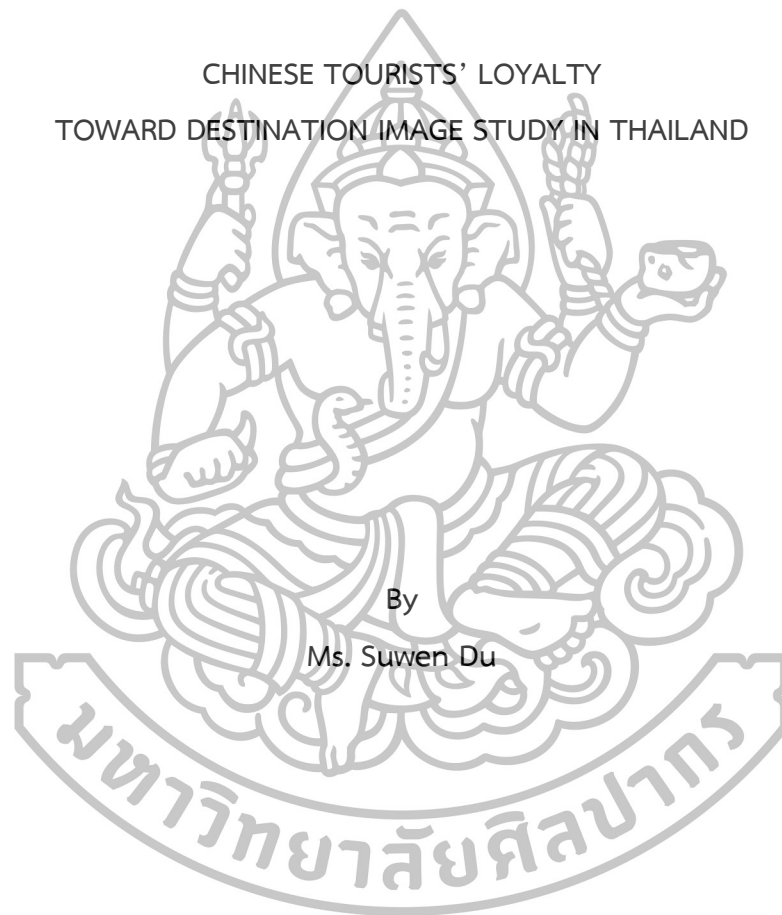




CHINESE TOURISTS' LOYALTY
TOWARD DESTINATION IMAGE STUDY IN THAILAND



A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree
Master of Business Administration Program in Hotel and Tourism Management

International Program

Graduate School, Silpakorn University

Academic Year 2015

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56501313: MAJOR: HOTEL AND TOURISM MANAGEMENT

KEY WORD: CHINESE TOURIST/TOURIST LOYALTY/DESTINATION IMAGE/THAILAND

MISS SUWEN DU: CHINESE TOURISTS' LOYALTY TOWARD DESTINATION IMAGE STUDY IN THAILAND. THESIS ADVISOR: PICHET TEERANUSON, Ph.D., 109 pp.

The purpose of this research were 1) to research Chinese tourists' complex image to Thailand, which perceived by their actually traveling experiences; 2) To research whether Chinese tourists' complex image would contribute to their loyalty toward Thailand; 3) to research whether the induced image that generally promoted in Thailand is coincide with the complex image that enable tourists generate loyalty.

The research instruments were questionnaires and on-site interviews. The data derived from questionnaires were analyzed by statistical software SPSS of version 20. Regarding interview records were analyzed by procedures of data reduction, display, and conclusions. Finally employing convergent parallel pattern to combine both quantitative and qualitative data.

The results of this research were as follow:

1. The overall complex image that Chinese tourists have of Thailand has significant influence on their loyalty.
2. However, different categories of image indicate different influences on Chinese tourists' loyalty toward Thailand.
3. From relevant comparison and contrast, it can be seen that those induced image that generally promoted in Thailand is not completely coincide with the complex image that enable tourists generate loyalty.

In a word, this study is expected to find out both advantages and disadvantages while promote specified image to retain Chinese tourists' loyalty to Thailand, as well as to provide some effective orientation to develop image of Thailand for committing a sustainable tourism model to benefit both Thai tourism market and Chinese tourists.

However, during the period of conducting this study, the insecure issues of boom attack in Ratchaphrasong Rd. was the accidental obstacles on data collection procedure.

Program of Hotel and Tourism Management

Graduate School, Silpakorn University

Student's signature

Academic Year 2015

Thesis Advisor's signature

ACKNOWLEDGEMENTS

First and foremost, I am grateful to have the great honor to study MBA in Hotel and Tourism Management with all my lovely instructors, classmates and faculties in Silpakorn University International College.

In addition, I would like to express my sincere gratitude to my advisor, Dr. Pichet Teeranuson, who has contributed his valuable time and provided his immense knowledge to support my Master study and related research. Apart from giving professional guidance, comments and helps to identify problems in my research, he also gave me freedom and encouragement to enrich my study with a comprehensive perspective.

Beside my advisor, I am also sincerely thankful to Dr. Sippanan Nuanla-Ong, Dr. Sudawadee Chanpiwat, and Ms. Nopparat Rungsiyaphaornratana, who have continuously given me great helps and suggestions in the whole procedure of writing thesis. Furthermore, I really appreciated Dr. Chiranut Sopha, Dr. Budsakayt Intarapasan, Dr. Rasita Sinekiem, Dr. Chen Ka Tat, and Dr. Phukirk Buason for providing me opportunities to interview them.

I am thankful to my good friend Ms. Wei Wu, who always supported me and encouraged me from the start of writing thesis, as well as gave wise opinions.

Last but not least, I would like to thank my family members, especially my beloved parents, they have been supporting me spiritually throughout writing the thesis and my life in general.

Suwen Du

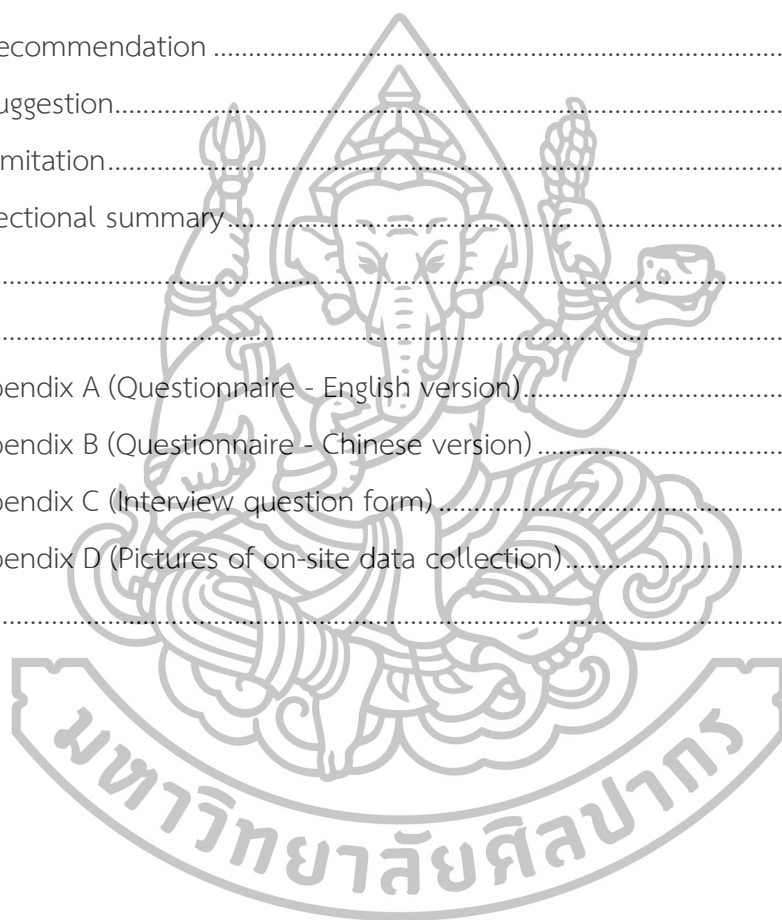
23 September, 2015

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CHAPTER 1

INTRODUCTION

Overview

21st Century, under the economic development of diversified today, Travel & Tourism industry is one of the world's most significant sources of economic outcomes and employment, which has already accounted for 9.8 percent of global GDP (USD7,580.9 billion) and supported more than 276 million jobs (9.4 percent of total employment) in 2014, as shown in Figure1. Furthermore, it forecast that Travel & Tourism will also look extremely favorable over the next decade (World Travel & Tourism Council, 2015). In this kind of considerably profitable market, many countries have been making efforts to develop their tourism resources and products for eventually gaining a greater share from domestic and international tourism demands. Thailand is just right in this chance and challenge.

Thailand, as a tropical country located in the center of South East Asia, which is revealed a border form as the rough shape of an elephant's head when looking over a map. On account of having an abundance of splendidly natural scenery and cultural attractions, Thailand has been promoted as a popular tourist destination for many decades, it results that large amount of tourists from all over the world were attracted to visit Thailand. Now Travel and Tourism has been one of Thailand's major sources of revenue for both private sectors and government.

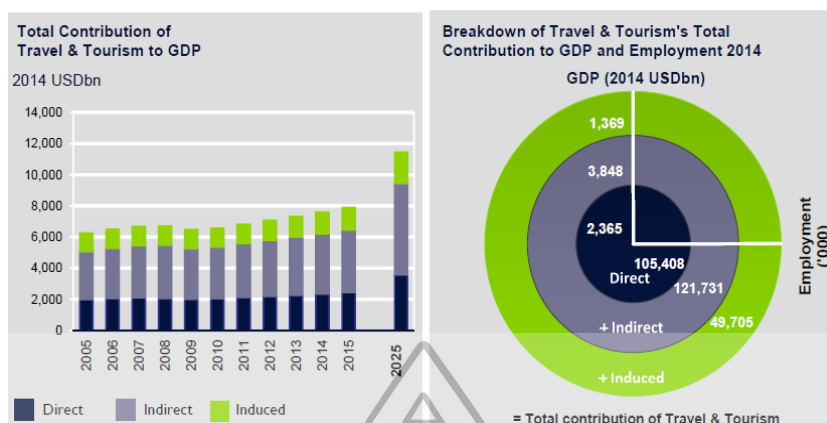


Figure 1 The figure cited from report of “ WTTC Travel & Tourism Economic Impact 2015, World. ”

Source: World Travel & Tourism Council, **Travel & Tourism Economic Impact 2015, world, 2015**, accessed April 10, 2015, available from <http://www.wttc.org//media/files/reports/economic%20impact%20research/regional%202015/world2015.pdf>

According to the report of World Travel & Tourism Council, the total contribution of Travel & Tourism in Thailand to gross domestic product (GDP) was THB 2,345.1 billion in 2014, which is approximately constituted 19.3% of GDP. Meanwhile, there were 5.383 million jobs supported by Travel & Tourism industry, which has made up 14.1% of total employment in 2014, as shown in Figure 2. The report also forecasts that although it was seen a decrease in international arrivals due to the political unrest that took place in Thailand last year, this grow will be increasing by 6.4% in the next ten years, to THB4,496.7 billion (25.8% of GDP) in 2025. Indeed, according to statistics of TAT (Tourism Authority of Thailand), the international arrivals to Thailand during the period 2000 to 2014 mostly illustrated an upward trend, reached 24.78 million visitors in 2014. Whereas, the highest number of visitors had been led by China since 2013. That is to say, China has taken the top spot as far as providing tourists to Thailand, ahead of Malaysia and Japan, as shown in Figure 3 (onlinewww.thaiwebsites.com).

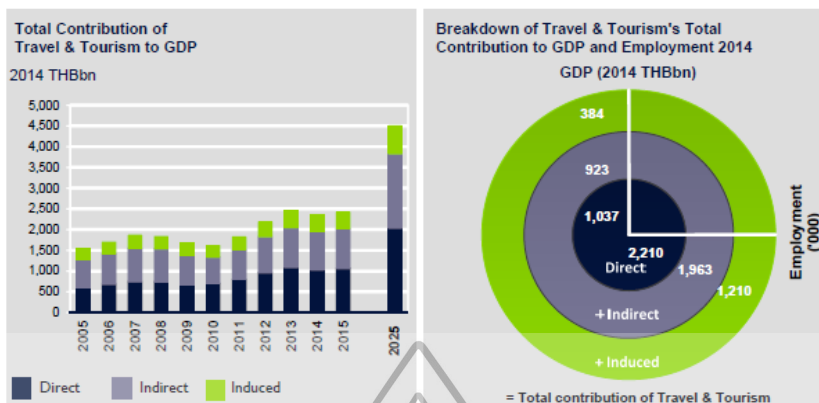


Figure 2 The figure cited from report of “ WTTTC Travel & Tourism Economic Impact 2015, Thailand. ”

Source: World Travel & Tourism Council, **Travel & Tourism Economic Impact 2015, Thailand, 2015**, accessed April 10, 2015, available from <http://www.wttc.org//media/files/reports/economic%20Impact%20research/countries%202015/thailand2015.pdf>

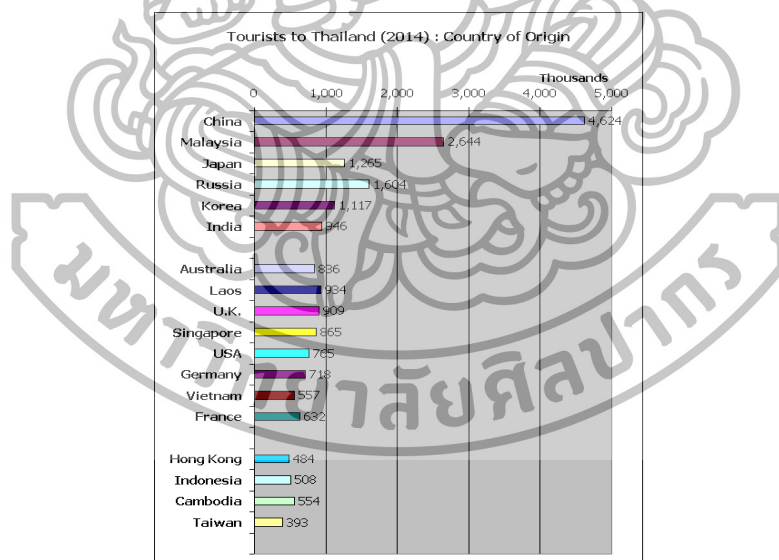


Figure 3 Tourists to Thailand (2014): Country of Origin.

Source: Thaiwebsites, **Tourist Arrivals to Thailand by Nationality 2013 and 2014**, accessed April 16, 2014, available from <http://www.thaiwebsites.com/tourists-nationalities-Thailand-2014.asp>

Over the last decade, due to China's impressive economic growth, increasing middle classes with disposable income, and greater flexibility in governing rules about overseas travel, more and more Chinese tourists desire the experiences of visiting destinations outside the region, which has led to the growth of China as a tourism market has been and continues to be the fastest in the world. What is more, Chinese outbound tourist is recognized by the tourism sector as having significant benefits for world tourism as well as having the greatest buying potential for the 21st century (Lahouti, 2012).

In accordance to forecast of the United Nations World Tourism Organization, there will be 100 million global travelers from China by 2020, which is most likely to account for 14% of revenue of global tourism. Facing this dynamic market, many countries are not only attempting to understand the characteristics of Chinese tourists and adapting their tourism products for obtaining this large potential target market, but also investigating how to attract Chinese tourists to revisit a destination sustainably whilst let them have willingness to recommend the destination to others.

Statement of The Problems & Significance of The Research

According to the declare of Essential China Travel Trends (2012), China is now the country that has largest outbound tourist source in the world as well as in Asia. When Chinese tourists make an oversea trip, they generally prefer to travel within Asia. This is mainly due to geographical proximity, affordability and the absence of language barriers (Tourism Business Portal). Furthermore, Thailand is in the top 5 major destinations that they have high preference to visit (Euromonitor International, 2012), as shown in Figure 4. Consequently, as a matter of fact that Thailand has advantages and more chances to induce as well as retain this tourist market, Chinese tourists.

Ranking	Country
1	Hong Kong, China
2	Macau
3	South Korea
4	Thailand
5	Taiwan
6	Singapore
7	USA
8	Japan
9	Vietnam
10	Malaysia

Figure 4 Range of the destination that Chinese outbound tourist prefer

Source: Michelle Grant, **Top 25 Most Popular Destinations for Chinese Tourists, Sep.03, 2013**, accessed April 16, 2015, available from <http://skift.com/2013/09/03/top-25-most-popular-destinations-for-chinese-tourists/>

However, the reality has to be considered is that even though Thailand is a worldwide popular destination with great amount of natural and cultural tourism products as well as beautiful beach tourism resources, the fact that so many destinations could globally provide similar attractions, services and experiences. What is more, the uncontrollable natural disasters and political unrest issues happened in previous years have made the number of inbound tourist to Thailand indicated in an fluctuating growth, as shown in Figure 5. There is no doubt to say that Thailand's Travel & Tourism industry is encountering intensive competition to date.

Therefore, faced with the highly competitive tourism marketplace, crafting and adopting a distinctive identity would play an essential role to make the destination unique in the fierce market and could induce tourists making decision to travel by accessing to outstanding image of a destination (Chen & Phou, 2013), which is just similar with previous scholars' statements that distinctive characteristics have

been possessed by a tourists destination could be the potential motivation on tourists' buying behaviors (Ekinci & Hosany, 2006; Prayag, 2007)

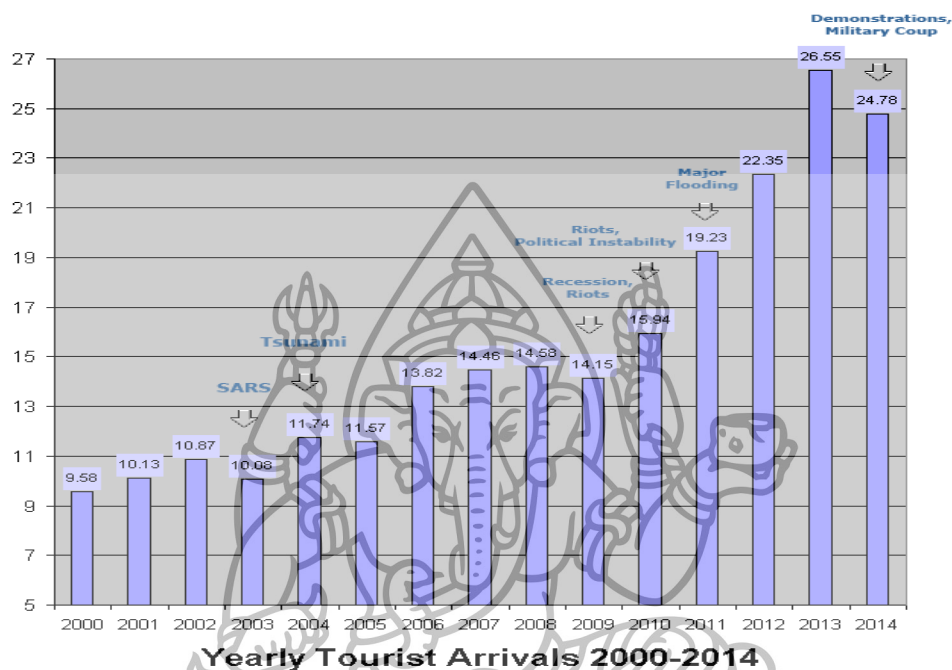


Figure 5 Yearly tourist arrivals 2000 - 2014.

Source: Thaiwebsites, **Tourism Statistics Thailand 2000-2014**, accessed April 19, 2015, available from <http://www.thaiwebsites.com/tourism.asp>

Moreover, based upon the integrated theories that were organized by Gursoy, Chen and Chi (2014), it indicated that it is quite essential for native tourism marketers or operators to not only well plan and develop tourism products for attracting tourists to visit, but also to better understand what could make tourists be loyal and how to retain their loyalty to the destination. Consequently, in similar situation, only understanding the travel motivation of Chinese tourists and the image that is able to induce them to travel is not enough any more, tourism marketers and operators of Thailand are supposed to find out what kind of image would contribute to Chinese tourists' loyalty toward Thailand, so that the destination could modify its accessibility, offerings, services delivery and enhance its destination image distinctive to inspire Chinese tourists having intention to revisit Thailand or having willingness to recommend it to others, which is so called tourists' destination loyalty.

