of Visit</b>		
Leisure	105	55.6
Business	51	27.0
Visiting friends / relatives	20	10.6
Conference / Training	4	2.1
Education	9	4.8
<b>Length of Stay</b>		
1 night	2	1.1
2 nights	26	13.8
3 nights	42	22.2
4 nights	37	19.6
5 nights	13	6.9
6 nights	3	1.6
7 nights	8	4.2
More than 7 nights	58	30.7
<b>Travel Companion</b>		
Travelling alone	44	23.3
With my spouse	13	6.9
With my family and children	23	12.2
With my friends	91	48.1
With my relatives	4	2.1
With business associates	14	7.4
<b>Source of Information</b>		
Previous trip(s)	43	22.8
Internet	78	41.3
Brochures	2	1.1
Travel guidebooks	25	13.2
Travel agencies	8	4.2
Tourist information centers	6	3.2
Word of mouth	25	13.2
Travel exhibition / expo	2	1.1
<b>Type of Accommodation</b>		
High range hotel (4 - 5 star)	61	32.3
Mid-range hotel (3 star)	16	8.5
Low cost hotel (1 - 2 star)	45	23.8
Serviced apartment	32	16.9
Guest house	19	10.1
Home stay	10	5.3
Hostel	5	2.6

According to the results, most of respondents are repeat travelers who have been traveling to Bangkok for more than one time. Out of the total respondents, the majority of them come for leisure purpose. Once they arrive, 55.6% stay for 2 – 4 nights and 30.7% of them stay for more than 7 nights in

Bangkok. Nearly half of the respondents (48.1%) travel to Bangkok with their friends while 23.3% travel alone. Just above one third of them stays at high-range hotel while nearly one fourth stays at low-cost hotel. In the world of globalization, internet has become the major source of information in which 41.3% of the respondents heavily rely on it to obtain information regarding traveling in Bangkok. Further details are shown in Table II.

### C. Part 3: Summary of Descriptive Statistics of All Variables

Regarding the destination attributes evaluated in terms of perceived satisfaction and attractiveness, the results are shown in Table III.

Concerning the perceived attractiveness, the destination attributes which earn the highest average score is safety (**Mean = 4.02**) following by attitude of Thai people towards visitor (**Mean = 3.93**), accessibility (**Mean = 3.90**), tourist attractions (**Mean = 3.88**), and accommodation (**Mean = 3.78**). On the other hand, the attributes which receive the lowest average score are entertainment (**Mean = 3.38**) and culture & history (**Mean = 3.56**).

In terms of perceived satisfaction, the destination attributes which receive the highest average score is attitude of Thai people towards visitor (**Mean = 4.04**) following by accommodation (**Mean = 3.88**), culture & history (**Mean = 3.76**), restaurant & food (**Mean = 3.75**), and shopping and accessibility (**Mean = 3.74**). In contrast, the attributes which earn the lowest rate of satisfaction are transportation (**Mean = 3.32**) and safety (**Mean = 3.39**).

TABLE III: SUMMARY OF DESCRIPTIVE STATISTICS ON PERCEIVED SATISFACTION & ATTRACTIVENESS ON DESTINATION ATTRIBUTES (N = 189)

Destination Attributes	Perceived Satisfaction		Perceived Attractiveness	
	Mean	Meaning	Mean	Meaning
Accommodation	3.88	Satisfied	3.78	High Influential
Shopping	3.74	Satisfied	3.77	High Influential
Transportation	3.32	Neutral	3.67	High Influential
Restaurant & Food	3.75	Satisfied	3.59	High Influential
Tourist Attractions	3.72	Satisfied	3.88	High Influential
Culture & History	3.76	Satisfied	3.56	High Influential
Safety	3.39	Neutral	4.02	High Influential
Entertainment	3.61	Satisfied	3.38	Neutral
Attitude of Thai people toward visitors	4.04	Satisfied	3.93	High Influential
Accessibility	3.74	Satisfied	3.90	High Influential

According to Table IV, the motives which have the highest influence in pushing the respondents to revisit Bangkok are the motives of relaxation & recreation and fulfilling prestige.

Inclusively, according to Table V, the overall satisfaction towards the visit and experience in Bangkok is rated as **satisfied level (Mean = 4.14)**. Moreover, the overall image of Bangkok is perceived as **good level (Mean = 4.11)**. More importantly, the tendency in which the respondents would

revisit Bangkok is assessed to be in **likely level (Mean = 4.03)**.

TABLE IV: SUMMARY OF DESCRIPTIVE STATISTICS ON TOURISTS' MOTIVES (N = 189)

Tourists' Motives	Mean	Meaning
Relaxation & Recreation	3.77	High Influential
Enhancing Relation	3.13	Neutral
Enhancing Social	3.06	Neutral
Fulfilling Prestige	3.74	High Influential
Escaping from the Daily Routine	3.61	High Influential

TABLE V: SUMMARY OF DESCRIPTIVE STATISTICS ON OVERALL SATISFACTION, OVERALL DESTINATION IMAGE, AND REVISIT INTENTION (N = 189)

Variables	Mean	Meaning
Overall Satisfaction	4.14	Satisfied
Overall Destination Image	4.11	Good
Revisit Intention	4.03	Likely

D. Part 4: Hypothesis Testing: Analysis of Factors Influencing International Visitors to Revisit Bangkok, Thailand

The data obtained from the total 189 respondents through the questionnaires will be utilized to analyze and explore the factors influencing international visitors to revisit Bangkok in the future. In predicting the relationship between the factors and the revisit intention, simple and multiple regression analysis are adopted to test the five hypotheses as follows:

**H1:** tourist's perceived satisfaction on the destination attributes will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

**H2:** tourist's overall satisfaction towards a destination will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

**H3:** tourist's perceived attractiveness of destination attributes will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

**H4:** tourist's overall destination image will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

**H5:** tourist's motive will be positively related to enhancing likelihood of tourist's revisit intention or destination loyalty.

The regressions are segregated into four major models including satisfaction on destination attributes, push and pull motivation, overall satisfaction, and overall destination image. The first model explores the relationship between satisfaction attributes and revisit intention. The second model examines the relationship between perceived destination attributes & tourist motives and revisit intention. The third model interprets the relationship between overall satisfaction and revisit intention. The fourth model predicts the relationship between overall destination image and revisit intention.

E. Perceived Satisfaction on Destination Attributes

The multiple regression analysis is implemented to test Hypothesis 1 which predicts that perceived satisfaction on destination attributes is positively related to revisit intention.

The ten destination attributes adopted to test Hypothesis 1 consist of *accommodation, shopping, transportation, restaurant & food, tourist attraction, culture & history, safety, entertainment, attitude of Thai people towards visitors, and accessibility*.

Of the 10 satisfaction attributes, only three attributes appear to be the significant predictors towards the tourists' revisit intention. The three significant factors are perceived satisfaction on *accommodation* ( $\beta = 0.135, p = 0.042$ ), *shopping* ( $\beta = 0.247, p = 0.000$ ), and *attitude of Thai people towards visitor* ( $\beta = 0.386, p = 0.000$ ). The positive coefficient of these factors provides support to Hypothesis 1.

F. Push and Pull Motivators

Alternatively, the perceived attractiveness of destination attributes is treated as pull motivator that attract the interest of the tourists, and the tourists' motives is considered as push motivator which drives internal desire of tourists to travel. The multiple regression analysis is adopted to test Hypothesis 3 and Hypothesis 5 which predict that tourists' perceived attractiveness on destination attributes is positively related to tourists' revisit intention and tourists' motives are positively related to tourists' revisit intention respectively. The ten destination attributes adopted to test Hypothesis 3 are *accommodation, shopping, transportation, restaurant & food, tourist attraction, culture & history, safety, entertainment, attitude of Thai people towards visitors, and accessibility*. Moreover, the five attributes of tourists' motives performed to test Hypothesis 5 comprise of *relaxation & recreation, enhancing relation, enhancing social, fulfilling prestige, and escaping from the daily routine*.