In terms of previous concepts, loyalty is one of the vital indicators used to measure the success of marketing strategy (Flavian, Martinez, & Polo, 2001), and it is also regarded as one of the major driving forces in the competitive market (Dimanche & Havitz, 1994), which is most likely to cause customers' repeat purchase and positive word-of-mouth behaviors (Chang, 2013; Prayag and Ryan, 2012). Similarly, travel destinations can be considered as products, for loyal tourists, they are more likely to have intention to revisit or have willingness to recommend this destinations to others.

As a result, from the above statement, this study is going to focus on the aspect of destination image with the purpose of capturing profitable and competitive superiority in the target market, Chinese tourists. To be more precise, this study will emphasize on evaluating Chinese tourists' perceived image which formed by their actually visiting experiences, afterwards to research the relationship between tourists' perceived image and their loyalty toward Thailand. In general, while visiting the selected destination, tourists would develop a more complex image that is largely impacted by their perception of actually traveling, the subjective evaluation from a series of actual experiences are most likely to later influence or even alter tourists' behavioral attitude. Namely, tourists might generate willingness to revisit the place or act in contrast according to the reassessment (Fakeye and Crompton, 1991). Similarly, Bigné et al (2001) had also reached an agreement to the role of image as an essential factor in destination marketing due to tourists' behavior can be expected to be partly conditioned by the image that they have of destination. Consequently, the researcher intents to emphasize on the aspect of destination image research in this study.

Even though studies refer to investigate the significance of tourist's loyalty toward Thailand have been developed recent years, in a way the numeral is limited, and those similar researches are even rarely associated with the object of Chinese tourist. In addition, previous researches less focused on the antecedent of tourist destination image. Thus, there is limitation to access to studies about researching Chinese tourists' perceived destination image regard to Thailand, especially the complex image derived from their actual travel experiences, neither to access to

researches about finding out the relationship between Chinese tourists' perceived complex image and their loyalty toward Thailand. On the other hand, based on prior scholars' general statements, destination image has significant effect on tourists' destination loyalty. In order to research whether this general theory could be suitably employed in the case of Chinese tourists' image have of Thailand and their loyalty toward Thailand. Consequently, it is worthwhile to further study the aforementioned issues and hopefully to fill in the theoretical and empirical gap.

In fact, with the purpose of developing and strengthening competitiveness in Travel & Tourism industry, Thailand has been making efforts to create and promote distinct tourism related image with a series of policies and promotions. But over focusing on creating tourism image to induce travelers to visit, it is easy to overlook to concern the image that is able to make tourists have intention to revisit or have willingness to generate a positive word-of-mouth to others. To some extent, it is possible to cause those creation on tourism image is not exactly in line with the image that enable tourists to keep loyal, as well as it might lead related investment to suffer high cost and low return, which would be opposite to the purpose of developing a competitive tourism market. Therefore, this study is going to find out whether the tourism image that generally promoted in Thailand is coincide with the complex image that enable Chinese tourists generate loyalty. And according to the comparison, it is going to seek out what kinds of tourism image should be considered to further develop or adopt for maintaining Chinese tourists' loyalty, as well as hope to offer some theoretical and practical recommendations for tourism related marketers and operators, then employing more appropriate strategies to produce mutual benefits for both Thailand's tourism market and Chinese tourists.

Objectives

There are three objectives developed by the researcher as bellow:

Objective 1: To research Chinese tourists' complex image to Thailand, which perceived by their actually traveling experiences;

Objective 2: To research whether Chinese tourists' complex image would contribute to their loyalty toward Thailand;

Objective 3: To research whether the induced image that generally promoted in Thailand is coincide with the complex image that enable Chinese tourists to retain loyalty to Thailand.

Hypotheses to Be Tested

There are two hypotheses developed by the researcher as bellow:

Hypothesis 1: Overall complex image has influence on Chinese tourists' loyalty toward Thailand.

Hypothesis 2: Thai tourist induced image is completely coincide with Chinese tourists' complex image to Thailand.

Regarding the theoretical quotation and description would be demonstrated in Chapter 2 - Literature Review.

Scope of Study

In this study, two different research methods are going to be employed for two different research target groups that based upon study objectives.

Regard to questionnaire, this study focuses on Chinese tourists as the survey object. Moreover, the target group should be Chinese tourists who have actual travel experiences in Thailand, like the experience of once traveled Thailand before or the experience of traveling other cities in Thailand beyond Bangkok City. Because this study requires the complex image of Chinese tourists that derived from their actual travel experience. While, the areas that are expected to collect data will scope in the center of Bangkok city, such as Siam commercial area, Central World Shopping Center area, Asiatique The Front-river night market, and Chatuchark Weekend Market. There are altogether 400 copies of questionnaire would be distributed in aforesaid areas.

As to the application of interview, the researcher is going to interview five experts who are professional in filed of Travel & Tourism industry in Thailand. Because induced image is presented more specific tourism information of destination personalities and identities, which is generally or popularly promoted by the destination with purpose of inducing more tourists' visitation. While, those relevant

information are usually dominated and researched by tourism experts, they are familiar to tourism resources that mainly assume the marketing and promotional practices that professionally carried out by tourism authorities. Therefore, this study aims to gather the tourist induced image by interview five tourism related experts.

Assumption Benefits

Firstly, this study is hoped to make somewhat contribution on researches regarding the influences of Chinese tourists' perceived image from actual travel experience on their loyalty to Thailand, as well as to find out what kind of image could probably exert significant influences on Chinese tourists' loyalty.

Secondly, through comparing the image that is pleasant to Chinese tourists and image that is popularly promoted in Thailand, it is hoped to provide some suggestions on what kind of image should be considering to promote in the near future for retaining Chinese tourists' loyalty.

Last but not least, this study is hopefully to provide some possible guidance on performance or development to Travel & Tourism industry in Thailand, and it is expected to make contribution to generate mutual benefits for both Thai Travel & Tourism industry and Chinese tourists.

Limitation of The Study

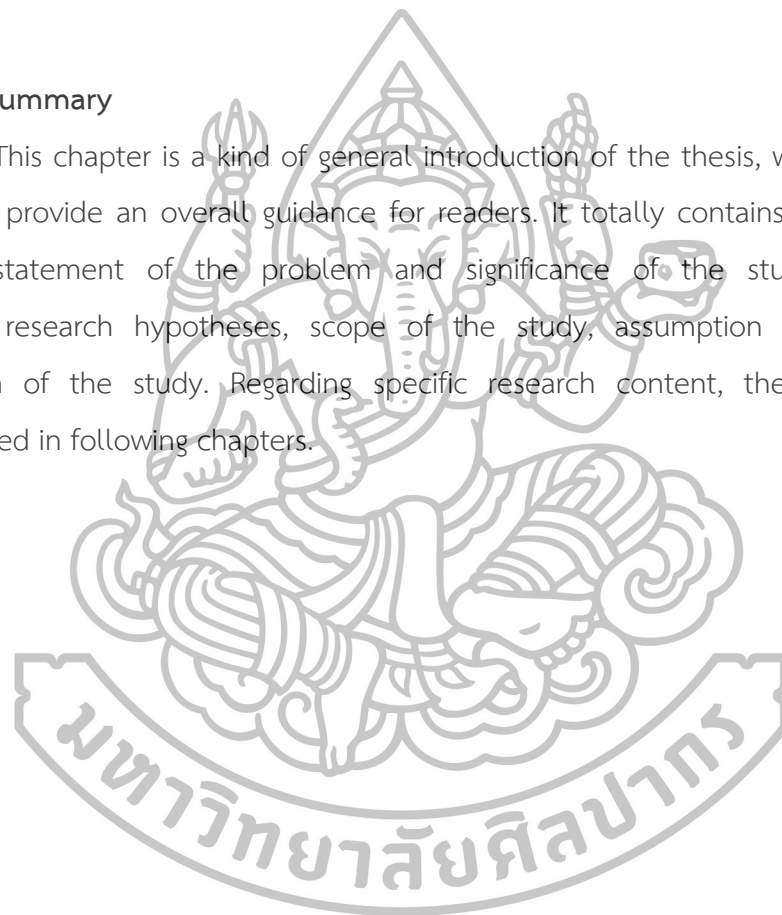
This study focuses on researching Chinese tourists' loyalty toward Thailand as well as focuses on finding out what image could be created or adopted for maintaining Chinese tourists' loyalty, but it does not mean that only Chinese tourist plays significant role to tourism marketplace of Thailand. This study is conducted in the context of increasing number of Chinese tourists come to visit Thailand nowadays, but few studies to analyze their comprehensive image on this destination and employ their perception refers to image to do loyalty related research. That is to say, it is possible to do similar research on other countries' tourists.

Organization of The Study

This thesis has five chapters altogether. Chapter 1 illustrates overview of study introduction. Chapter 2 refers to literature review. Chapter 3 demonstrates hypotheses and research methodologies of the study. Chapter 4 analyzes the data collected from both interview and questionnaires. Chapter 5 includes conclusion and recommendation.

Sectional Summary

This chapter is a kind of general introduction of the thesis, which has the purpose to provide an overall guidance for readers. It totally contains seven parts: overview, statement of the problem and significance of the study, research objectives, research hypotheses, scope of the study, assumption benefits and organization of the study. Regarding specific research content, they would be demonstrated in following chapters.



CHAPTER 2

LITERATURE REVIEW

This thesis is going to research the relationship between Chinese tourists' destination image have of Thailand and their loyalty toward Thailand. Based on previous studies, there are related literature review listed in next sections. This chapter will includes theories of destination image, tourist's destination loyalty; the relationship between destination image and tourist's destination loyalty; tourism policy; tourism promotion; tourism product and hypothesis development.

1. Destination Image

In recent decades, with the tourism marketplace is becoming more highly competitive, both academics and tourism industry practitioners have been increasingly focused on destination image and its antecedents, because tourists' perceived image to a place is essential for destination marketing. Thus image investigating has become an widely studied topic in the field of hospitality and tourism (Chen & Phou, 2013; Gursoy, Chen & Chi, 2014). It has been commonly agreed by a number of relevant scholars that image has significant influence on tourists' subjective evaluation on destinations, consequent behavior, and destination choice (Baloglu & McCleary, 1999; Castro, Armario, & Ruiz, 2007; Chon, 1990, 1992; Echtner & Ritchie, 1991; Milman & Pizam, 1995; Woodside & Lysonski, 1989). Additionally, positive image of a destination is most likely to enable tourists to have intention to revisit and have willingness to produce positive word-of-mouth to others (Bigneé et al., 2001).

1.1 Definition of Destination Image

Destination image have been investigated extensively in the tourism literature (Pike, 2002) as it fills an important part in tourists' decision making and subsequent travel behavior (Balogul & McCleary, 1999). A number of scholars have independently summarized the definitions of destination image within their prior researches, and these definitions were shown in Table 1.

In spite of the interpretations are diverse, destination image is generally defined as a composite of belief and impressions in terms of information assimilated from different sources over time that lead to a mental representation of the attributes and benefits access to a destination (Crompton, 1979; Gartner, 1993).

Table 1 Various definitions developed by destination image researchers

Author(s)	Definition of Image
Hunt (1975)	“Perceptions held by potential visitors about an area”
Crompton (1977)	“Organized representations of a destination in a cognitive system”
Crompton (1979)	“Sum of beliefs, ideas and impressions that a person has of a destination”
Phelps (1986)	“Perception or impressions of a place”
Gartner & Hunt (1987)	“Impressions that a person...holds about a state in which they do not reside”
Echtner & Ritchie (1991)	“The perceptions of individual destination attributes and the holistic impression”
Baloglu & McCleary (1999)	“An individual’s mental representation of knowledge, feeling, and global impressions about a destination”
Murphy, Prichard, & Smith (2000)	“A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception”
Kim & Richardson (2003)	“A totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time”

Source: This table was adopted from Echtner, C. M., and Brent Ritchie, J. R., “The Meaning and Measurement of Destination Image.” **THE JOURNAL OF TOURISM STUDIES**, 14, 1 (2003), 37-48. and Zhang^{a,*} H., Fu^b, X., Cai^b, L. A., and Lu^a, L., “Destination image and tourist loyalty: A meta- analysis.” **Tourism Management**, 40, (2014), 213-223.

1.2 Categories of Destination Image

When it comes to image, its formation has been generally regarded as the development of a mental construct that based upon a few impressions chosen from a flood of information (Reynolds, 1965). However, in the context of destination image, this a flood of information will mostly derive from various resources, which contain the general medias (newspapers, magazines, television or movies etc.), the promotional literatures (travel brochures, guided books or posters etc.), the opinions from others (relatives, friends or travel agents) as well as first-hand information and self-experience after actually visiting (Echtner & Ritchie, 2003). Travelers' image to a destination could be affected and modified when accessing to these aforesaid information.

On the whole, tourist destination image is an complex and multi-faceted concept, thus the research ought to primarily have a look at different categories of destination image in order to accurately utilize the concepts which are mostly relative and linked to study objectives of this paper.

Certain of prior studies have identified tourist destination image into three types. Similarly with Fakeye and Crompton's (1991) analysis of destination image in terms of three categories - organic image, induced image and complex image. Organic image is primarily affected by a variety of information assimilate through non-touristic sources. These sources are usually casual and acquired from not active search, additionally not dominated by tourism professionals, rather, it comes from newspaper reports, news coverage, magazine articles, geography or history books and videos (Fakeye & Crompton, 1991). However, when organic image evolves into an induced image, it refers to the information dominated by tourism experts, such as touristic information publications, advertisements or brochures of tourist attractions and cyberspace set up by tourism professionals. In general, these resources mainly assume the marketing and promotional practices that professionally carried out by tourism authorities (Fakeye & Crompton, 1991). That is to say, induced image will contain more specific tourism information on destination personality and destination identity, which was generally or popularly promoted by a destination in order to induce more potential visitors. In general, while visiting the

selected destination, tourists would develop a more complex image that is largely formed by their actual travel experience, the subjective evaluation of these experiences are most likely to later affect tourists' behavioral attitude, namely, tourists might generate willingness to revisit the place in terms of reassessment (Fakeye & Crompton, 1991).

In order to clarify the connection between organic image, induced image and complex image, Figure 6 illustrates the roles of each image in tourist's destination selection and travel behavior.

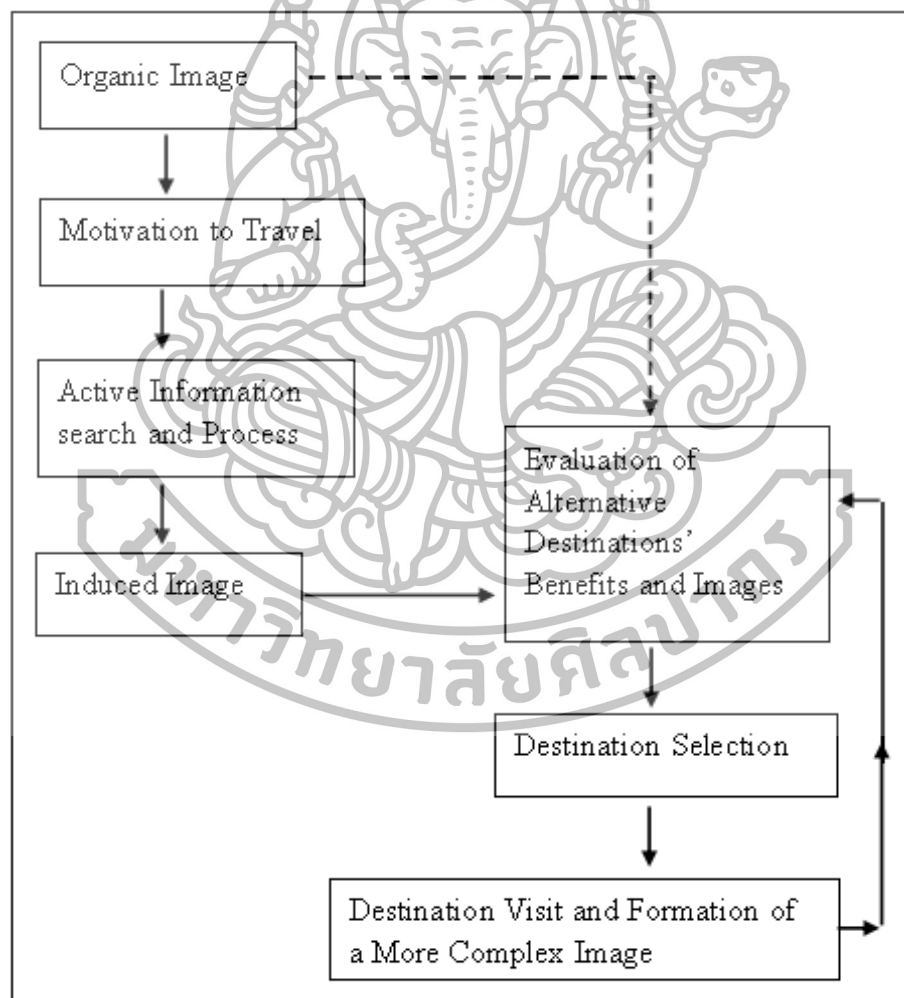


Figure 6 A model of a tourist's image formation process

Source: Fakeye, P. C., and Crompton, J. L., "Image Differences between Prospective, First-Time, and Repeat Visitors to the Lower Rio Grande Valley." *Journal of Travel Research*, (1991), 10-16.

Nowadays, when visitors are exposed to numbers of non-touristic resources through various channels in their daily life, these potential visitors could have lots of opportunities to develop organic images on diverse destinations. However, once visitors have desire of taking a vacation, they will manage to start the process of active information search. Visitors are able to comparatively evaluate the alternative destinations through personally informative contacts and favorable images that generally promoted or assumed by tourism marketers or operators. As a result of this process, these potential visitors develop more refined images of alternative destinations and finally select the destination whose organic and induced image suggest that it is optimal to achieve desired benefits (Goodrich, 1978). Based on the first-hand information and contacted experiences after actually visiting the selected destinations, tourists will develop a more complex image to the area (Fakeye & Crompton, 1991). Under this circumstance, the estimate of the tourist destination are going to fill an crucial part to their subsequent behaviors.

1.3 Significance of Destination Image

With the unprecedented growth in tourism industry today, more and more available and similar destination choices are provided to consumers from various areas in worldwide. In order to be successfully promoted in targeted markets, a destination needs to successfully differentiate its identify from the competitors, or outstanding its feature in minds of tourists (Echtner and Ritchie, 2003). A key component of this positioning process is the creation and management of a distinctive and appealing image (Calantone, Di Benetto, Hakam & Bojanic, 1989). Consequently, shaping and distinctive image of the destination is fairly crucial to induce tourists making decision to travel.

To date, a number of relevant studies of investigating the influence of image on destination have demonstrated that destination image not only creates pre-trip expectations which impact travel decision-making (Gartner 1989; Woodside & Lysonski 1989; Fakeye & Crompton, 1991) but also influence travelers' after-trip evaluation and their future intentions to revisit (Wang & Hsu 2010; Ramkissoon et al. 2011). Therefore, tourists complex image plays a significant role to determine their finally behavioral attitude.

In a word, destination image will transpose representation and destination personality of an area into the potential tourists' minds and give them a pre-taste of the destination (Paul & John, 1991), on condition that those destinations have appealing and positive image, they will be more likely to be considered and chosen on the process of travel decision making (Goodrich, 1978; Woodside & Lysonski, 1989). While, as a result of actually visited a destination, its image might be affected and modified by real experiences of tourists. If the expectations based on previously held image and the actual information could be encountered at the destination, tourists will have preference to revisit the place after reassessment (Liu et. al., 2013).

2. Tourist's Destination Loyalty

Customer loyalty, it is usually regarded as one of the most essential driving forces of business success, moreover, the level and degree of loyalty is one of the critical indicators used to measure the success of marketing strategy as well (Sun et al., 2013). It was disclosed that a 5% of customer retention grow, 85% of extra profits will be generated in service industry (Reichhel & Sasser, 1990). Namely, it costs less to retain and maintain the existing customers than acquiring new customers (Reichheld, 1996).