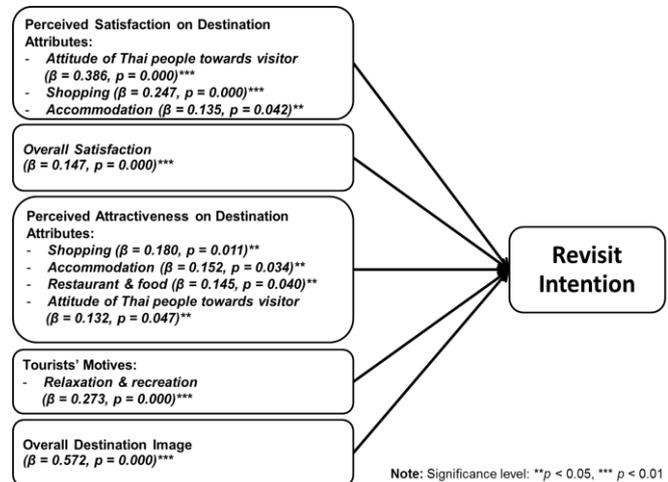


Fig. 2. Regression results.

Of the 10 perceived attractiveness attributes and 5 attributes of tourists' motives, only five independent variables appear to be the significant predictors towards the tourists' revisit intention. The five significant factors are the perceived attractiveness on *accommodation* ( $\beta = 0.152, p = 0.034$ ), *shopping* ( $\beta = 0.180, p = 0.011$ ), *restaurant & food* ( $\beta = 0.145, p = 0.040$ ), and *attitude of Thai people towards visitor* ( $\beta = 0.132, p = 0.047$ ) and the motive of *relaxation & recreation* ( $\beta = 0.273, p = 0.000$ ). The positive coefficient of accommodation, shopping, restaurant & food, and attitude of Thai people towards visitor provides support to Hypothesis 3. Moreover, the positive coefficient of relaxation & recreation

supports Hypothesis 5.

#### G. Overall Satisfaction

The simple regression analysis is adopted to test Hypothesis 2 which examines the relationship of perceived overall satisfaction towards revisit intention.

The findings for this simple regression analysis indicates that the *overall satisfaction* ( $\beta = 0.147, p = 0.000$ ) is statistically significant at 1% significant level. The positive coefficient of overall satisfaction provides support to Hypothesis 2.

#### H. Overall Destination Image

Likewise, the simple regression analysis is adopted to test Hypothesis 4. It examines the relationship of overall destination image towards revisit intention.

As is shown in Fig. 2, the findings for this simple regression analysis indicates that the *overall destination image* ( $\beta = 0.572, p = 0.000$ ) is statistically significant at 1% significant level. The positive coefficient of overall destination image supports Hypothesis 4.

### V. CONCLUSION AND DISCUSSION

The findings have made significant contribution to destination loyalty studies in a number of ways. The results, which were formulated by the multiple regression analysis, show the factors which have a significant positive effect on the tourists' revisit intention to Bangkok. The significant predictors are perceived satisfaction on destination attributes (accommodation, shopping, and attitude of Thai people), overall satisfaction, perceived attractiveness on destination attributes (accommodation, shopping, restaurant & food, and attitude of Thai people), overall destination image, and relaxation & recreation motive.

Firstly, for *Perceived Satisfaction on Destination Attributes* and *Overall Satisfaction*, several studies showed support for these factors. According to the study of Valle, Silva, Mendes & Guerreiro [29], which explores the relationship between the tourists' travel satisfaction and the tourists' revisit intention in Arcade, a tourist destination in Portugal, confirmed that the overall satisfaction has a direct and significant impact on the revisit intention. The higher overall satisfaction would lead to higher tendency of repeat visitation and willingness to recommend the destination to others.

Furthermore, Qing Chi & Qu [30] indicated that the overall satisfaction and satisfaction attributes significantly have a direct and positive impact towards the revisit intention. The study was conducted in Arkansas to find relationship among destination image, tourist attribute and overall satisfaction, and destination loyalty. The satisfaction attributes which have a significant effect on the revisit intention are shopping, accommodation, dining, accessibility, attraction and environment. This is partially in line with the results of this study in terms of accommodation and shopping.

Moreover, according to the study of Rittichainuwat, Qu, & Mongknonvanit [31], the travel satisfaction on accommodation and restaurant proves to be statistically significant to the dependent variable which is the likelihood of

travelers in revisiting Thailand. The satisfaction on accommodation and restaurant is positively related to the revisit intention at 10% significant level. However, the satisfaction on shopping, tourist attraction, transportation, and safety are not statistically significant to the likelihood of revisit intention. Hence, this is partially harmonized with the results of this study in terms of accommodation. Unfortunately, the attitude of local people has not proven to be a significant predictor in the study of [30] and [31].