In the marketing research, loyal customers are most likely to present a behavior to repeat purchases or have willingness to recommend products to other people (Flavian, Martinez & Polo, 2001). In addition, Allenby and lenk (1995), Krishnamurthi and Raj (1991), also stated that remaining loyalty of customers not only could be considered as an critical antecedent of customer recruitment and retention, but also a factor that stimulates customers' willingness to pay more and reduces servicing costs. Similarly, travel destinations can be considered as products, and loyal tourists may revisit or recommend travel destinations to other potential tourists (Yoon & Uysal, 2005).

As to the indicators of evaluating tourist destination loyalty, several tourism related studies have defined tourists' loyalty by utilizing an conceptualization of combing both behavioral perspective and attitudinal

perspective (Zhang et al., 2014). Regarding to behavioral perspective, it mainly focuses on tourist's consumption behavior such as repeat visitation (Oppermann, 1998, 2000), which has been using to assess tourists' destination loyalty (Oppermann, 1998; Pritchard & Howard, 1997). Additionally, the attitudinal perspective will refer to tourist's attitude to a destination (Prichard & Howar, 1997; Gursoy, Chen & Chi, 2014), which is reflected in tourist's willingness to recommend a destination to others, such as their relatives or friends. Apparently, for potential tourists who are in decision-making process to a trip, recommendation from other visitors can be taken as the most reliable information sources. Recommendations or effective word-of-mouth from other people are one of the most often sought types of information for people interested in traveling (Yoon & Uysal, 2005).

Consequently, it is obvious that remaining tourists' destination loyalty will fill a considerable part to the tourism market, because loyal tourists, they are generally presented in their intentions to revisit the destination and in their willingness to recommend the destination to others (Oppermann, 2000).

3. Relationship Between Destination Image and Tourist's Destination Loyalty

Result from the increasingly intensive competition in tourism market places, more and more recognition refer to importance of loyal tourists have been drawn much attention in a wide range of areas, and the implementation of understanding tourist destination loyalty has become a crucial part in destination marketing and management researches as well (Chen & Phou, 2013). Several extant studies indicate that there is a significant and positive relationship between destination image and tourists' behavioral intention (Chen & Tsai, 2007; Chi 2011; Kim et al., 2012). A number of destination image with destination loyalty and tourists' behavioral studied were shown in Table 2.

Bigneé et al. (2001) pointed out that a tourist's intention to revisit a destination and their willingness to recommend it to others are directly affected by their perceived images of that destination. Similar statement also assumed in the study of Gursoy, Chen and Chi (2014), it believes that perceived image of a destination is the most essential determinant of individual' behavioral intentions,

which is able to lead re-visitation and positive word-of-mouth from tourists. Namely, the more favorable image that tourists obtained the higher likelihood that they return to the same destination (Chi & Qu, 2008).

Consequently, destination image, it has been regarded a key to creating tourist's loyalty, and relationships with tourists ought to be handled proactively if they are to become sustained ones (Bigné, Sánchez, & Sánchez, 2001). It is safe to say that visitors' intention of re-visitation or willingness of recommendation in the future are most likely to be engendered when they obtained an positively perceived image through the actually traveling.

Table 2 Summary of destination image with destination loyalty/behavioral intentions literature

Authors/year/journal	Operation of destination loyalty/behavioral intentions	Study findings
Bigné et al. (2001) <i>Tourism Management</i>	Intention to return Intention to recommend	Image → Recommendation Image → Return
Chi & Qu (2008) <i>Tourism Management</i>	Repeat purchase intentions and WOM recommendation	Destination image positively affects attribute satisfaction ($\beta=0.71$) and overall satisfaction ($\beta=0.29$); Attribute satisfaction positively affects overall satisfaction ($\beta=0.20$)
Corriea Loureiro and Miranda González (2008) <i>Journal of Travel & Tourism Marketing</i>	Behavior and attitude loyalty	Perceived quality, image & trust all positively affect DL
Lee (2009) <i>Leisure Sciences</i>	Willingness to revisit Willingness to recommend, and positive WOM	Destination image, tourist attitude, & motivation indirectly affect future behavior; They are all directly related to satisfaction; satisfaction directly affects future behavior and mediates the relation between three variables and future behavior

Authors/year/journal	Operation of destination loyalty/behavioral intentions	Study findings
Prayag and Ryan (2012) <i>Journal of Travel Research</i>	Revisit and recommend intention	Image → Overall satisfaction (0.514); Overall satisfaction → Revisit intention (0.124); Overall → satisfaction Recommendation intention (0.119)

Source: Sun, A., Chi, C. G., and Xu, H., "Developing destination Loyalty: the case of Hainan Island, China.", *Annals of Tourism Research*, 43, (2013), 547-577.

4. Tourism Policy

Travel & Tourism industry is a comprehensive domain that involves multi-factor as well as impact multi-faceted. Apart from significantly influencing a nation's economy, Travel & Tourism industry also influences socio-culture, environment and politics of a country. Based upon this overall effects, the corresponding public policy is necessary to be established in order to guide, direct, or even control the development of tourism, and eventually maximize its benefits and minimize its negative influences (Tarafa, 2001).

With respect to the concept of policy, it is an overall and high-level program that contains goals and procedures and generally assumed in formal statements like laws and official documents. However, when it is viewed in the context of tourism, tourism policy is regarded as a component of a nation's economic policy which designed to achieve specific touristic objectives at the municipal, state or federal level (Chuck, 1997). Crouch (2003) claimed that tourism policy seems like a set of regulation, guidelines, rules, promotion objectives and strategies that illustrate a framework for collective and individual to exploit, utilize and manage tourism resources. Provided that the exploitation of a destination could as per relevant tourism policy, it would be not only profitable to destination stakeholders but also able to provide high-quality travel experience to visitors. Additionally, it is probably maintain the harmony between environment, social and culture in a long run (Crouch, G, 2003). Other than an orientation of directing

tourism marketplace, tourism policy also evolves from the analysis and research of actual tourism development patterns and infrastructure, tourist attractions and activities, and the tourist market (Tarafa, 2001).

Every countries that make efforts or make investment to develop travel and tourism industry have to largely observe the global tourism policy, it is not supposed to make conflict when trying to create, develop, or adopt distinctive image to induce more amount of tourists' visiting in order to boost the national tourism market. On the other hand, in terms of the global tourism policy, a destination should take advantages of global regulation as well as keep up to the latest travel trend to achieve optimal development and success for travel and tourism industry.

Consequently, there are some main contents quoted from the publication of *Policy and Practice for Global Tourism* which were published in 2011, it is in order to provide a kind of orientation or standard to confirm whether the tourism image that has been promoted or is going to promote in Thailand would be appropriate or not.

4.1 Global Tourism Policy

In recent decades, with the continue development of tourism globalization, an leading international organization in the field of tourism has been risen in response to the proper conditions and necessity - World Tourism Organization. It is a part of United Nations agency which responsible for the promotion of responsible, sustainable and universally accessible tourism, and it is abbreviated as UNWTO.

One of the core missions of UNWTO is to generate market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development in over 100 countries all over the world. Thus, an publication *Policy and Practice for Global Tourism* were published in 2011. This publication contains an array of policies that came from the organization's summary. Due to the content of this publication is quite extensive and multi-afacted, a ten-point summary will be integrated by the researcher as shown in Table 3.

Table 3 Policy and practice for global tourism

Focused themes	Understanding
1. Understanding global tourism and the visitor	It suggests to accurately measure tourism in the condition that tourism has been affected by recent global economic crisis. Additionally, it suggests to well understand the key factors in shaping tourists' decision making. Except that, this theme also explores the key drivers of change associated with visitor behavior and the impact of key trends on visitors. For instance, the trend of the rise of low cost carriers, the trend of changing household composition, the trend of technology and fragmentation of tastes etc..
2. Sustainable tourism development	The concept of developing sustainable tourism was emphasized and relevant universal synthesis and framework was illustrated from the present environmental protect problems. For instance, to develop green economy, eco-tourism; to establish Global Sustainable Tourism Criteria; to pay more attention to climate change and global warming issues etc., as well as trying to make the industry devote good practice to sustainability.
3. Enhance societal growth	It indicates that development of tourism ought to look at the large cooperation under specific codes and ethics, and eventually bring benefits to people and communities. For instance, to cooperate with domain or international organization for developing tourism or tourism products in local.
4. Destination development	It suggests to accurately measure and utilize competitiveness associated with destination development. For instance factors, tools, knowledge

Focused themes	Understanding
	of competitiveness that enable better to understand visitors and improve the industry all worth attention.
5. Innovation in destination management	It mainly provides an overview three key factors that characterize innovative and successful tourism destinations. For instance, to be strategic and intelligent in management; to strike up active and sustainable partnerships; to function with innovation and creativity on performance of management etc.
6. New media marketing for tourism business	It aims to provide more efficient tools to communication of tourism business. For instance, to emphasize on the concept of e-marketing and encourage to apply this hi-technology to customer journey, to make tourists widely access to related information.
7. Working the partners and other stakeholders	It actively promotes a greater collaborative culture across the different stakeholders involved both directly and in directly in the tourism sector, which in order to inform successful partnership working in the future.
8. Human resources	It indicates that human involvement in tourism experience is key to creating value for the consumers. Thus, it suggests to develop human resources on three critical elements: education, training and management of human capital. For instance, to well train more tour guides with professional knowledge and with good characters of responsibility; to well train tourism related providers to provide services that could meet the international standard; to cultivate the number of marketers and operators in filed of hotel and tourism etc.

Focused themes	Understanding
9. Crisis and disasters management	It demonstrates some principles refer to society, economy or environment and tools which businesses and organizations need to follow to develop a greater resilience towards the onset of crisis. For instance, how to deal with various attack accidents and natural disasters etc..
10. Utilization of tools and techniques in the future of tourism.	It suggests to develop the infrastructure and facilities in response to tourism growth in the future. For instance, to provide convenient facilities to old weak sick disabled group; to provide more smart phone apps to tourist for previewing the characters of each tourist attraction etc..

Source: This table was summarized by the researcher.

4.2 Thai Tourism Policy

It is not exaggerated to say that almost every countries have its identities in history, culture, nature, people and politics etc.. Therefore, the importance of developing a nation's travel and tourism industry, apart from considering global tourism policy, it is also critical to keep up with the up-dated regulations of its own country. Thus, following tourism related policies that made by Thai government or correspondent departments seem more effective to flourish the native tourism market.

Considering the tourism policy in Thailand covers a wide range of specific regulations, it is difficult to display all the detail in one limited section, thus a general summary will be demonstrated in this paper. For being able to provide the up-to-date outline, *Thailand National Tourism Development Plan (2011 - 2016)* is the main reference used for this summary.

Thailand National Tourism Development Plan (2011-2016) was approved by the cabinet and the national tourism policy committee that refers to the inclusion of tourism in national agenda. Its objective is to improve the ranking of Thailand's competitive capability and make Thailand become the top five destination in Asia. Moreover, this plan also aims to increase tourism income by at least 5 percent of total GDP in five years.

The plan has outlined several strategies in response to Thai tourism policy and it will be summarized as 7-point description as displayed in Table 4.

Table 4 Summary of Thailand national tourism development plan (2011 - 2016)

Focused themes	Understanding
1. Infrastructure development	It aims to develop the infrastructure and improve the standard of facility, safety and hygiene. For instance, to improve facilities to give accessibility to those old weak sick and disabled; to establish standard systems to make hygiene could be controlled by criterion etc.
2. Tourist attraction preservation and exploitation	It aims to preserve the existing natural, cultural and historical tourist attractions as well as combine the aforementioned sources with local lifestyle to develop new destination image. For instance, the travel theme of "Thainess"; plans of developing communities' destination in terms of reasonably take advantages of local nature, culture and lifestyle etc..
3. Meeting international service standard	It aims to improve personal ability and skills, standard of public services in order to efficiently service the market requirement. For instance, to raise and maintain the standard for tourism to meet international standards; to improve the public services in order to attract and be able to efficiently service the market for tourists etc..

Focused themes	Understanding
4. Integrated market positioning	It aims to make Thailand a world-class tourist destination and a center of host for international events. Additionally, promoting tourism activities to add value to the tourism sector. For instance, to promote the market to obtain more tourists in quality in stead of quantity; to host some international meeting and exhibitions; to promote Thailand as a filming location etc..
5. Sustainable tourism	It aims to prevent the exploitation of tourism and resolve environmental problems of air pollution, water pollution or eco-pollution and so on. For instance, to develop eco-tourism or green tourism; to preserve, restore existing natural, historical and cultural tourist attractions while developing etc.
6. Public and private relations improvement	It aims to combine the local administration, private sectors and the public policies to make Thailand a globally recognized tourist destination. For instance, to encourage and improve the inter-agency cooperation; to promote role of local administration and the private sector in designing marketing and public relation policies and strategies to make Thailand as a globally recognized tourist destination.
7. Policy modification	It aims to revise laws and regulations an improve the effectiveness of law enforcement to facilitate tourism as well as ensure safety. For instance, to consider improve efficiency in issuing visas in terms of waiving visa fees for visitors from Thailand's FTA partner countries or waiving visa requirement for tourists from target countries.

Source: This table was summarized by the researcher.

5. Tourism Promotion

Promotions refer to the entire set of activities, which convey the product, brand or service to the users. The primary goal of promotion is to make people aware, attract and induce to buy the product or service, in preference over others (THE ECONOMIC TIME). While, in the case of tourism, the corresponding promotion is the process of communication between tourism product suppliers or intermediaries in the distribution channels and the potential visitors (Mill & Morrison, 1985). To a great extent, tourism promotion is viewed as concrete representation and development of tourism policy.

In essence tourism promotion plays a particularly important role in the development of a destination, because tourism industry is unlike many others due to its intangible attribute, instead of a product, tourism industry is selling a place, service, image and all the related things it has to offer. Moreover, tourist is an experience cannot be inspected before purchase (Gunn, 1988), so tourism promotion is exactly a way to project images of the destination to potential tourists and make the destination becomes desirable to them (Fakeye and Crompton, 1991).

It has been shown that there three categories of image during the different procedure of image formation, same as tourism promotion. It was developed into three kinds of promotions when deal with different kinds of visitors. Informative promotion, it mainly provides potential visitors with knowledge of a destination so they are aware of it when making a selection decision. Persuasive promotion, it aims to persuade potential visitors to buy products or services. As for reminding promotion, it makes effort to keep the destination in visitors' minds so they might intent to revisit or/and spread positive word-of-mouth to others. Table 5 concluded the relationships between tourism promotion functions and the formation of image.

Promotion is the key to representing those tourism related abstract concepts or image to travelers, the availability and accessibility of tourism promotion is also the key to impressing tourists and impact their future behavioral attitude. While getting brief pre-view on the attribute of tourism promotion, it is possible to have appropriate analysis and give proper suggestion for next procedures of the study.

Table 5 Relationship between type of image, promotion and composition of the study sample

Type of Image	Type of Promotion	Composition of the Sample
Organic	Informative	Non-visitors
Induced	Persuasive	First-timers
Complex	Reminding	Repeaters

Source: Fakeye, P. C., and Crompton, J. L., "Image Differences between Prospective, First-Time, and Repeat Visitors to the Lower Rio Grande Valley.", **Journal of Travel Research**, (1991), 10-16.

6. Tourism Product

Kaosa-ard (2002), declared that " tourism product is a bundle of goods and services packaged and offered to tourists. This product is of a composite nature and has a number of distinctive characteristics." Awhile, Kaosa-ard has also illustrated the content of tourism product, which is not only composed of natural resources, like beaches, waterfalls, mountains and the general environment, but also contained a nation's people and their culture. In addition, safety and infrastructure are also important components of the tourism product, such as a state's superb telecommunications, transportation system and effective sanitary etc. Thus, the scope of tourism products has been scripted by Middleton and Clarke (as cited in Salamoura & Angelis 2009) as a pattern of tangible and intangible package accepted by tourists at each level of price.

In today's intensely competitive tourism market, with the purpose of achieving maximum tourism income, it is really key to developing tourism products to distinctive the image of a destination as well as draw more attention of tourists toward a particular destination (Benur & Bramwell, 2015). Based on this goal, a tourism destination needs a good product portfolio strategy that is able to support various tourism promotion as well as specialize the existing supply of the destination

(Masip, 2006), additionally it should be able to create a distinct image and value to the destination. At the same time, for ultimately creating more value within a tourism destination, the creation of products has to be oriented toward specific tourism promotion, markets and targets, besides, to be able to provide the adequate products to satisfy tourists' demands and expectations (Masip, 2006).

In the study, most of the antecedents that applied to measure Chinese tourists' perception to image of Thailand are pertain to tourism products.

7. Hypothesis Development

The influence of destination image could begin at the stage of destination choice decision-making process to subsequent on-site experience evaluation, and finally to future behavioral intentions -intention to revisit- and willingness to recommend (Ashworth & Goodall, 1988; Bigne et al., 2005; Mansfeld, 1992). But those corresponding behaviors were generally influenced by different kinds of images on different stages.

Certain of prior studies have identified tourist destination image into three types: organic image, induced image and complex image (Fakeye & Crompton, 1991). As this study aims to research the relationship between Thai tourism image that perceived by Chinese tourists in terms of actual travel experience and their future behavioral intentions. Thus, the category of image that was employed in the research is complex image. Complex image is a sort of comprehensive image perceived by tourists upon actually visiting experience, which is probably altered from prior image that induce tourists' motivation to do travel decision-making.

As what have mentioned in proceeding sections, while visiting the selected destination, tourists will develop a more complex image that is largely formed by their on-site experience, and these experiences are most likely to later affect tourists' behavioral attitude. Simply put, tourists might have intention to revisit or generate positive word-of-mouth to others in terms of reassessment, which has been taken as the indicator of tourists' loyalty toward a destination (Fakeye & Crompton, 1991). Therefore, the researcher developed the first hypothesis as following:

Hypothesis 1

Overall complex image has influence on Chinese tourists' loyalty toward Thailand. (Conceptual framework was shown in Figure 7)

Even though developing and promoting distinctive identities of the destination is an essential approach to induce tourists generate reaction in the decision making process. However, if a tourist realized the exact tourism image of the destination he/she visited was quite different from the image that primarily motivated him/her to visit at beginning, what is he/she going to react? Obviously, we could easily have a guess on this case, the tourist would probably feel unsatisfied with the destination when actually visiting, his/her perception toward the destination's tourism image would most likely be altered from positive to negative. It is not difficult to assume that, the tourist would hardly have intention to revisit this place or have willingness to recommend this place to his/her relatives and friends. Consequently, it is supposed for tourism related professors, marketers and operators to estimate whether the tourism image they have long tried to promote to tourists is in line with the actual image that complexly perceived by tourists or not. Especially in the case of having purpose to retain tourists' loyalty, it will be more worthy to concerning the congruence between tourism image generally promoted in the destination and the complex image perceived by tourists. However, this similar researches are quite limited to be found, as well as few relevant theories and quotation are available to be referenced by now. Therefore, the researcher is going to develop the evaluated model by combining data analysis from quantitative and qualitative research. Accordingly, hypothesis 2 was developed as following:

Hypothesis 2

Thai tourist induced image is completely coincide with Chinese tourists' complex image to Thailand. (Conceptual framework was shown in Figure 7)

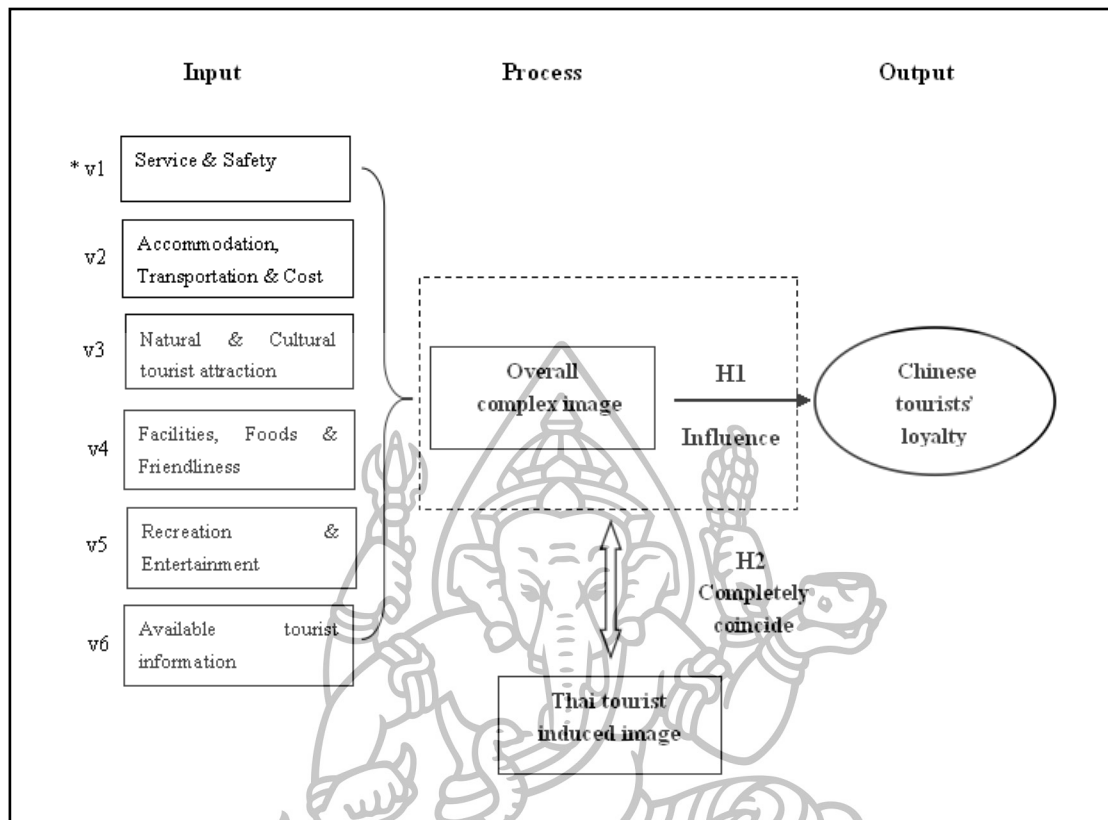


Figure 7 Conceptual framework of hypotheses.