Regarding *Perceived Attractiveness on Destination Attributes* and *Overall Destination Image*, the previous studies have essentially shown the support on the findings of this study in which the perceived destination attributes and overall destination image are a significant predictor of revisit intention. The study of Zhou [14] on the destination attributes attracting international tourists to Cape Town included ten attributes consisting of landscape, culture & history, entertainment, service (shopping, accommodation, food, and transportation), accessibility, attitude of local people, safety, relaxation, climate and price in the questionnaires. Out of the ten attributes, the price, landscape, safety, service (shopping, accommodation, food, and transportation), entertainment, and culture & history have a significantly positive correlation with the decision on destination choice. However, the attitude of local people does not show a significant effect on the decision.

Quintal & Polczynski [32] examined the direct effect of perceived attractiveness on accommodation towards the satisfaction and revisit intention. The findings prove that the accommodation attribute has a significant direct effect on satisfaction, but not revisit intention. However, the satisfaction is statistically significant to the revisit intention. Thus, the satisfaction is acting as the mediator between the relationship of accommodation and revisit intention.

Citing the study of Prayag [33] which analyzed the influence of destination image and satisfaction on the future behavioral intention in Mauritius, the overall destination image is a significant predictor towards the revisit intention. Definitely, the positive image influences the tourists to have more tendencies to revisit and recommend the destination to others.

Regarding *Tourists' Motives*, empirically, according to the study conducted by Baloglu [34] in four Mediterranean countries, the findings confirmed that the tourist motive is significantly and positively related to the revisit intention. In particular, the motive of escape and prestige shows the statistically significant relationship. Moreover, the study in Hong Kong by Huang & Hsu [35] suggested that the most important motive for Beijing travelers to revisit Hong Kong is shopping and relaxation.

The findings of Som, Marzuki, Yousefi & Abu Khalifeh [36] who conducted the study on the factors influencing visitors' revisit intention in Sabah of Malaysia, stated that the relaxation & recreation is the most important travel motive for visitors to revisit Sabah. However, the motive of enhancing relation, enhancing social, fulfilling prestige and escaping from the daily routine do not show a significant relationship with the revisit intention. This result is substantially in line with the findings of our study.

## VI. RECOMMENDATION

With the world of globalization where people have been increasingly interconnected and interacted with fewer boundaries between the countries and regions, the destinations have also progressively become competitive. As a result, maintaining the competitiveness and enhancing attractiveness in order to be the top revisit destination choice of tourists' decision has become a strong challenge. Essentially, the interesting findings which have been examined are vitally informative for tourism practice for both private and public sectors involving in tourism industry. In this section, the recommendations will be proposed to the organizations in the tourism industry of Bangkok in order to augment the competitiveness of Bangkok over other tourist destination. The recommendations are segregated into four aspects concerning accommodation, shopping, attitude of Thai people and restaurant & food.

Interesting, *accommodation* is one of the crucial factors in influencing tourists to revisit Bangkok. To help enhance the attractiveness of accommodation, the government and private sector should proactively create the relationship and coordination with tourism authorities in other countries for the benefits in many ways, particularly in terms of enhancing promotion and awareness. For instance, the coordination could be practical by organizing a tourism fair or even in major cities of Asia and Europe to promote accommodation and tourism in Bangkok. In the event, the organizer should invite the qualified hotels and other types of accommodation to promote themselves and offer promotional package to potential tourists. Moreover, price and quality of service are the key areas in which tourists are looking for in evaluating the attractiveness and satisfaction on the accommodation. The businesses in hotel industry in Bangkok should compete with those of other destinations based on relatively low-price strategy with differentiated and outstanding service quality to influence the tourists to perceive that the price is value for money. Furthermore, as the tourists have heavily relied on internet as the source of information in traveling to Bangkok, the businesses in hotel industry should increasingly implement marketing and sales promotion via online platform. They should enhance the convenience and reliability for booking the accommodation via online system and develop more coordination with online booking agency such as Agoda and Booking.com.