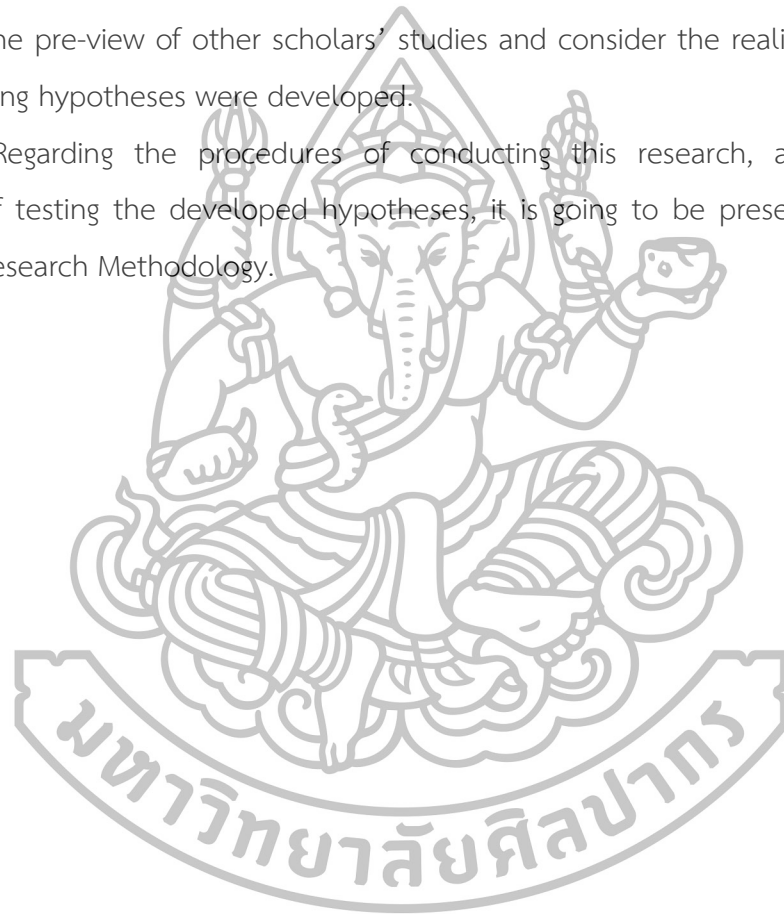
Source: This figure was developed by the researcher.

*v means the abbreviation of *variable*. v1, v2, v3, v4, v5 and v6 are six internal independent variables that constituted overall image and used to measure tourist's destination loyalty (Dependent Variable). Those applied domains were combined upon comprehensive review of previous tourism literature of Echtner and Ritchie (2003); Gallarza, Saura and García (2002); Fakeye and Crompton (1991) which are related to destination image formation and measurement.

8. Sectional Summary

Overall, the review of literature not only displays relevant concepts in terms of theoretical and conceptual interpretations, but also illustrates the relationship between destination image and tourist destination loyalty. Simultaneously, it has indicated that the establishment of tourism policy is quite indispensable for orienting tourism image developing and promotion making. Finally, based on the pre-view of other scholars' studies and consider the realistic situation, corresponding hypotheses were developed.

Regarding the procedures of conducting this research, and specified methods of testing the developed hypotheses, it is going to be presented in next chapter - Research Methodology.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter is going to demonstrate multiple methods and procedures that resorted to conduct the research. Namely, a combined application of quantitative and qualitative methods were developed in the process of data collection and analysis. Therefore, related description of these two various methods will be respectively displayed by researcher in following sections.

1. Research Method

“ All the methods used by a researcher during a study are termed as research methods. ” Rajasekar et al. (2013). Research methods play an essential role in the process of sample selecting, data analyzing and problem solving, meanwhile, it contains theoretical procedures, empirical studies, statistical approaches, etc., which will be involved in the usage of primary source and secondary source.

1.1 Primary Source Usage

Data can be obtained from primary and secondary sources. “ Primary data refers to information obtained first-hand by the researcher on the variables on interest for the specific of the study ”, defined by Sekaran & Bougie (2013). Primary data are generally information that derived from individuals’ conduction of interview, administration of questionnaire and observation.

1.2 Secondary Source Usage

Secondary data refer to information gathered from extant sources, such as books and periodicals, government publications, annual reports of various organizations, industry analyses offered by the media, websites, the Internet, and so on (Sekaran & Bougie, 2013). In many cases, due to advantages of time and costs saving in application of secondary data, researchers would like to consider undertaking analyses of data that have been already collected in other researches to support and further investigate their own research questions or/and objectives.

In this study, the researcher applied primary sources that derived from the face-to-face interview and questionnaire analysis, as well as the secondary information that cited from academic journals, tourism magazines, text books, professional websites and other extant data in school library. What is more, these aforementioned secondary sources will not only be employed in literature analysis and concept identification, but also be a part of development of questionnaire and interview design process theoretically. A general framework is shown in Figure 8.

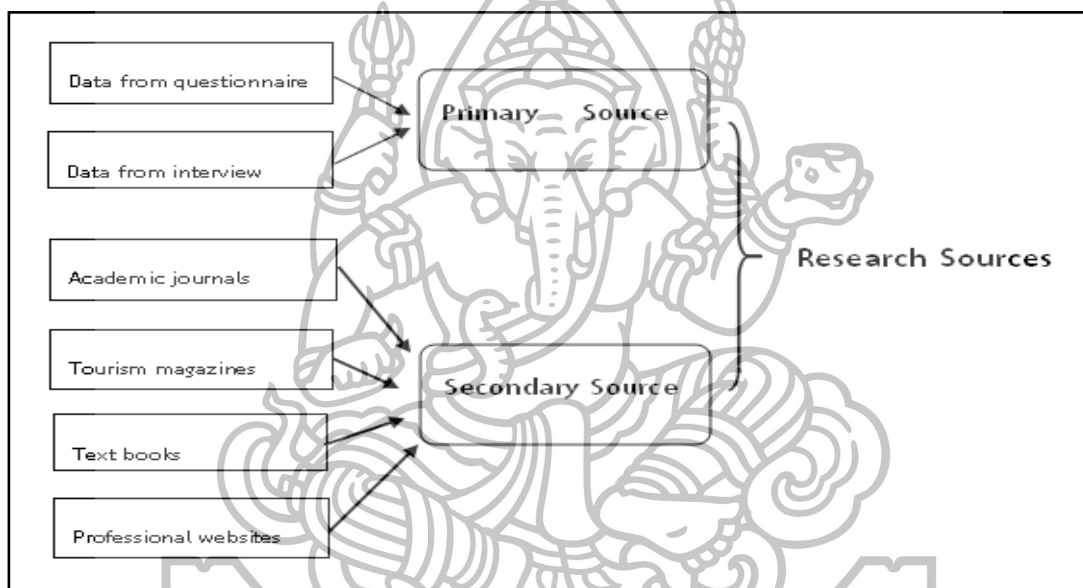


Figure 8 Application and derivation of research sources.

Source: This figure was developed by the researcher.

2. Quantitative Method

Quantitative research is based on the measurement of quantity or amount. It aims to use statistical methods to test pre-determined hypotheses and reach generalizable or inferential results (Rajasekar et al., 2013).

2.1 Research Instrument

Questionnaire

When it comes to the quantitative data collection, questionnaire has been chosen as the research instrument in this study. Questionnaire is a general term to include all methods of data collection in which each person is asked to respond to the same set of questions in a predetermined order (de Vaus, 2012). The

questions contained in the questionnaire are based upon review of relevant literature and specific destination characteristics.

2.2 Target Population

Target population refers to the whole group of people or things that the researcher has interest in and has wishes to investigate and make inference (Sekaran & Bougie, 2013). When it comes to the target population of this study, it is going to focus on Chinese tourists as the objects of survey. Moreover, those target group should be Chinese tourists who have had experiences of traveling Thailand or who are spending their last stay in Thailand. Because this study needs to acquire the comprehensive perception of Chinese tourists toward the tourism image of Thailand after their actual visitation.

2.3 Sample Formation and Sample Size

A sample is a subgroup or subset of the population. In general, it is impossible to collect data from the entire elements when the research investigation involving a large population, hence, sampling size is the process of selecting a sufficient number of the right element from the population (Sekaran & Bougie, 2013).

Regard to the determinant of sample size, there are several formulas have been developed to calculate the corresponding sample from the target population. In this study, the researcher is going to resort to the Equation of Yamane (1967), which is a simplified formula to calculate sample size according to population size. According to the statistic of Ministry of Tourism and Sports, the yearly average amount of Chinese arrivals from 2010 to 2014 is 2,980,792 people.

$$\text{Equation} \rightarrow n = \frac{N}{1+N(e)^2} = \frac{2,980,792}{1+2,980,792 \times 0.052} \approx 400$$

Where n is the sample size for Precision of $\pm 5\%$ ($e=0.05$)

N is the population size, and e is the level of precision.

2.4 Questionnaire Design

There are three major parts employed to make up the questionnaire as following (the whole arrangement of questionnaire was shown in Table 6) :

Part I: Personal Information

Questions in part I were designed to gather tourists' demographic information with 7 items: Gender, Age, Educational background, Occupation, Travel time(s), Travel party, and Travel experience. These information was set in a categorical scale.

Part II: Destination image

The second part was consist of 30 items in order to evaluate Chinese tourists' received overall image have of Thailand, which was formed by their actual travel experiences. Those applied 30 items were combined upon comprehensive review of previous tourism literature of Echtner and Ritchie (2003); Gallarza, Saura and García (2002); Fakeye and Crompton (1991) which are related to destination image formation and measurement, as well as based on research objectives of this study. But due to destination image is regarded as a multi-aspect domain, all the aforementioned scholars have divided destination image into different categories according to their research purposes. On the basis of prior studies' experiences, for precisely illustrating different aspects of the respondents' perception, total employed variables have been categorized into six main internal independent variables: (1) Service and Safety; (2) Accommodation, Transportation and Cost; (3) Natural and Cultural Tourism Resource; (4) Facilities, Food and Friendliness; (5) Recreation and Entertainment; (6) Available Tourist Information. The selected 30 items will be evaluated on a 5-point Likert scale that ranged from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

Part III: Evaluation of destination loyalty

In part III, two single items are developed to estimate Chinese tourists' loyalty toward Thailand with the 5-point Likert scale that ranged from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. These two items refer to Chinese tourists' intention to revisit Thailand and their willingness to recommend Thailand to others (Oppermann, 2000; Bigné et al., 2001; Chen & Gusoy, 2001; Cai et al.2003; Niininen et al., 2004; Valle et al., 2006; Chen & Tsai, 2007).

Table 6 Arrangement of questionnaire and item description

Part	Variables	Question No. & Item Description	
I	Personal Information	Q1 Gender	
		Q2 Age	
		Q3 Education level	
		Q4 Occupation	
		Q5 Travel time(s)	
		Q6 Travel party	
		Q7 Travel experience	
II	Destination Image	IV1. Service & Safety	
		Q8 Service of accommodation	
		Q9 Service of tourist attraction	
		Q10 Public security	
		IV2. Accommodation, Transportation & Cost	
		Q11 Choice of accommodation	
		Q12 Exotic style of accommodation	
		Q13 Accommodation rate	
		Q14 Public transit	
		Q15 Choice of transportation	
	Q16 Transportation expense		
	Q17 Living cost		
			IV3. Natural & Cultural tourism resource
			Q18 Cultural and heritage sites
			Q19 Traditional buildings and culture related festivals
Q20 Green landscape			
Q21 Sea and beach travel resource			
		Q22 Thai unique life style and custom	

		IV4. Facilities, Food & Friendliness
		Q23 Diversity of channels to convey tourist information
		Q24 Sufficient and accurate warning signs
		Q25 Sufficient staff to provide orientation in tourist attractions
		Q26 Internet coverage
		Q27 Convenient payment methods
		Q28 A variety of choices of Thai food
		Q29 Exotic experience on trying Thai food
		Q30 Friendliness of Thai people
		IV5. Recreation & Entertainment
		Q31 Good place for traveling
		Q32 Good place for shopping
		Q33 A variety of nightlife activities
		IV6. Available Tourist Information
		Q34 Tourist information contains specific local travel regulation
		Q35 Tourist information contains specific local customs and taboos
		Q36 Tourist information with Chinese interpretation
		Q37 Communication capability of tourism related Providers
III	Destination Loyalty	Q38 Intention to revisit
		Q39 Willingness to recommend

Source: This table was developed by the researcher.

2.5 Data Collection

The distribution of questionnaire were carried out in Bangkok City and individuals who can't to travel from China were considered being the target population. The reason that the researcher finally decide to collect questionnaire only in Bangkok, because Bangkok is the capital city of Thailand as well as a traffic hub city. Almost all the overseas tourists arrival and departure from Bangkok to other countries by air transport service. Additionally, locales of questionnaire distribution will be chosen in Siam shopping area on Ramal Rd., Aisatique The River-front night market on Charoenkrung Rd.I, Big C Supermarket on Rajdamri Rd. and Chatuchark Weekend Market on Kamphaeng Phet 2 Rd., because these places are favorable to Chinese tourists. The researcher has planned to take a whole month of July and half a month of August to conduct the process of questionnaire collection. Applying the convenient sampling technique and appropriate sampling size, there should be altogether 400 copies of questionnaire delivered during the period of July and August in 2015.

2.6 Reliability Test

A pilot test of questionnaire is a good practice to pre-test the questionnaire before real data collection and application. This pre-test mainly aimed to estimate participants' understanding and ability to answer the questions, highlight areas of confusion and find out any routing errors. Namely, it is used to test the internal consistency of the questionnaire items for appropriately adjust the arrangement of questionnaire.

In order to ensure the data is accurate and measure the reliability of the research, the first draft of questionnaires were distributed to 50 randomly selected Chinese tourists who visited to Asiatique The River-front night market, Siam Square area and Chatuchark Weekend Market on Friday, 3rd July 2015; Saturday, 4 July 2015; and Sunday, 5 July 2015 respectively. A total 49 completed copies were returned. After that, the researcher utilized IBM statistical software SPSS version20 to do the reliability analysis.

The reliability analysis of questionnaire were measured by Cronbach's Coefficient Alpha Scale. The outcome has been displayed in Table 7, where the result of destination image was 0.872, and the result of destination loyalty was 0.868.

Table 7 Reliability test

Variables	Number of Items	Cronbach's Alpha
Destination Image	30	0.872
Destination Loyalty	2	0.868

Source: This table was developed by the researcher.

According to the theory of Burns & Bush (1995), an alpha of 0.7 or above 0.7 is considered acceptable as a good indication of reliability. That is to say, this questionnaire design is reliable and it is possible to resort to develop for the research.

2.7 Tool of Data Analysis

The researcher utilized SPSS software in version 20 to administrate analysis of quantitative data. SPSS (Statistical Package for the Social Sciences) is a program can be used to analyze data collected from questionnaires, tests, observation etc. It can perform a variety of data analyses and presentation function, including statistical analysis and graphical presentation of data (ITS of California State University, 2013). It is the major tool utilized to analyze the quantitative data for this research.

During the whole procedure of data analysis, descriptive and inferential statistics are two main analyzing methods employed to access to objectives and hypotheses of the study.

2.7.1 Descriptive Statistic

Frequencies

The researcher will use descriptive statistic method for the analysis of demographic part, which is presented by frequencies. Frequencies simply refer to the number of times various subcategories of a certain phenomenon occur, from which the percentage and the cumulative percentage of their occurrence can be easily calculated (Sekaran & Bougie, 2012).

2.7.2 Inferential Statistic

Simple Linear Regression and Multiple Regression

Based upon hypothesis 1 with the purpose to exam whether the overall complex Thai image that perceived by Chinese tourists will significant influence their loyalty toward Thailand, simple linear regression has been chosen as the inferential data analysis technique to facilitate the research hypotheses and questions. Simple linear regression analysis is used in a situation where one independent variable is hypothesized to affect one dependent variable (Sekaran & Bougie, 2013).

Due to the measurement of overall destination image comprise six different categories of image determinants, in order to find out how various six internal independent variables can influence Chinese tourists' loyalty to Thailand and for further application to do the comparison in hypothesis 2, multiple regression analysis is a statistical method utilized to examine the relationship between more than one independent variables and a single dependent variable (Hair et al., 1998).

3. Qualitative Method

Qualitative method is often used for data collection technique such as an interview or data analysis procedure such as categorizing data, which generates or resort to non-numerical data (Saunders et al., 2013).

3.1 Research Instrument

Interview

In qualitative research, interview is a commonly used approach to collecting primary sources and information, and it is also the instrument employed in this study. For the purpose of gathering valid and reliable data that are relevant to research questions and objectives, the researcher has finally decided to apply semi-structured interviews to achieve the goal.

3.2 Interview Objects

Description of Respondents

According to one of the study objectives, which is to research the degree of congruence between Chinese tourists' complex image and Thai tourism induced image. It indicates that a comparison between complex image and induced image will be generated. The complex image has evaluated by using quantitative method with distributing 400 copies of questionnaires to Chinese tourists. As for induced image, these related information and description will gather and derive from experts who are professional in the field of tourism research in Thailand. On account of induced image refers to the information dominated by tourism experts, such as touristic information publications, advertisements or brochures on tourist attractions and cyberspace set up by tourism professionals. In general, these resources mainly assume the marketing and promotional practices that professionally carried out by tourism authorities (Fakeye and Crompton, 1991). Therefore, with the purpose of researching the induced image of Thailand authoritatively, the researcher is going to interview 5 experts who are professional in Travel & Tourism field in Thailand. Regard to more introduction of these five experts were shown in Table 8.

Table 8 Introduction of Interview Respondents

Respondent 1	
Name	Dr. Chiranut Sopha
Title	Lecturer of Graduate School at Suan Dusit University
Time	10.00-11.00 AM. Tuesday, 28 July, 2015
Place	Graduate School of Suan Dusit University
Respondent 2	
Name	Dr. Budsakayt Intarapasan
Title	Associate Dean for Quality Assurance of King Mongkut's University of Technology Thonburi
Time	11.00-12.00 AM. Wednesday, 5 August, 2015
Place	School of Architecture and Design KMUTT Bang Khun Thian Campus

Respondent 3	
Name	Dr. Rasita Sin-ek-iem
Title	Independent Scholar in History of Art/ Art & Architectural Heritage Management/Cultural Tourism Management.
Time	2.00-3.00 PM. Wednesday, 5 August, 2015
Place	Thailand Creative & Design Center 6 th Fl. The Emporium on Sukhumvit Rd.
Respondent 4	
Name	Dr. Chen Ka Tat (Nixon)
Title	Lecturer of Mahidol University International College (Tourism and Hospitality Management Division)
Time	2.00 - 3.00 PM. Thursday, 13 August, 2015
Place	Mahidol University International College at Sathorn Campus
Respondent 5	
Name	Dr. Phukrirk Buason
Title	Lecturer of Bangkok University
Time	4.00 - 5.00 PM. Sunday, 23 August, 2015
Place	Bangkok University at Kruaynan-thai campus

Source: This table was developed by the researcher.

3.3 Sample Formation and Sample Size

Sampling in the procedure of qualitative research is as important as in quantitative research. Given that interviews with five independent respondents were employed as the research instrument in this study, meanwhile, conduction of interviews aim to obtain information from five specific experts which is no relate to draw statistical inference, therefore, non-probability sampling technique was applied in qualitative research considerably.

For all non-probability sampling techniques, the extent of sample size is ambiguous and there are no rules. But due to the technique of sample selection is logically related to the purpose and focus of the research. That is to say, if the research questions and objectives have been clarified, it would be possible to

follow the guidance refers to the sample size to ensure the researcher have conducted sufficient interviews (Saunders et al., 2013). Saunders (2012) had summarized the limited guidance available for different types of studies (shown in Table 9).

Table 9 Minimum non-probability sample size

Nature of study	Minimum sample size
Semi structure/ in-depth interviews	5 - 25
Ethnographic	35 - 36
Grounded theory	20 - 35
Considering a homogeneous population	4 - 12
Considering a heterogeneous population	12 - 30

Source: Saunders, M., Lewis, P., and Thornhill A., RESEARCH METHODS FOR BUSINESS STUDENTS, 6th Edition, England: Pearson, 2012, Page283.

Considering the semi-structured interviews were developed and employed as the instrument of the research, the researcher ultimately define the extent of sample size in 5 respondents.

3.4 Interview Question Design

The following questions will be applied to conduct the one to one and face-to-face interview procedure, and the question list contains 4 items altogether (shown in Table 10).

Table 10 Arrangement of interview questions

Question No.	Question Description
Q1	Nowadays, there have been more and more Chinese tourists visiting Thailand, then in the view of you, how do you think of this tourism market group?
Objective linking	Linking with objective 1, objective 2 and objective 3
Purpose	Question 1 is developed from the overview concept, it aims to obtain the global opinions refer to Chinese tourist market from all of the professors.

Question No.	Question Description
Q2	When it comes to the subject of destination image, what is the tourist image of Thailand that have been generally promoting to induce tourists? And which image can be regarded as the typical image of Thailand? (Please list some typical image)
Objective linking	Linking with objective 3
Purpose	Question 2 aims to collect opinions regarding generally or typically promoted Thai image from five professor, which would utilize to do comparison to achieve answers for objective 3 as well as for testing hypothesis 2.

Question No.	Question Description
Q3	Here, there are some extra images that I used to evaluate the comprehensive perception of Chinese tourists toward Thai tourism image. I would like to show them one by one and hope you could give me some opinions about those images, in order to measure whether these images have been generally promoted to induce tourists or not.
Objective linking	Link with objective 3
Purpose	Question 3 firstly aims to gain opinions and approvals on image that used to evaluate Chinese tourists' complex image. After that, utilizing those answers to compare with results that came from statistical analysis, for finally find out whether the consistency is existing between the image significantly influence Chinese tourists' loyalty and the image generally promoted in Thailand, which is going to test hypothesis 2.

Question No.	Question Description
Q4	According to what you have known, in the future, let's say in five years. Is there any new tourist image of Thailand being created and promoted to tourists? And is there any of them might be created particularly to induce Chinese tourists come to travel?
Objective linking	Link with objective 3 and conclusion section
Purpose	Question 4 aims to collect professors' opinions regard to trends of image development in the near future in Thailand, and to see if the image is considering to promote would be somewhat in line to retain Chinese tourists' loyalty toward Thailand or not.

Source: This table was developed by the researcher.

3.5 Conduction of Interview

Because the five respondents of interview are independent individuals, the researcher has to conduct the interview with each of them respectively. Ahead of conducting the interview, the researcher has sent an e-mail to ask for making appointment to interview. After confirming the time and date of interview, on-site interviews (face-to-face) have conducted according to the appointment. During the whole process of interview, audio-recorded and subsequently transcribed approach method were applied by the researcher.

3.6 Tool of Data Analysis

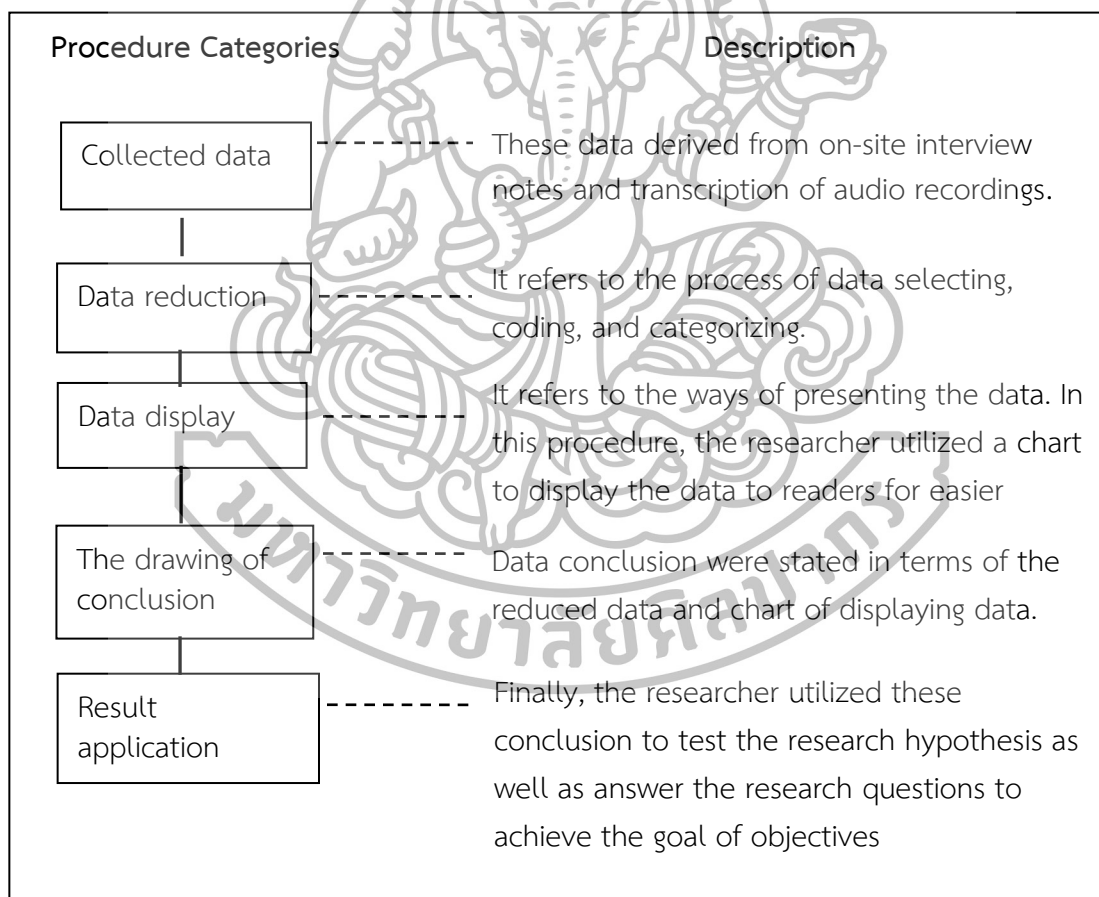


Figure 9 The procedure of qualitative data analysis.

Source: Miles, M. B. and Huberman, A. M., **Qualitative Data Analysis**, 2nd ed, (Thousand Oaks, CA: Sage, 1994).

After the data have been collected, analysis of qualitative data has to be in process subsequently. The primary sources of qualitative data were derived from interview notes and transcription of audio records. Although there are a number of general approaches have been developed for the analysis of qualitative data, this research were mainly organized the interview records in terms of the approach of Miles and Huberman (1994). According to their theories, three steps were contained in qualitative data analysis, they are data reduction, data display, and the drawing of conclusions. The procedure was shown in Figure 9.

4. Combination of Quantitative and Qualitative Data

In terms of the attribute of hypothesis 2, it is necessary to apply the mixed method to combine quantitative and qualitative data. Mixed method research is the type of research in which a researcher combines elements of qualitative and quantitative research approaches for the broad purposes of breadth and depth of understanding and corroboration (Johnson et al., 2007). In order to combine the analyzed data derived from interview and questionnaire and subsequently to compare the consistency of Chinese tourists' complex image and Thai tourism induced image, this study is going to the convergent parallel pattern of Creswell and Clark (2011), as shown in Figure 10.

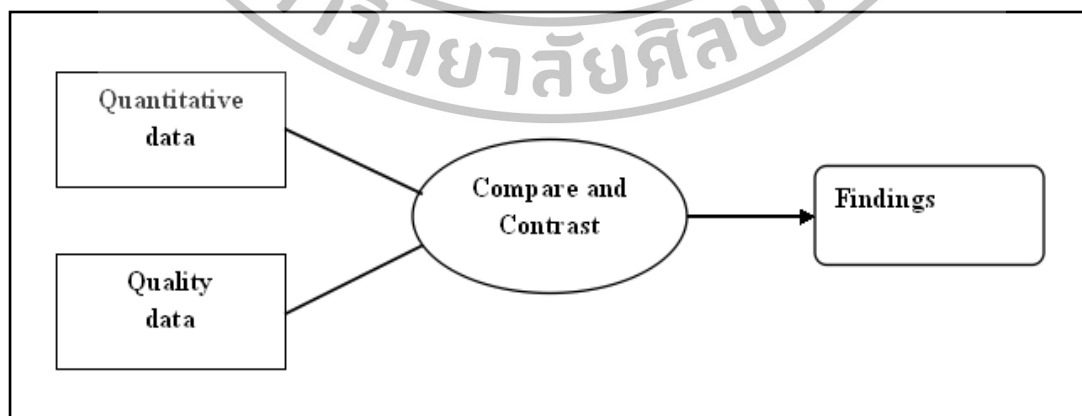


Figure 10 Procedure of quantitative and qualitative data combination.

Source: Creswell, J. W., and Clark, V.L., **Designing And Conducting Mixed Methods Research**, 2nd ed. (Thousand Oaks, 2011).

5. Sectional Summary

From the above mentioned statement, there are two research methods have been employed in this chapter: quantitative and qualitative. The accurate usage of these methods will be significant for data collection as well as data analysis in next chapter, it is even a key to testing the defined hypotheses.



CHAPTER 4

DATA ANALYSIS

In this chapter, a total of 371 questionnaires were distributed to participants in planned areas during the data collection period. Even though the sum total is not consistent with the required sampling size of 400 copies, the researcher cut off collection by amount of 371 due to the boom attack issue took place in Ratchaprasong Rd. Bangkok, which had caused some contrast results on subsequent answers. Finally, among the distributed questionnaires, 348 copies of questionnaires were received and properly completed for doing further analysis, afterwards to test hypothesis 1. In addition, records derived from interview with 5 experts who are professional in travel and tourism related field were mainly organized in terms of the approach of analytic induction. Finally, mixed method of combining quantitative data and qualitative data were utilized to test hypothesis 2 of the research.

1. Quantitative Data Analysis

In this section, 348 valid questionnaires which collected in July and August 2015 were analyzed by SPSS statistical software in version 20. The results derived from analysis of descriptive statistics and inferential statistics were ultimately used to demonstrate categorical information of participants, degree of various image of Thailand as a destination, as well as resorted to test the hypotheses.

1.1 Descriptive Statistics

Personal Information

According to the usage of descriptive statistics, participants' profile and characters were presented by frequency and percentage, which included gender, age, level of education, occupation, visited time(s), travel party and experience of visiting other cities beyond Bangkok City. Specific information was shown in Figure 11-Figure 17 respectively.

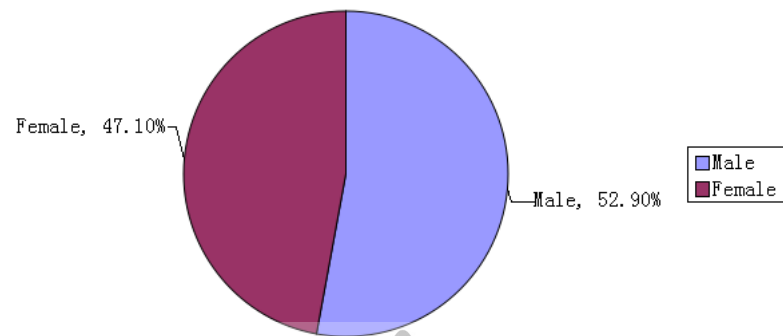


Figure 11 Gender

Source: This figure was developed by the researcher.

In terms of Figure 11, among those 348 respondents, there are 184 males who made up 52.9% of the total participants, and followed by 164 females to constitute the rest of 47.1%. The above outcome showed that the proportion of two genders are quite approximate to each other.

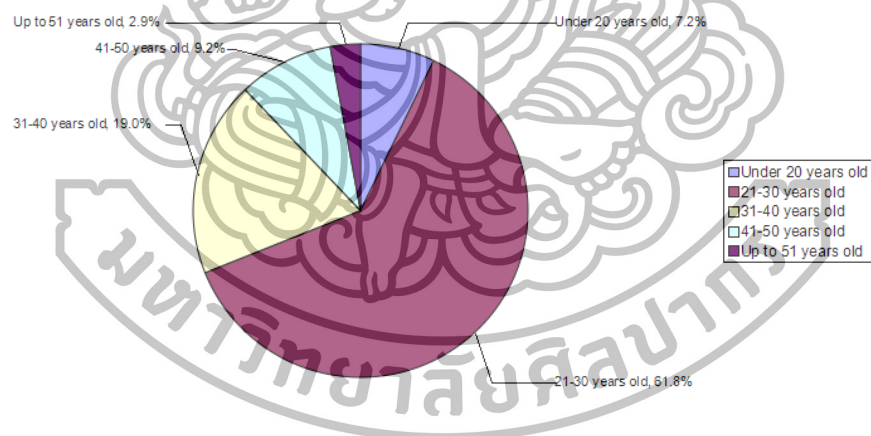


Figure 12 Age

Source: This figure was developed by the researcher.

Regarding the item of Age in Figure 12, the majority of Chinese tourists are 21-30 years old, 215 people have occupied 61.8%. Then followed by the group of 31-40 years old, 66 people accounted for 19.0%; the group of 41-50 years old made up 9.2% (32 people); the group of under 20 years old making up 7.2% (25 people) and the last group of up to 51 years old accounting for 2.9% (10 people). The outcome illustrated that major respondents are young generation between 21 to 30 years old.

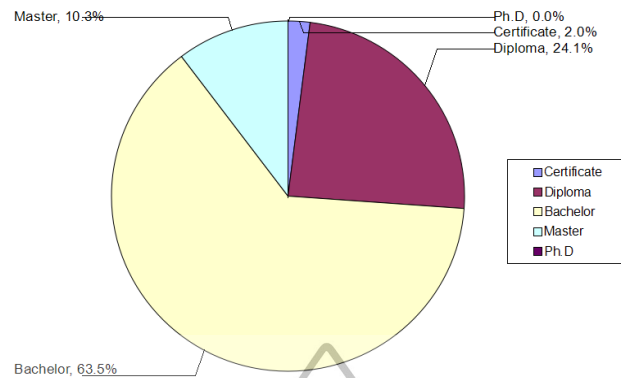


Figure 13 Level of education

Source: This figure was developed by the researcher.

As to the item of Level of Education, participants who have got Bachelor degree accounted for the largest portions with number of 221 people (63.5%). And those who got diploma are 84 people (24.1%). There are 36 participants (10.3%) hold Master degree. The rest of 7 people (2.0%) hold certificate. It is noteworthy that no one is in the educational level of Ph.D. According to the proceeding description, Chinese tourists who were involved in this research mostly hold bachelor degree.

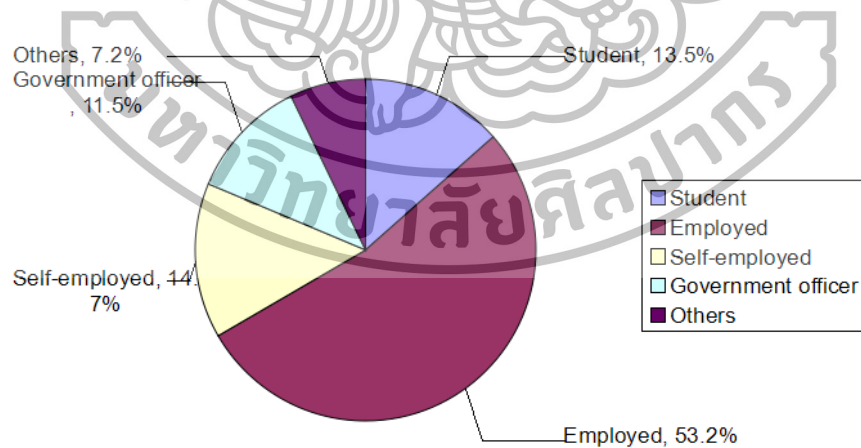


Figure 14 Occupation

Source: This figure was developed by the researcher.

The subsequent item is occupation. Based upon the data of Figure 14, more than half participants are in status of “employed”, 185 people have made up 53.2%. What is more, “self-employed” accounted for 14.7% (51 people), “student” accounted for 13.5% (47 people), “government officer” took up 11.5% (40 people), and “others” occupied 7.2% (25 people). It is obvious to see that those Chinese tourists who took part in the research are employed by various organization.

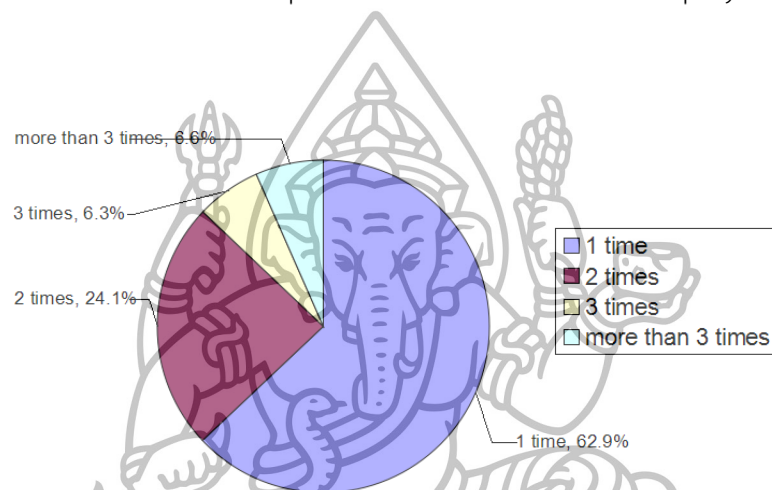


Figure 15 Visited time(s)

Source: This figure was developed by the researcher.

When it comes to the question of “How many times have you visited Thailand?”. 62.9% of participants (219 people) have indicated that it is the first time for them to visit Thailand. While, 24.1% of them (84 people) have visited Thailand for the second times. 6.6% of them (23 people) have been visited more than three times, and a similar portion of participants have visited Thailand for the third time, which is accounted for 6.3% (22 people). Thus, it can be seen that most of the Chinese tourists are first time to travel Thailand.