Like the accommodation industry, *shopping* is devastatingly dispersed throughout Bangkok. There are varieties of products offered to tourists which range from local-made product to high-end product. To maintain and enhance the attractiveness and satisfaction of shopping, the government should coordinate with the key shopping markets to create a powerful promotion campaigns which emphasize on the novel features of shopping, value for money and high quality product attributes. Moreover, the government should facilitate tourists by providing free shopping guides available at the major transportation systems in Bangkok such as BTS, MRT, bus, taxi, and boat. The shopping guides should be the compilation of the key shopping markets. In addition, the businesses in shopping industry should increasingly

encourage online shopping with free delivery service to facilitate business tourists and others who have less time in Bangkok. Furthermore, as Asian is the major portion of international tourists in Bangkok, the businesses in shopping industry should support and encourage their salesperson to be capable to speak major Asian languages such as Mandarin and Japanese. Lastly, in many shopping markets, the price of the products is negotiable, and it may be charged differently between the local and foreign shoppers. Hence, the government should strictly control, monitor and adopt one-price policy to avoid the dissatisfaction on price by international tourists.

*Attitude of Thai people towards visitor* has been commonly acknowledged as friendly and service-minded. These attitudes have been profoundly embedded in the culture of Thai people. They are one of the key attractiveness which draws foreigners to revisit Bangkok. Thus, the marketers in tourism industry should substantially communicate the positive image of Thai people to international tourists by emphasizing on portraying the "friendliness" of Thai people. Simultaneously, the government should create a campaign which educate the local people about the significance of tourism industry and encourage them to be friendly and helpful to international tourists.

*Restaurant & food* has undeniably been one of the key factors drawing visitor to Bangkok. There are various types of restaurant and food to be chosen across the city. To enhance the competitiveness in this aspect, the government should monitor the quality and cleanliness of food provided by vendors and independent restaurants to maintain the high-quality perception from international tourists. In addition, the government should organize a Thai food fair or event in foreign countries, particularly in Asia and Europe, to promote Thai food and reliable local restaurants. Lastly, the government should organize an appropriate area for food vendors to sell to maintain the regularity and cleanliness image.

## VII. LIMITATION OF THE STUDY

There are several limitations in which the researcher encountered throughout the processes of research conduction. The limitations have more or less impacted the results of the study. First, this research is a self-report study in which it can give both advantages and disadvantages to researchers. Westen and Weinberger [37] argued that self-report study is convenient to obtain information in which they believe that respondents are the best source of information about themselves. Nevertheless, the results obtained through a self-report study raises concern over the validity and reliability of the results. In this research, respondents could either exaggerate or underestimate the rating scale that truly describes their feeling towards each key attribute. Additionally, Fisher [38] argued that respondents can be prone to social desirability bias in a self-report study in which they might not choose the answer that best describes their choice for accommodation, restaurant service, shopping, and lifestyle experiences.

Second, with the short period of timeline for questionnaire

distribution during September to October 2013, the total number of completed questionnaires is 189 which about 47% of the expected 400 questionnaires. Thus, with the total samples of 189 respondents, the sampling error would be approximately 7%.

Third, it is highly difficult to get coordination from the foreign respondents to complete the survey. They do not want the interviewer to disrupt their valuable time of leisure. Therefore, with coordination constraint, the number of completed questionnaires did not reach the expected number formulated by Yamane [27] sampling formula.

Lastly, in fact, the tourism in Bangkok is driven by both international and domestic tourists. However, this study only includes the international tourists into consideration and analysis. Therefore, the factors investigated to predict the dependent variable may not infer the total population of tourists in Bangkok as a whole.

### VIII. FUTURE RESEARCH

Due to the limitations in conducting this study particularly in terms of time and coordination constraint, there is a gap which the further study can fulfill. There are several suggestions for the future researcher to enhance the reliability and analysis of the future studies.

First, the future research should incorporate the domestic respondents into the study since tourism in Bangkok is driven by both international and domestic tourists. By including the domestic tourists as part of the sampling, this will certainly assist the researcher to obtain more samples which will in turn raise the confidence level of the study. Moreover, the researcher could compare the results across the international and domestic respondents.

Second, since it is difficult to approach the international tourists for coordination in completing the questionnaires, the future research should provide a reasonable incentive to attract their attention and increase their willingness.

Fourth, the future study could conduct an in-depth interview or qualitative methodology in addition to the quantitative methodology. This would help the researcher to either capture the right attributes and factors to quantify and obtain insights which further explain the quantitative finding.

Fifth, interestingly, researchers can also conduct the similar study by focusing on other major touristic provinces in Thailand including Phuket, Chiangmai, Pattaya and etc in order to discover the factors that influence tourists' revisit intentions which can greatly beneficial to Tourism Authority of Thailand in enhancing such factor.