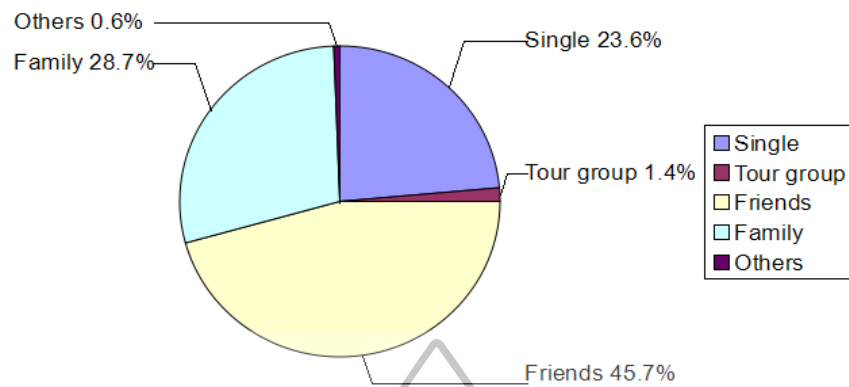


Figure 16 Travel party

Source: The figure was developed by researcher.

What is more, among all the participants, the major kind of travel party is with “friends”, 159 participants have made up 45.7% of the total sum, followed by 100 participants chose to travel with “family” (28.7%); 82 participants traveled by “single” (23.6%); only 5 participants traveled by tour group (1.4%), and 2 participants by “others” travel types (0.6%). In general, Chinese tourists who travel with tour group seem like should occupy the mostly portion of totality. But in this study, among all the participants, there are only 5 people chose to travel by tour group, it might due to they generally have too less free time to stroll in places where the researcher distributed questionnaires. However, one advantage got from this result is that individual tourists probably have more experiences on various aspects than those who travel by tour group, like aspects of transportation, accommodation, tourist facilities, tourists information, cultural and natural sites, foods and so on.

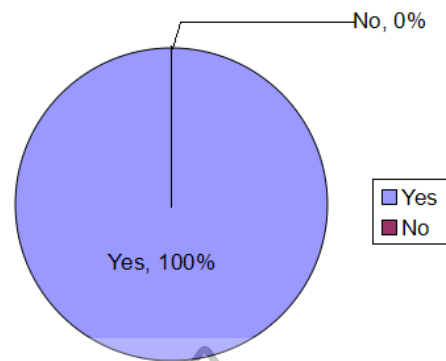


Figure 17 Visited other cities beyond Bangkok

Source: This figure was developed by the researcher.

Regarding the last item of “Have you been to other cities in Thailand beyond Bangkok?”. All of the participants shown “Yes” as their answers. It made sure that those participants are proper objectives to fill out the questionnaire as they have more actual travel experiences in Thailand.

1.2 Inferential Statistics

Hypothesis 1 Testing

In this section, the simple linear regression analysis was resorted to predict the value of dependent variable (Tourist’s destination loyalty) based on the independent variable (Overall destination image), which aimed to determine the relationship between Chinese tourists’ complex image have of Thailand and their loyalty to this destination, as well as to test hypothesis 1 in terms of analyzed outcome that were shown in Table 11.

Hypothesis 1 Testing:

Hypothesis 1: Overall complex image has influence on Chinese tourists’ loyalty toward Thailand.

H₀1: Overall complex image has no influence on Chinese tourists’ loyalty toward Thailand.

H_a1: Overall complex image has influence on Chinese tourists’ loyalty toward Thailand.

Table 11 Relationship of Chinese tourists' complex image to Thailand and their loyalty

Determinant (Independent variable)	B	SE ¹	Standardized Coefficients (Beta)	t	p
(Constant)	2.482	.635		3.910	.000
Destination Image	.054	.005	.486	10.353	.000*

Dependent Variable: Tourist's destination loyalty; *p < 0.05

Source: This table was developed by the researcher.

Regarding to Table 11, a simple linear regression was run to predict one dependent variable "Tourist's destination loyalty" by one independent variable "Overall destination image". The outcome has demonstrated that the p value is 0.000 which is below significant level 0.05. Thus, it means the null hypothesis (H_0) is rejected. Furthermore, the β of independent variable is 0.486, it means the independent variable "overall destination image" made up 48.6% of relationship with the dependent variable "tourist's destination loyalty". Therefore, the variable of overall destination image is able to statistically predict tourist's destination loyalty, and the corresponding raw equation is:

$$Y = b_0 + b_1(x)$$

$$\text{Tourist's destination loyalty} = 2.482 + 0.54 (\text{destination image})$$

However, although the overall destination image has influence on tourist's destination loyalty, those evaluated items that employed to constitute overall destination image are multi-attribute and multi-aspect. Therefore, in this study, items that compose overall destination image were divided into six internal independent variables based on preview of previous studies. In next section, for the purpose to ascertain the value of "Tourist's destination loyalty" predicted by six respectively internal independent variables which categorized from "Overall destination image", the multiple regression module was applied in next analyzing procedure for determining the degree of relationship between six subdivided categories of "Destination image" with "Tourist's destination loyalty", as shown in Table 12.

¹ SE = standard error variance

Table 12 Internal independent variables which are significant with the dependent variable

Determinants (Independent variable)	B	SE ¹	Standardized Coefficients Beta	t	p
(Constant)	1.070	.648		1.650	.100
Service & Safety (SS)	.155	.039	.202	4.005	.000*
Facilities, Food & Friendliness (FFF)	.029	.015	.101	1.990	.047*
Recreation & Entertainment (RE)	.292	.040	.370	7.359	.000*
Available tourist information (ATI)	.067	.021	.151	3.280	.001*

Dependent Variable: Tourist's destination loyalty; *p < 0.05

Source: This table was developed by the researcher.

According to Table 12, a multiple regression was run to predict one dependent variable "Tourist's destination loyalty" by six internal independent variables. The outcome has illustrated that the p value of independent variables (IVs) "Service & Safety" is 0.000; "Facilities, Foods & Friendliness" is 0.047; "Recreation & Entertainment" is 0.000, and "Available Tourist Information" is 0.001, which are below the significant value of 0.05. It could be interpreted that the image refers to Service & Safety; Facilities, Food & Friendliness; Recreation & Entertainment; and Available Tourist Information have significant influence on tourist's destination loyalty. As the rest of two internal independent variables "Natural & Cultural Tourism Resources" and "Accommodation, Transportation & Cost", these two categories of image have no influence on tourist's destination loyalty.

¹ SE = standard error variance

In addition, according to B value of each internal independent variables, the variable of destination image statistically significantly predicted tourist's destination loyalty, and the corresponding raw equation is:

$$Y = b_0 + b_1(x_1) + b_2(x_2) + b_3(x_3) \dots + b_k(x_k)$$

$$\text{Tourist's destination loyalty} = 1.070 + 0.155(\text{SS}) + 0.029(\text{FFF}) + 0.292(\text{RE}) + 0.067(\text{ATI})$$

2. Qualitative Data Analysis

2.1 Inductive Description of Interview Records

When on-site interviews with five experts who are professional in Travel & Tourism domain have been conducted respectively, the researcher summed up the main content of each questions into four groups. Details were shown as bellowing.

Q1. Nowadays, there have been more and more Chinese tourists visiting Thailand, then in the view of you, how do you think of this tourism market group?

As to the first question, all the respondents have shown an aggrandizement that Chinese tourist is indeed becoming a large target market in Thailand, and it is obtaining more attention and increasing more significance in Travel & Tourism market recent years.

Respondent 1 said "According to my own opinions and my friends' who work in Travel & Tourism industry related field in Thailand, Chinese tourist has become an important market group as it has a large population, and nowadays its economic development has gained much more power in the worldwide. Meanwhile, We are also happy to see Chinese government to develop the mutual friendly relations with Thailand. As we can see, now the China's government offers chances to support Chinese tourists to travel Thailand."

Respondent 2 said "If you're talking about nowadays, actually I will say yes. The tourism market has been changed a lot. Since a couple of years ago, Chinese came over Thailand, and it is a kind like over expectation. Because one thing the government of Thailand has promoted for BRICS countries. And absolutely it is good for economy, the large number of tourists, it makes the place lively and then the business or the economy getting better".

Respondent 3 said “ I think actually this is a kind of big progress on tourism business”. Respondent 4 said “ Without doubts, tourism is a main source of income of Thailand, so definitely we need to have to improve tourism, and Chinese without a doubt should be the target group”. And respondent 5 said “ It is good. Especially in this situation, I have information about that Chinese tourists actually they spent about 4,000 Bath per people per day on average, which has been the same level with Europeans”.

However, at the time of five respondents demonstrated affirmative attitudes to accept and develop the tourism market of Chinese tourists, they also have stated some follow-on problems with the increasing number of Chinese tourists to visit Thailand. Three respondents mentioned the strategy of *Zero Dollar Tourism*¹ promoted in China. Actually, the zero group fees is one of the main reasons to attract Chinese tourists, especially for tour group. But tourists who were interested in low price traveling would most likely to lead to imbalance in economic growth. To be more precise, Chinese tourists have been mostly shown in quantity but less in quality. Additionally, insufficient orientation from travel agencies, tour companies or tour leaders have been largely in a way to make Chinese tourists lack of related tourist information and behave improperly in the destination.

In a word, five of the respondents have similar opinions that even though it is definitely supposed to develop tourism market to receive the increasing number of Chinese to visit, it ought to improve the occupation of quality travel as well as optimize management for sustainable economic growth.

¹ “Zero Dollar Tourism” means a terminology that is believed to originate in the Chinese context,. The “Zero Dollar Tourism” relation is remarkably in contrast to the one in the normal business mode, in which outbound tour operators and inbound tour operators share tour fares on a prenegotiated proportional basis.

Q2. When it comes to the subject of destination image, what is the tourist image of Thailand that have been promoting to induce tourists? And which image can be regarded as the typical image of Thailand? Please list some typical image.

For this question, all the experts mentioned that Thai culture and natural resources are main identities promoted to tourists, cultural and natural theme are also regarded as the typical image of Thailand as well. For cultural aspect, almost entire respondents mentioned Thai temples, palaces, and some heritages sites. And regarding natural sites, they have agreement on resources of seas, beaches and greenery.

But different respondents also hold a bit different expressions on the image topic. Respondent 1 stated that Thai Smile and friendless of Thai people also the image that have been presenting to tourists. Respondent 2 said that Thai traditional ceremonies and festivals were promoted to induce tourists come to Thailand every year, such as Songkran Festival, Loi Krathong Festival etc. Respondent3 said that for Chinese tourists, they have even tried to promote the image of Chinese community in Thailand, such as the destination in China Town. Respondent 4 showed his view to confirm various cultural products are essential identities that Thailand has been presenting to make tourists impressed, such as Thai food, Thai traditional festivals. As to respondent 5, he apart from mentioning the typical image like Thai food, Thai temple, and Thai festivals etc., he also mentioned Thai Spa and Thai Massage as one of the image that is able to attract tourists.

Q3. Here, there are some extra images that I used to evaluate the comprehensive perception of Chinese tourists toward Thai tourism image. I would like to show them one by one and hope you could give me your opinions about those image, in order to measure whether these image have been generally promoted to induce tourists or not.

Image	1. Tourism related businesses could provide service in good quality. (Such hotels, tourist attractions etc.)
Respond	<p>There are four experts have agreement on the image of good service quality. Respondent 1 stated that comparing with other Asian countries, service in Thailand could be considered in good quality. Both respondent 3 and respondent 5 showed similar opinions like the service provided by various accommodation would be better than other tourism related business. And respondent 4 thought that this is the must, because Thailand is famous for its hospitality.</p> <p>However, there is one respondent demonstrated that some places are unable to provide service to meet the standard. She took hotel as an example, just some of the hotels have well trained staffs to offer good service.</p>
Image	2. It is a secure travel environment.
Respond	<p>Regarding to this image, only two experts showed their agreements. The other two experts stated that although Thailand is not a dangerous city, it still needs to be improved a lot on various aspects of security.</p>
Image	3. The public transportation is convenient and accessible for tourists.
Respond	<p>As the matter of fact that all the experts presented the neutral attitude to the image of public transit. They hold alike opinions that there are both pros and cons in the condition of public transportation in Thailand. And five of them all suggested that the government of Thailand and tourism related departments should further consider to improve the transit system and provide more options for tourists in the near future.</p> <p>Here are the statement from different respondents. Respondent 1 said “I don’t think the public transit system has been good enough.....Actually, we should provide more convenience for travelers, like increasing public transport means in other cities or provide better bus service and boat service for individual tourists who wanted to experience</p>

	<p>bus or boat traveling. Respondent 2 said, “ For mass tourism is good, but for individual tourism, (transportation) is still need to be improved. Especially for the transit fares, like charging in high price if you are a foreigner.....From big point to big point, we indeed have offered multiple choices, like air, van, bus, or train. But if you go to some newly promoted place or attractions in remote areas of Thailand, the transportation there should be improved simultaneously.” Respondent 3 stated, “Public transit system is too complicated. It mostly lacks of clear indicating signs for buses or boats, it is even difficult for Thai sometimes.” Respondent 4 said, “ It is not bad, but from my perspective, public transit system need to do more improvement and create the availability of transportation. Because Bangkok always has traffic congestion and there is only one BTS and one MRT by now”</p>
Image	<i>4. There are various options on accommodation.</i>
Respond	<p>Four experts believed that Thailand as a tourist destination, have been providing multiple choices for travelers. Respondent 1 expressed, “ Now in Thailand, we have built up hotels or resorts in various standards and various styles to offer different kinds of options for tourists. Like we have starred hotels, boutique hotels, service apartments, home-stays and so on.”</p> <p>Respondent 2 and respondent 3 stated similarly, nowadays tourists have more choices than the time before. This is good for the development of tourism. Respondent 5 added it, tourists apart from being able to access to more options of accommodation, they can also experience Thailand from various types of hotels or guesthouses.</p> <p>However, one expert held a somewhat different opinion, he said “I can say well, there are options, but there are not various options, I think in Thailand there are limited types of accommodation, one type is hotels, international chain hotels, and the other group is type of guesthouse, but few boutique hotels, I think it might be a gap.”</p>

Image	5. Thailand has Plentiful cultural tourism resources (like heritage sites, Thai culture, Thai ceremony and custom etc.).
Respond	<p>All the experts held agreement that identity of Thai culture is the typical image that has been promoting to tourists from all over the world. Heritage sites like temples, palaces; ceremonies like Sonkran festival, Loi Krathong festival etc. were promoted to present the identities of Thailand for inducing tourists. Three of experts mentioned that a decade years ago, the government of Thailand and relevant departments have developed various tourism themes in different period, such as “Amazing Thailand”, “Thai Smile” and now promoting the “Thainess”. In addition, one expert also mentioned Thai Boxing show and Buddhist culture related activities as the part of cultural tourism domain.</p>
Image	6. Thailand has a variety of natural tourism resources (like greenery sites, beaches, seas and islands etc.)
Respond	<p>Regarding to plentiful natural tourism resources, all of the experts believed that resources of beach, sea and island are the major nature identities that have been popularly promoting to tourists. Thai government and relevant tourism departments are also committing to develop new creation and activities for travel theme of sun and beaches.</p>
Image	7. Thailand provides completed facilities
Respond	<p>In fact, all the experts presented that a number of facilities have been improved and added, but they are not completed yet. Experts also showed different opinions about the image of facilities.</p> <p>Respondent 1 said, “Now, we are on the movement to add more facilities for those who are old weak sick and disabled in many public areas, department stores, washrooms and so on..... we can see now Ministry of Tourism and Sport are trying to establish standard on many aspects, such as the standard of restaurants, accommodations, travel agencies and so on.....We are trying to make tourists who travel Thailand could meet international standard and convenience in different</p>

	<p>places.....Now we have make internet widely available in many places, and more and more public areas offer wifi to tourists.”</p> <p>Respondent 2 stated, “For now, it is good, but it is not all good..... Many tourist places should be improved in reasonable and clear design. It also needs to consider different desires of different group of tourists.”</p> <p>Respondent 3 said, “As to caution signs, now is good in many tourist sites.....and wifi is more available in many areas, and payment methods are more convenient as well.”</p> <p>While, respondent 4 showed a bit different opinion of internet coverage, he said “ Although internet is now widely available, it is not available for providing free wifi to tourists in a short period of days. ” What is more, respondent 4 and respondent 5 held similar thoughts that there is still a lot of things have to be done. For example, tourism related orientation centers are not sufficient to give tourists a brief introduction of the sites. Another things is about language, the availability of interpretation. For some tourist sites, they only provide Thai language for caution signs or booklets. Even palaces provided staffs to help tourists around the sites or give them guiding, but without interpretation of English or other languages, how tourists could test or measure the information or knowledge they have obtained is accurate or not.</p>
Image	<i>8. Sufficient and diverse methods available to offer tourist information.</i>
Respond	<p>Regarding the image of having good availability to provide tourist information to travelers. In general, all the experts did not think the methods to convey information are sufficient. They presented similar statements like that, a number of tourist sites did not provided sufficient caution signs, orientation centers, proper interpretation and staffs. Even some places have set sufficient signs or pictures for orientation, the image is not clear and directly indicating. What is more, the number of well trained tour leaders are not sufficient as well. It lead to some problems of employing tour leaders illegally, and it might further lead problems of</p>

	<p>misguiding tourists in the case of tour leaders did not well play their responsibilities or lack of specialized knowledge, which are probably to make tourists behave improperly in some tourist sites.</p> <p>When it comes to the diversity, three of the experts agreed with the statement of having diverse methods to distribute tourist information, while the other two held the opposite views. Respondent 1, 2 and 4 had alike expression that there are a variety of channels available to convey tourists information to travelers, such as social medias, internet, mobile TV, or information booths set in airports. They also mentioned that in most of tourist alterations, there are caution signs or pictures, brochures, and relevant staffs to offer orientation for tourists. But the other two respondents thought that there are limited ways to spread tourist information to tourists and it needs to be improved a lot on both numeral and quality, except that, it is supposed to make good usage of hi-technology and mass medium communication tools.</p>
Image	9. Thai food image (It has unique character).
Respond	<p>Four of the experts agreed that Thai food is the characteristic image which was generally promoted to tourists. Thai cuisines is regarded as a kind of cultural representation of Thai culture as well as a distinctive way to impress tourists</p> <p>However, there was one expert did not totally agree Thai food is an advantageous image to attract tourists, he said “I don’t think Thailand is trying to promote Thai food, it is because Thai food itself has been kind of famous, and most of the tourists know few Thai dishes except Thai papaya salad, Thai fried noodle or Dom yum kung soup etc.”</p>
Image	10. Thai people is hospitable and friendly.
Respond	<p>All the experts believed that hospitality and friendliness of Thai people is the typical Thai way, at the same time, they also stated Thai Smile is the image that TAT is always trying to promote to tourists.</p>

Image	11. There are various types of recreation and entertainment activities.
Respond	All the experts agreed that there are various types of recreation and nightlife activities created and promoted for travelers. The most mentioned is night markets and theme shows, such as Thai boxing, Thai traditional performance, and Calyso show ect. Except that, two respondents mentioned that Thailand has tried to provided more opportunities for tourists to do shopping. The other respondent stated that traditional Thai spa and massage is generally regarded as good ways for relaxing.

Q4. According to what you have known, in the future, let's say in five years. Is there any new Thai tourist image being created and promoted to travelers? And is there any of them might be created particularly to induce Chinese tourists come to travel?

In terms of overview of five experts, they all have given opinions to new image that might be promoted in the near future. But as to new image would be created particularly to induce Chinese tourists' visitation, only two of them showed agreement on it.

However, regarding to new tourism image that is probably promoted in the future, five experts hold different views from their own. Respondent 1 said that we could consider to create seasonal theme tourism. She gave one example as well, "Actually, we can promote theme tourism in rainy season for tourists from Middle East or Arabia where hardly to see rainfall day in a year round, it might provide them new experience by the trip in rainy season, just like someone has no chance to see snow in the winter, they would most likely have preference to go to somewhere could see snows in the winter."

Respondent 2 said "Thai Slow Life" would be one of the new image to promote to tourists. As to respondent 3, she stated that those kinds of traditional ways of living, traditional arts or architectures would still go on, as well as the natural sites. But theme park is probable a new image that is going to gain development and

preference. Moreover, she also mentioned a new image that could be considered to create particularly for Chinese tourists in the future. It is trying to link destination sites with movies as recent years more and more Chinese movies were shoot in Thailand.

Respondent 4 held the opinion to take advantage of modern things for creating new image, “ I think Thailand there are some modern things, like exhibition hall, creation center and so forth, they can be applied to show more modern sides of Thailand to tourists.....Thailand now is moving to a direction of promoting its natural landscapes to tourists, I think because it might be response to the request for the accessibility of natural resource, there are a lot of natural scenery in Thailand, Thai government and TAT have much more emphasized on the eco-tourism or green tourism.” As to respondent 5, he stated that utilization of hi-technology for improving the accessibility and availability of various tourism resources and facilities might be a new trend as well as a new image in Thai tourist industry.

2.2 Hypothesis 2 testing

Hypothesis 2 testing:

Hypothesis 2: Thai tourism induced image is completely coincide with Chinese tourists' complex image to Thailand.

H₀2: Thai tourism induced image is not completely coincide with Chinese tourists' complex image to Thailand.

H_a2: Thai tourism induced image is completely coincide with Chinese tourists' complex image to Thailand.

In terms to the results of multiple regression analysis and inductive description of interview records, a combination procedure has been developed upon the comparison model which shown in Figure 18 to test hypothesis 2, while the result was shown in Figure 19.

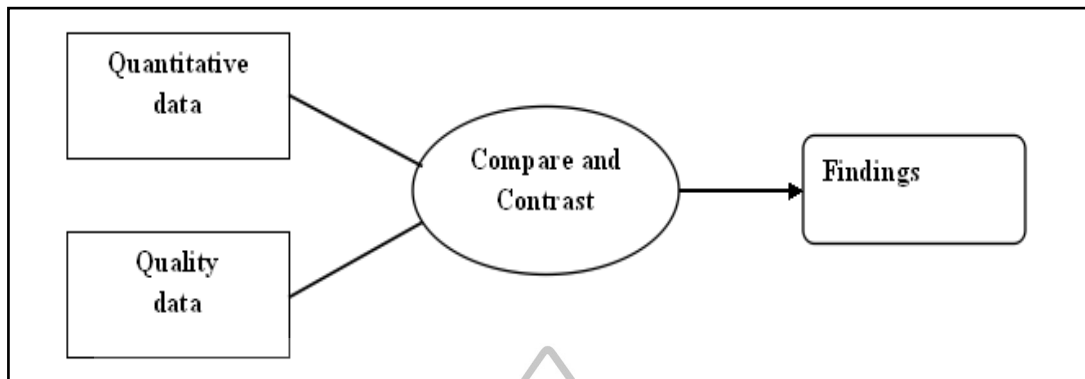
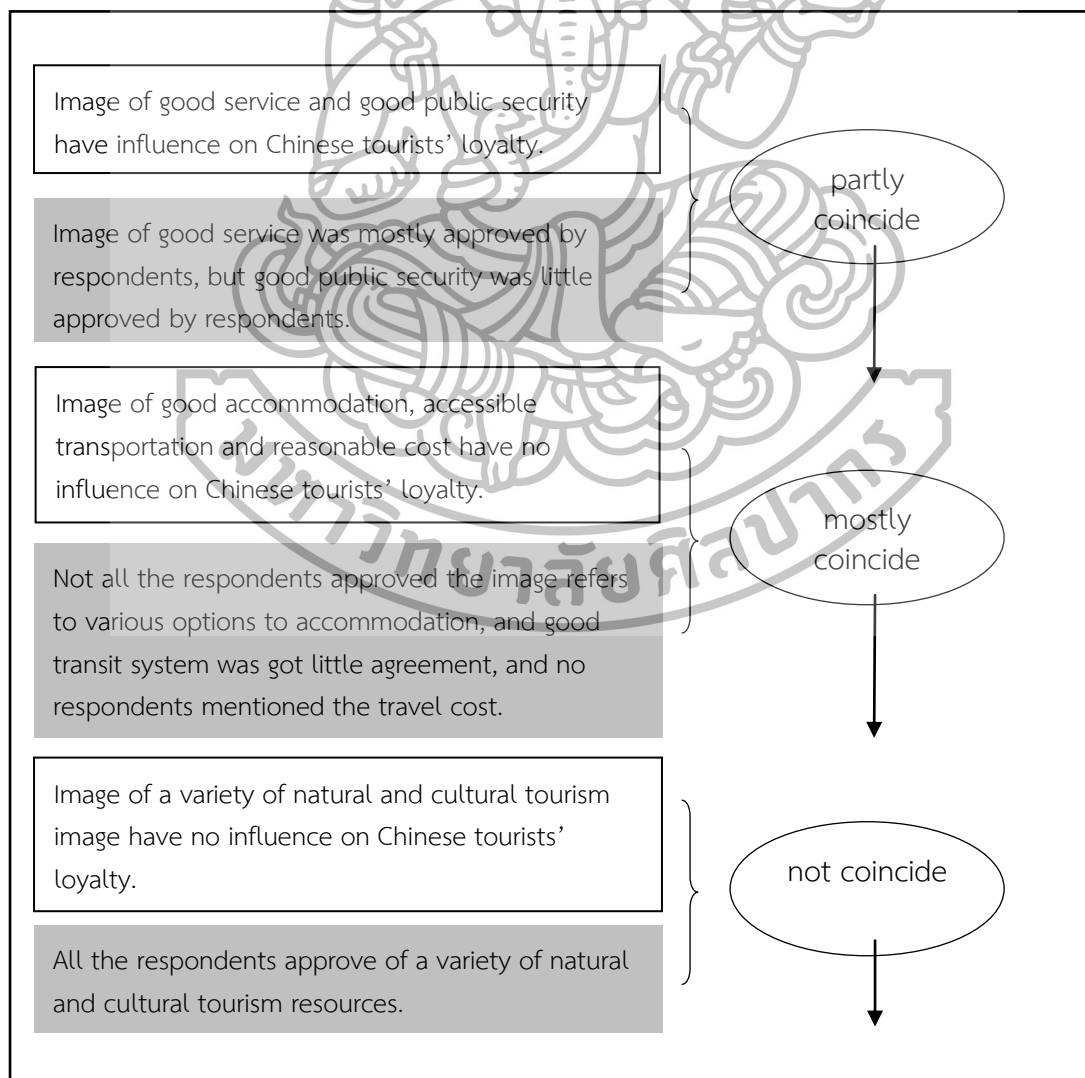


Figure 18 Model of comparing quantitative data and qualitative data

Source: Creswell, J. W., and Clark, V.L., *Designing And Conducting Mixed Methods Research*, 2nd Edition, Thousand Oaks, 2011.



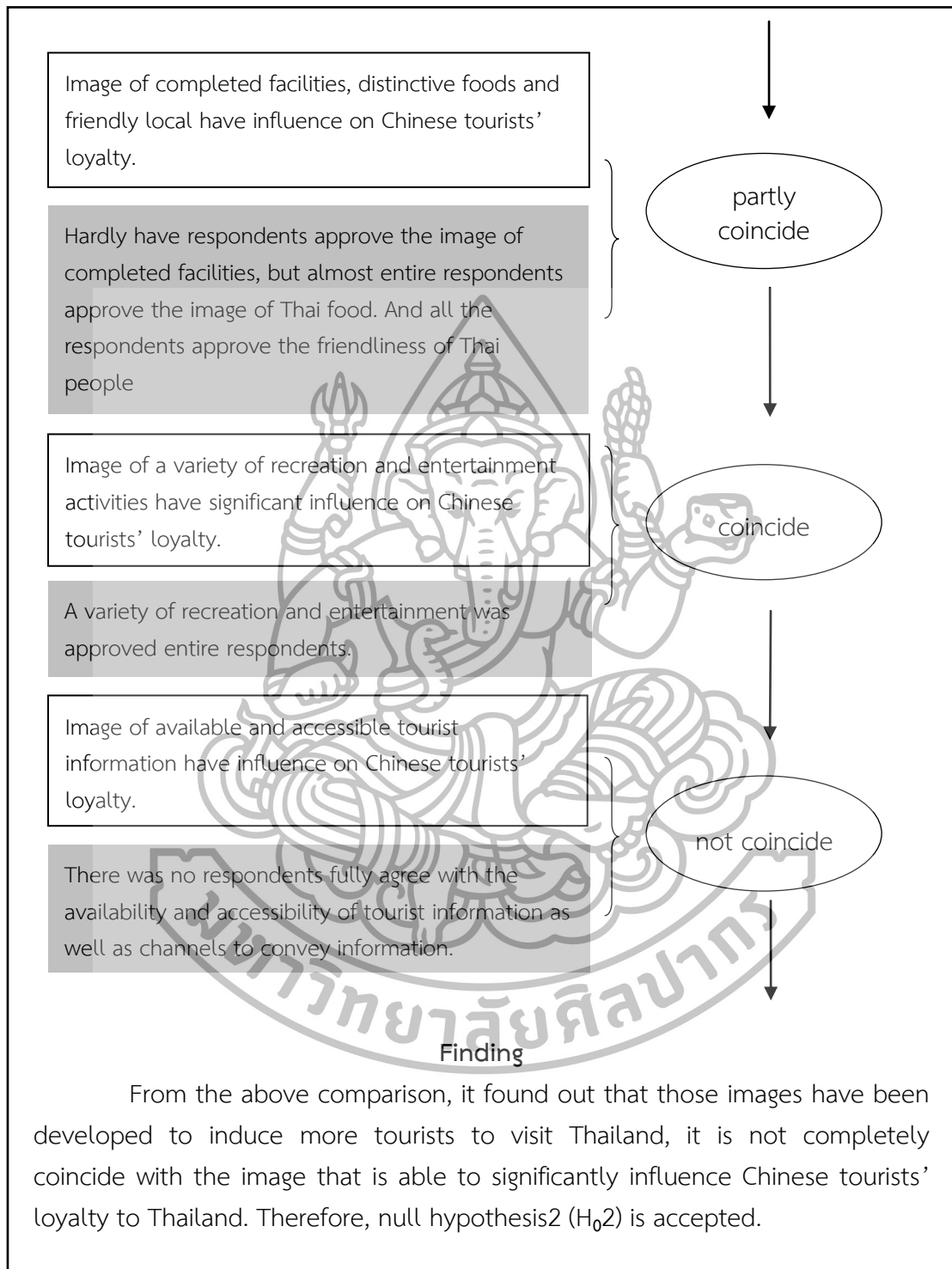


Figure 19 Procedure of hypothesis 2 testing

Source: This figure was developed by the researcher.

3. Sectional Summary

Results:

According to the outcomes of data analysis, there are a certain of results have been summarized as following:

Firstly, it was found out that based on actually traveling experiences, Chinese tourists' perceived overall complex image has significant influence on their loyalty toward Thailand. That is to say, null hypothesis 1 (H_01) is rejected. The conceptual framework was shown in Figure 20.

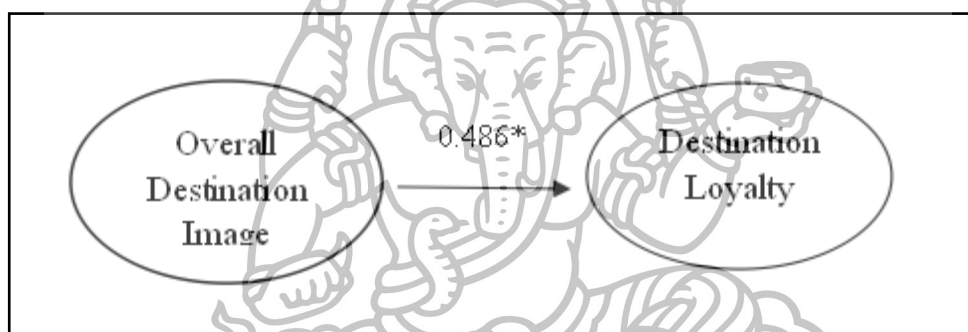


Figure 20 Relationship of overall destination image and tourist's destination loyalty.

Source: This figure was developed by the researcher.

From Figure 20, the outcome could be interpreted that while Chinese tourists have actually traveled Thailand, their comprehensive perception to image of Thailand plays an important role to impact they have intention to revisit or have willingness to recommend Thailand to their relatives or friends.

Secondly, different categories of destination image that constitute of overall complex image could differently determine the variance of influences on Chinese tourists' destination loyalty. In this study, those six internal independent variables which consist of overall image of destination is able to differently predict the variability of dependent variable (Tourist's destination loyalty), which was shown in Figure 21.

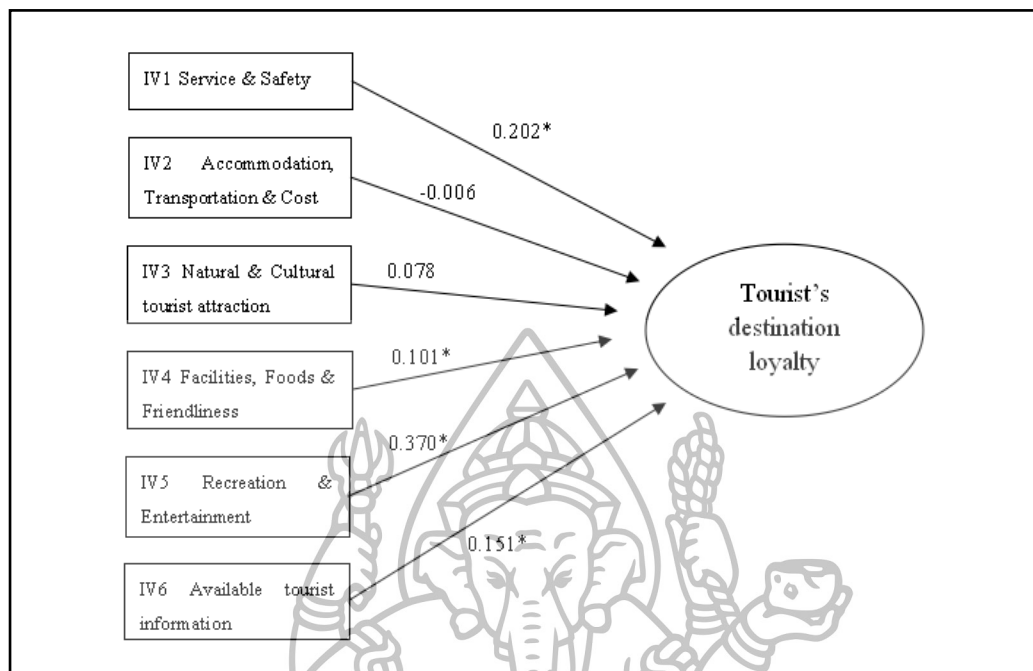


Figure 21 Relationship of six categories of images and tourist's destination loyalty.

Source: This figure was developed by the researcher.

According to Figure 21, it can be seen that, once Chinese tourists have chances to be exposed to some kinds of image, their a series of subjective perception, evaluation or expectation to these image could impact their behavioral attitude, at the meantime, those impacts even vary in degree. According to Figure 21, the category of image that have most strong influence on Chinese tourists' loyalty is the image of Recreation & Entertainment, followed by Service & Safety; Available Tourist Information; and Facilities, Foods & Friendliness has the weakest influence. By contrast, some promoted image in Thailand probably can make tourists impressed, but they have no contribution to determine Chinese tourists' loyalty.

Thirdly, it could be seen that induced image that generally promoted in Thailand is not completely coincide with the complex image that enable Chinese tourists generate loyalty. Simultaneously, hypothesis 1 and hypothesis 2 have been tested through the analysis procedure, the result was illustrated in Table 13.

“*” means those independent variables are significant to dependent variable.

Table 13 Summary of all hypotheses

Items	Hypothesis	Result
1	H₀1: Overall complex image has no influence on Chinese tourists' loyalty toward Thailand.	Rejected
	H_a1: Overall complex image has influence on Chinese tourists' loyalty toward Thailand.	Accepted
2	H₀2: Thai tourism induced image is not completely coincide with Chinese tourists' complex image to Thailand.	Accepted
	H_a2: Thai tourism induced image is completely coincide with Chinese tourists' complex image to Thailand.	Rejected

Source: This table was developed by the researcher.

For further discussion would be demonstrated in subsequent chapter 5 - Conclusion.



CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATION

1. Conclusion

1.1 Conclusion of Participants' Information

After 348 questionnaires have been analyzed. The outcome illustrates that 52.9% of the participants are males and 47.1% are females, and they are mainly in the range of 21-30 years old. The most number of participants are in the level of education with bachelor degree (63.5%), and the major status of occupation is employed (53.2%). When it comes to travel times, the majority of them is the first time to visit Thailand (62.9%), and 25.7% of the total participants traveled with their friends. Among the actually collected number of 371 questionnaires, there are 348 participants have traveled other cities beyond Bangkok city, those 348 questionnaires are subjects valid and appropriate to apply to do further analysis as the complex image of tourists should be measured on basis of actual experience of traveling other cities in Thailand.

1.2 Overall Conclusion

According to results of simple linear regression, it found out that overall complex image of a destination have relationship with tourists' loyalty toward the destination. To put in another way, the overall complex image of Thailand, which was comprehensively perceived by Chinese tourists based on actual traveling experiences could affect their loyalty toward Thailand. While Chinese tourists were impressed by overall image that have of Thailand, their intention to revisit this place or willingness to recommend it to others would be influenced by actual perception.

However, destination image is a complicated domain, its component should be covered different aspects and dimensions, and different categories of image might indicate different relationship with tourist's loyalty to a destination. This assumption has been tested by the outcome of multiple regression in preceding chapter.

In this research, there are six internal independent variables categorized from overall image of Thailand and they were utilized to predict relationship with the dependent variable “Chinese tourists’ destination loyalty” respectively. In terms of the coefficient of outcome, image refers to have a variety of recreation and entertainment activities has the strongest influence on Chinese tourists’ intention to revisit Thailand and willingness to recommend it to others. Then followed by the image of being able to provide good service quality and secure travel environment ; the image of having available and accessible tourist information; the image of completed facilities, Thai food and friendliness of Thai people. As for image refers to good accommodation, convenient transportation and reasonable travel expenditure, as well as image refers to plentiful cultural and natural tourism resources have no influence on Chinese tourists’ loyalty toward Thailand.

On the other hand, five Travel & Tourism related experts have given their similar opinions about the generally and typically promoted image of Thailand. Their concluded statement were not fully coincide with those image that could enable Chinese tourists to retain loyalty toward Thailand. To put it another way, some of the image have been popularly promoted in Thailand is impossible to influence Chinese tourists’ intention to revisit Thailand and make them have willingness to recommend Thailand to others. The contrast results could be seen in Table 14.

Table 14 Comparison of Thai image in perception of Chinese tourists and tourism related experts

Images	Impact on Chinese Tourist	Attitude of Tourism Experts
Good service quality provided by tourism related business & Good public security and safe travel environment	<input checked="" type="checkbox"/> Have influence on their loyalty	<input checked="" type="checkbox"/> Have general agreement on image of good service quality <input type="checkbox"/> Have less agreement on image of good public security

Images	Impact on Chinese Tourist	Attitude of Tourism Experts
Optional accommodation, Convenient transportation & Reasonable travel cost	[X] Have no influences on their loyalty	[X] Hardly agree that these kinds of image are identity image promoted to tourists
Diverse and splendid natural & cultural tourism resources	[X] Have no influence on their loyalty	[√] Have full agreement on these image.
Completed facilities were provided to travelers, Characteristic Thai foods & Friendly Thai people	[√] Have influence on their loyalty	[X] Hardly agree that image of completed facilities has been identity promoted to tourists [√] Have general agreement on image of Thai foods and friendly Thai people
Diverse recreation and entertainment activities	[√] Have influence on their loyalty	[√] Have full agreement on these image
Good availability of tourists information	[√] Have influence on their loyalty	[X] Hardly agree that available tourist information has been properly provided to tourists

Source: This table was developed by the researcher.