Lastly, the tourists who travel for business and conference and training purpose are not always the decision-makers in selecting the destination choice. Most of the time, they are determined to travel to a destination by others such as the company they are working for and business partners. Their revisit intentions are sometimes not being influenced by their perceived attractiveness or perceived satisfaction on the destination which derives from the past experience. Therefore, in order to obtain the results from the tourists who are being truly loyal to the destination, the future study should emphasize mainly on those who travel for leisure purpose.

### REFERENCES

- [1] Department of Tourism, Ministry of Tourism and Sports, "Statistic of international tourism in Bangkok," 2012, Available: <http://www.tourism.go.th>
- [2] K. Quan. (2013). And the world's no. 1 tourist destination is. *Time*. [Online]. Available: <http://newsfeed.time.com/2013/06/01/bangkok-claims-the-worlds-no-1-tourist-destination-title/>
- [3] C. Chen and D. Tsai, "How destination image and evaluative factors affect behavioral intentions," *Tourism Management*, vol. 28, no. 4, pp. 1115-1122, 2007.
- [4] S. Shoemaker and R. C. Lewis, "Customer loyalty: The future of hospitality marketing," *International Journal of Hospitality Management*, vol. 18, no. 4, pp. 345-370, 1999.
- [5] C. S. Jang and R. Feng, "Temporal destination revisit intention: The effects of novelty seeking and satisfaction," *Tourism Management*, vol. 28, pp. 580-590, 2007.
- [6] J. Swarbrooke and S. Horner, *Consumer Behavior in Tourism*, Oxford: Linacre House, p. 169, 2001.
- [7] L. Moutinho, "Consumer behavior," *Strategic Management in Tourism*, pp. 41-78, 2000.
- [8] L. G. Schiffman and L. L. Kanuk, *Consumer Behavior*, 7<sup>th</sup> ed. Upper Saddle River, Prentice Hall, p. 203, 2000.
- [9] G. M. S. Dann, "Anomie, ego-enhancement and tourism," *Annals of Tourism Research*, vol. 4, no. 4, pp. 184-194, 1977.
- [10] Y. Hu and J. Ritchie, "Measuring destination attractiveness: A contextual approach," *Journal of Travel Research*, vol. 32, pp. 25-34, 1993.
- [11] S. Um, K. Chon, and H. Y. Ro, "Antecedents of revisit intention," *Annals of Tourism Research*, vol. 33, no. 4, pp. 1141-1158, 2006.
- [12] D. Bowie and C. Chang, "Tourist satisfaction: A view from a mixed international packaged tour," *Journal of Vacation Marketing*, vol. 11, no. 4, pp. 303-322, 2005.
- [13] D. B. Klenosky, "The pull of tourism destinations: A means-end investigation," *Journal of Travel Research*, vol. 40, no. 2, pp. 385-395, 2002.
- [14] L. Zhou, "Destination attributes that attract international tourist to Cape Town," Faculty of Economic and Management Sciences, University of the Western Cape, pp. 22-61, 2005.
- [15] M. Kozak, "Repeaters' behavior at two distinct destinations," *Annals of Tourism Research*, vol. 28, no. 3, pp. 784-807, 2001.
- [16] R. Westbrook and R. Oliver, "The dimensionality of consumption on emotion patterns and consumer satisfaction," *Journal of Consumer Research*, vol. 18, no. 1, pp. 84-91, 1991.
- [17] J. Yuan and S. Jang, "The effects of quality and satisfaction on awareness and behavioral intentions: Exploring the role of a wine festival," *Journal of Travel Research*, vol. 46, pp. 279-288, 2008.
- [18] D. A. Baker and J. L. Crompton, "Quality, satisfaction and behavioral intentions," *Annals of Tourism Research*, vol. 27, no. 3, pp. 785-804, 2000.
- [19] E. W. Anderson, C. Fornell, and D. R. Lehmann, "Customer satisfaction, market share and profitability: Findings from Sweden," *Journal of Marketing*, vol. 58, pp. 53-66, 1994.
- [20] M. L. Boeuf, *How to Win Customer and Keep Them for Life*, Berkeley Press, 1987.
- [21] M. Augustyn and S. K. Ho, "Service quality and tourism," *Journal of Travel Research*, vol. 37, no. 1, pp. 71-75, 1998.
- [22] L. Reid and S. Reid, "Communicating tourism supplier services: Building repeat visitor relationships," *Journal of Travel & Tourism Marketing*, vol. 2, pp. 3-19, 1993.
- [23] T. Shanka, M. Quaddus, and M. E. Hossain, "Understanding the antecedent factors of visitors' destination loyalty using partial least square: A primary study of Cox's Bazar, Bangladesh," presented at ANZMAC Annual Conference, Christ church, New Zealand, 2010.
- [24] Y. Yoon and M. Uysal, "An examination of the effects of motivation and satisfaction on destination loyalty: A structural model," *Tourism Management*, vol. 26, no. 1, pp. 45-56, 2005.
- [25] G. C. Chi and H. Qu, "Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach," *Tourism Management*, vol. 29, pp. 624-636, 2007.
- [26] T. K. Hui, D. Wan, and A. Ho, "Tourists' satisfaction, recommendation and revisiting Singapore," *Tourism Management*, vol. 28, no. 4, pp. 965-975, 2007.
- [27] T. Yamane, *Statistic, an Introductory Analysis*, 2nd ed. New York: Harper and Row, 1967.

- [28] D. George and P. Mallery, "SPSS for windows step by step: A simple guide and reference," *Boston: Allyn & Bacon*, 11.0 update, 4th ed. 2003.
- [29] O. P. Valle, A. J. Silva, J. Mendes, and M. Guerreiro, "Tourist satisfaction and destination loyalty intention: A structural and categorical analysis," *Journal of Business Science and Applied Management*, vol. 1, no. 1, pp. 26-43, 2006.
- [30] C. G. Q. Chi and H. Qu, "Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach," *Tourism Management*, vol. 29, pp. 624-636, 2007.
- [31] N. B. Rittichainuwat, H. Qu, and C. Mongknonvanit, "A study of the impact of travel satisfaction on the likelihood of travelers to revisit Thailand," *Journal of Travel & Tourism Marketing*, vol. 12, pp. 19-43, 2002.
- [32] A. V. Quintal and A. Polczynski, "Factors influencing tourists' revisit intentions," *Asia Pacific Journal of Marketing and Logistics*, vol. 22, no. 4, pp. 554-578, 2010.
- [33] G. Prayag, "Tourists' evaluations of destination image, satisfaction, and future behavioral intentions: The case of Mauritius," *Journal of Travel & Tourism Marketing*, vol. 26, no. 8, pp. 836-853, 2009.
- [34] S. Baloglu, "A path analytic model of visitation intention involving information sources, socio-psychological motivations and destination images," *Journal of Travel & Tourism Marketing*, vol. 8, no. 3, pp. 81-90, 1999.
- [35] S. S. Huang and C. Hsu, "Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention," *Journal of Travel Research*, vol. 48, pp. 29-44, 2009.
- [36] A. Som, A. Marzuki, M. Yousefi, and N. A. A. Khalifeh, "Factors influencing visitors' revisit behavioral intentions: A case study of Sabah, Malaysia," *International Journal of Marketing Studies*, vol. 4, no. 4, pp. 39-50, 2012.
- [37] D. Westen and J. Weinberger, "When clinical description becomes statistical prediction," *American Psychologist*, vol. 59, pp. 595-613, 2004.
- [38] R. J. Fisher, "Social desirability bias and the validity of indirect questioning," *Journal of Consumer Research*, vol. 20, no. 2, pp. 303-315, 1993.

**Tun Thiomsak** was born in Bangkok, Thailand in 1987. He graduated from the bachelor degree of arts program in economic (EBA), Chulalongkorn University in 2010. Currently, he has been working as a researcher in the industry of market research since 2011. With his interest in globalization and international business, he decided to pursue the master's degree by enrolling in master of management program (MM), Chulalongkorn University. He believes that graduating from MM program would broaden the knowledge and enhance the skill in managing the business in an international landscape.

**Athapol Ruangkanjanases** is a faculty member of the Department of Commerce, Chulalongkorn Business School of Chulalongkorn University. He received his Ph.D. degree from Illinois Institute of Technology, USA. Before joining Chulalongkorn University, he taught at School of Management, Marist College, New York, USA.