From above comparison and contrast, it is possible to briefly conclude that there are more differences than consistencies between Chinese tourists' perception and related experts' opinions with regard to six specified categories of Thai image. Based upon Table 14, it could be seen that there are only two categories of image got entire consensus by Chinese tourists and participant professors, one is the image of optional accommodation, convenient transportation

and reasonable cost. The other is the image of diverse recreation and entertainment activities. But the attribute of impact is totally opposite. Image refers to accommodation, transportation and cost has no influence on Chinese tourists' destination loyalty, similarly, most of the experts did not consider the aforementioned image have been taken as typical identity that applied to facilitate the development of tourism industry, even though it is necessary to do further improvement on those areas. In contrast, the image concerning recreation and entertainment, it indicates the significant impact on Chinese tourists' loyalty. Namely, creating and providing diversity of recreation and entertainment activities, it is possible to make Chinese tourists have intention to return visit and have willingness to recommend Thailand as a favorable destination to others, which is just in line with one of the strategies that relevant tourism departments and marketers are conducting - to rich the variety of recreation activities to cater for tourists' need, at the meantime, it is belonged to one part of the Thai tourism policy.

As to the rest of image with divergence, further description would be conducted in the section of discussion.

2. Discussion

In this section, with the purpose of analyzing divergence of complex image that significantly influence Chinese tourists' destination loyalty and induced image that generally got agreement from five tourism related experts, this study utilized SWOT analysis to assume what effects are probably exerted from divergence. Specific description were showed as bellows.

Image refers to public security:

Description of divergence
<p>Good public security was one of the significant image to determine Chinese tourists' loyalty. But most of the professors currently did not consider the circumstance of travel environment have been so secure that could be promoted as an identity to tourists. To an extent, it is sort of the weakness as unsafe travel environment might reduce the number of visitors and even damage the loyalty of</p>

them. While, if there are more measurements could be done to improve the index of safety, it is not only possible to give more confidence to travelers to travel or return travel, but also benefit the whole social security and provide a more steady living environment to Thai residents, which would be both opportunity and strength.

Effects	Strength [√]	Weakness [√]	Opportunity[√]	Threat []
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Image refers to natural and cultural resources:

Description of divergence

According to experts' opinions, natural and cultural tourist attractions have always been features promoting to tourists from all over the world, as well as been characters enable Thailand to distinct self tourism image from other tourist countries. By contrast, nature and culture related tourism products and sources have no effects on Chinese tourists' loyalty. Faced with the conflict, it might due to the dissemination of Thai tourist identities is not sufficient or accessible enough for Chinese tourists, like what experts have mentioned in interviews - now the industry lacks a certain number of well-trained Chinese speaking tour leaders as well as diversified channels to spread information to travelers. In this situation, it is not only the weakness for global development and management of Thai Travel & Tourism industry, but also a kind of threat. Providing that Chinese tourists could not be exposed to real tourist features when came to travel. After the trip, they might recommend Thailand to others with the misunderstanding image, which would result in more and more Chinese obtain distorted image of Thailand.

However, if it is accordingly considered to make implementation to enable the natural and cultural features more accessible to Chinese tourists and to bring them pleasant impressions on the real tourism promoting features, then effects are possible to be in turn to become strength and opportunity.

Effects	Strength [√]	Weakness [√]	Opportunity[√]	Threat [√]
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Image refers to facilities:

Description of divergence				
<p>Although completed facilities is one of the determinants that affect Chinese tourists' intention to revisit or willingness to recommend others to travel Thailand. On the other hand, hardly have experts consider the image of facilities have been completed as a strong identity promoted to tourists, because there are still lots of improvement on aspect of travel and public facilities needed to be done in the future.</p> <p>Admittedly, completed facility is reasonably playing a significant role to better the image of a tourist destination. And Thailand, as a popular tourist destination, assuming that if relevant tourism departments and operators were to constantly strive to perfect tourism facilities and public facilities, tourists would access to more convenience and have higher satisfaction go along with the trip. Completed facilities would not only able to retain more royal tourists but also able to enhance the overall tourism competitiveness of Thailand whilst benefit its residents. Therefore, if inadequate facilities have properly got improvement, without doubt that they would become strength and opportunity for Travel & Tourism industry, but on contrast, lacking completed facilities, they might in a way be weakness and threat to the development of industry.</p>				
Effects	Strength [✓]	Weakness [✓]	Opportunity [✓]	Threat [✓]

Image refers to availability and accessibility of tourist information

Description of divergence
<p>In terms of statistical outcome, perception to available tourist information could affect Chinese tourists' loyalty. It is possible to predict that if Chinese tourists are able to access to more accurate and available tourist information, they would have more chances to be deeply exposed to tourist sites or cultural experiences of Thailand, while they have be engaged in the destination, they would be most likely to have desire of revisiting or spreading good word-of-mouth to others, which is exactly the opportunity to Travel & Tourism industry in Thailand.</p>

But most of the experts hold opinions that the availability and accessibility of tourists information have not been provided to tourists sufficiently. Some cases in point like, unprofessional tour leaders gave wrong information to tourists and misguided them, and some did not play their responsibilities to tell tourists about the Do and Don't issues during the trip; another case is insufficient or unreasonable arrangement of caution signs and relevant staffs set in various tourist sites. A majority of expert presented that it might lead to Chinese tourists lack accurate knowledge about Thai culture and customs, moreover, the lack of cross-culture may partly contribute to some improper travel behaviors occurred among Chinese tourists. It is not only the weaknesses in managerial performance and developmental policies of tourism areas, but also the threat brought about from Chinese tourists' improper travel behaviors.

Effects	Strength [√]	Weakness [√]	Opportunity [√]	Threat [√]
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Above all, the ultimate purpose of comparison is to find out the divergence gap between image that pleasant to Chinese tourists and image that popularly promoted in Thailand, subsequently it is expected to accordingly improve and alter some determined image to attract Chinese tourists come to travel whilst retain their loyalty, it results of Chinese tourists have become one of the critical markets in Thailand recent years.

However, faced with increasing number of Chinese tourists' arrivals, the advantages are always accompanied with disadvantages. Thus, there are several global discussions were particularly to assume what effects would be caused if Chinese tourists generate loyalty toward the destination, Thailand.

Advantage

Strength

In the perspective of economy, while promoting favorable and distinctive image to induce Chinese tourists to visit as well as retain their loyalty to revisit Thailand or spread good word-of-mouth to others, it is able to increase the national fiscal revenue. Those amount of income from Travel & Tourism industry was to an extent regarded as one of the most essential parts to strengthen national economic power. Additionally, more tourists' visitation in a way could be a driving force to make interrelated tourist administrators to optimize the performance and management for Travel & Tourism industry, which in order to better the capacity to accept increasing number of tourists and soft some tourism related problems.

Opportunity

If there are more tourists have intention to revisit Thailand or have willingness to recommend Thailand to their relatives and friends for future traveling due to they were impressed by diverse favorable image after visiting. It would not only boost the development of Travel & Tourism industry, but also stimulate the development of relevant industries, including catering, transporting, managing, as well as entertaining. Afterwards, more job opportunities are probably offered along with the development.

Disadvantage

Weakness

In spite of the increasing number of Chinese tourists' arrival is able to make Thailand achieve a certain of strengths, it is also make the nation to encounter with some weaknesses. Such as over developing tourism resources would damage the natural and cultural resources. Those kinds of resources were once damaged, they are hardly possible to get recovery. What is more, excessive number of tourists might cause over consumption and waste of various resources, like food sources, energy sources. What is more, there will be more garbage produced in case of the number of tourists continue increasing, and reduce the number of sources occupancy of Thai residents.

Threat

It is a certain thing that more tourists visiting means more job opportunities provided from associative industry, but it is worth noting that some position in service or catering areas offered low salary, and Thai locals might be not willing to take those jobs. At the same time, because of the opening of ASEAN, more and more manpower who came from neighbor countries are more willing to take those jobs in low income, this might probably make unceasing neighbor countries' manpower enlarge the occupation of work force in Thailand, and make difficulties to control social security and manage the standard of relevant industries, it is mostly likely in turn to become negatively impact the tourism image of Thailand. What is more, the problem of Chinese tourists improper travel behaviors has also generally aroused public concern in Thai to date.

3. Recommendation

From the above comparison and contrast, it could be seen that not all of the complex image that influence Chinese tourists to generate loyalty were completely in line with those induced image were generally promoted in Thailand.

For those image is able to significantly affect Chinese tourists' loyalty whilst is treated as the popularly promoted image, we should take measures to strengthen those image in the future. While, for those image illustrated in divergence, we should make analysis with cons and pros. But adopting a destination's image for motivating more and more Chinese tourists to have intention to revisit and have willingness to give recommendation to others, it does not mean some image should be altered only for retaining Chinese tourists' loyalty, or create some new image just for Chinese tourists without considering the reality and necessity. The purpose of alteration and creation is in order to make existing weakness factors in turn to become strength, and threat factors in turn to become opportunity.

Therefore, seeking the balance between developing tourism image and retaining loyalty of Chinese tourist is quite significant. Simply put, at the time of capturing the significantly potential market of Chinese outbound tourists, it should be able to sustain the development of tourism, which eventually aims to maximize the

optimization for Travel & Tourism industry of Thailand. Consequently, the measures are supposed to be adopted should be varied. Corresponding suggestions were presented in the next section.

4. Suggestion

In response to the aforementioned statements, corresponding suggestions were demonstrated as bellow:

4.1 Relevant tourism departments and administrators ought to consider making joint efforts to improve safe index of travel environment and public security. For instance, constricting the exit and entry control of foreign visitors, setting more CCTV equipment in public areas, and increasing the safety of public transportation tools like bus, public motorbike services, or motor tricycle (DUK DUK) services etc.

4.2 Relevant tourism departments, operators and marketers should take effective implementation to dissemination different kinds of natural and cultural tourism resources to Chinese tourists for presenting the typical Thai image to them. From overviews of the research outcomes, natural and cultural tourism resources could not significantly influence Chinese tourists' loyalty, but it is still necessary to delivery the real Thai tourism image to them, otherwise, the misunderstanding of image would distort and damage the development of Thai tourism business as well as might bring negative impressions to tourists. Therefore, it ought to provide more accurate information of history and culture in Chinese interpretation, which could be presented by professional tour leaders, mobile TV, tourist guidebooks, brochures, online blocks, and tourist websites etc.. And the time of taking advantages of various sources to promote tourism in Thailand, proper measures also should be taken to protect local environment and history from the harmful effects of international tourism.

4.3 Regarding to facilities, lots of improvement still needed in various aspects. For instance, to perfect specific facilities in public areas to help people who are old weak sick and disabled; to meet industrial standard and establish international standard in fields of restaurants, accommodation, travel agencies and so on; to set more accurate and accessible caution signs and pictures along with different tourists sites; to facilitate usages of internet, payment methods; to diversify

mass medium ways to enable tourists access to specific tourism related information and regulations.

4.4 Relevant tourism departments, tourism operators or marketers are supposed to consider taking multiple channels and methods to provide specific tourist information to Chinese tourists, which including travel regulation, culture, custom, taboo associative with Thailand. Simply put, let Chinese tourist know about issues of Do and Don-not during their trips. Some measures to point are, to provide Chinese interpretation in tourism guiding materials, like brochures, books, indicating signs etc.; to cultivate more well-trained tour guides who could communicate in Chinese and professionally give travel information related to tourist attraction, cultures, histories etc..

Whatever, international tourism may create cultural tension between the tourists and local residents. In this sense, tour guides have been taken as an important medium for consolidating the ties among different civilization and values. Thus, to an extent problems of Chinese tourists' improper travel behavior could be eased or somewhat solved assume that they know well about cross-culture between China and Thailand, and this assumption have obtained major agreement from five experts as well.

5. Limitation

Regarding the whole research, it is inevitable to meet several limitations.

In the first place, there is limitation to data collecting. All the questionnaires were distributed in Bangkok city only, some of the participants had just arrived Thailand, and they were not able to give their complex perception to image of Thailand, which based upon their actual experiences after traveling other cities. Therefore, those questionnaires they fall out were invalid for further analysis.

Except that, the unsteady security is another limitation. The issue that the researcher encountered was boom attack accident took place on Rachaprasong Rd., Bangkok during the period of collecting data, it negatively impact and altered tourists' perception to safety domain. According to the comparison of questionnaire those collected before and after the accident, the perceived image of safety almost

shown in opposite views. It lead to the number of questionnaires were not consistent with the planned sampling size in the end.

6. Sectional Summary

In terms of the whole research, it found out that based upon actually traveling experiences, Chinese tourists shaped a kind of comprehensive impressions toward image of the destination, which is so called complex image. Looking from the overall, the complex image has significant influence on Chinese tourists' loyalty toward Thailand. But for different categories of image, the influences are diverse on Chinese tourists' loyalty to Thailand as well.

In addition, not all the image that is able to make Chinese tourists to have intention to revisit Thailand or have willingness to recommend it to others are in line with the induced image that have been popularly promoting to tourists. From above comparison and contrast, there are several measures and implementation suggested corresponding to divergence, which aimed to effectively orientate the implementation of promoting Thai image to Chinese tourists, as well as commit a sustainable tourism model to benefit tourism development and balance the acception to Chinese tourists who came to travel Thailand.



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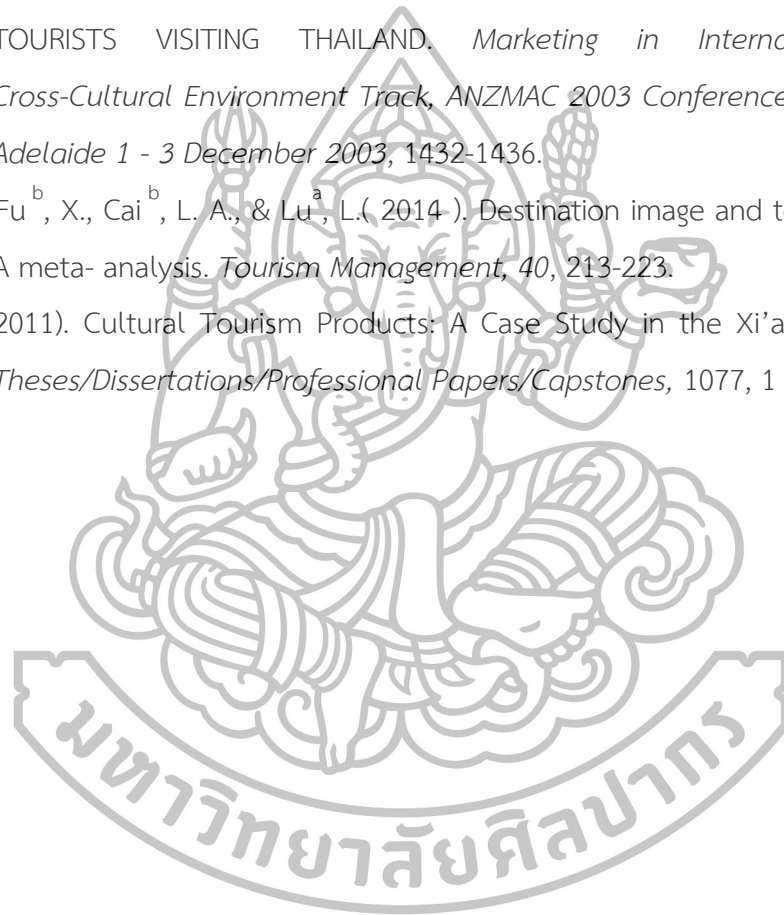
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Appendix A

Questionnaire (English Version)

Questionnaire



SILPAKORN UNIVERSITY INTERNATIONAL COLLEGE

This questionnaire with the purpose to evaluate Chinese tourists' perception of Thai tourist image after their actual visitation. The questionnaire consist of three parts altogether. Part I refers to personal information, part II refers to the evaluation of destination image in Thailand, Part III refers to the evaluation of Chinese tourists' destination loyalty. The researcher will eventually apply data derived from this questionnaire to complete the Master Degree thesis which is with the topic of "Chinese Tourists' Loyalty toward Destination Image Study in Thailand."

Part I: Personal information

* Please check (✓) the one that best conveys your choice.

1. Gender

- Male Female

2. Age

- Under 20 21- 30 31 - 40 41 - 50 Up to 51

3. Education background

- Certificate Diploma Bachelor Master Ph.D.
 Others

4. Occupation

- Student Employed Self-employed Civil servant Others

5. How many times have you been to Thailand?

- 1 2 3 More than 3 times

6. What is your travel party?

Single Tour group Friends Family Others_____

7. Have you been to other cities in Thailand except Bangkok city?

Yes No

Part II: Evaluation of destination image

* Please check (v) the one that best conveys your choice.

Item	Service and Safety	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
8	Various accommodation in Thailand can provide tourists good service quality.	1	2	3	4	5
9	Tourism related providers can perform with good service. (Tour guides, sale persons etc.)	1	2	3	4	5
10	Public security in Thailand is good.	1	2	3	4	5
	Accommodation, Transportation and Cost	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
11	Accommodations in Thailand offered tourists various choices.	1	2	3	4	5
12	Accommodations in Thailand have unique exotic design and styles.	1	2	3	4	5
13	Lodging rate in Thailand is reasonable.	1	2	3	4	5
14	Public transit system in Thailand is good.	1	2	3	4	5
15	A variety of traffic means are available for tourists to select to arrive their destinations.	1	2	3	4	5
16	Transportation expense in Thailand is reasonable.	1	2	3	4	5

17	Living cost and price in Thailand is reasonable.	1	2	3	4	5
Natural and Cultural Tourism Resource						
		Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
18	Thailand has a number of plentiful cultural and heritage sites.	1	2	3	4	5
19	Thailand has array of traditional and unique style architectures with religion.	1	2	3	4	5
20	Thailand has a number of beautiful green landscape and scenery. (Like flowers and 1plants, waterfalls and mountains etc.)	1	2	3	4	5
21	Thailand has beautiful sun, sand and island tourist attractions.	1	2	3	4	5
22	Thailand is a nation has particular life style and customs.	1	2	3	4	5
Facilities, Foods and Friendliness						
		Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
23	Diverse mass medium ways are available to offer tourist information for travelers.	1	2	3	4	5
24	Clear and accurate warning signs and indicators are available in various tourists attractions.	1	2	3	4	5
25	Related staffs are sufficiently set in various tourist attractions for guiding tourists.	1	2	3	4	5
26	Network has been widely covered in many places.	1	2	3	4	5
27	There are convenient payment methods when traveling and shopping. (credit card/unionpay/master etc.)	1	2	3	4	5

28	Thai food has a wide variety of types for choice.	1	2	3	4	5
29	Trying Thai food is a kind of specially exotic experience.	1	2	3	4	5
30	Thai locals are hospitable and friendly.	1	2	3	4	5
Recreation and Entertainment						
		Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
31	Thailand is a good place for traveling and relaxing.	1	2	3	4	5
32	Thailand is a good place for shopping	1	2	3	4	5
33	Thailand has a variety of entertainment and nightlife activities	1	2	3	4	5
Available Tourist Information						
		Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
34	Tourist information provided to tourists clearly contains specific local tourism regulations.	1	2	3	4	5
35	Tourist information provided to tourists clearly contains specific local customs and taboos.	1	2	3	4	5
36	Most of the tourist information provided with Chinese version.	1	2	3	4	5
37	Tourism related providers have capability to communicate with tourists in appropriate language.	1	2	3	4	5

Part III: Evaluation of destination loyalty

* Please check (✓) the one that best conveys your choice.

	Available Tourist Information	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
38	I have intention to revisit Thailand in the future.	1	2	3	4	5
39	I am willing to recommend Thailand to my relatives and friends when they have a plan for holiday.	1	2	3	4	5



Appendix B
Questionnaire (Chinese Version)

调查问卷



SILPAKORN UNIVERSITY INTERNATIONAL COLLEGE

您好! 本调查问卷旨在收集中国游客赴泰旅行后对于泰国旅游形象的综合评价, 进而用于旅游目的地形象与游客旅游目的地忠诚度关系的研究报告。所得数据和信息将最终帮助研究员完成在泰国艺术大学工商管理硕士学位的毕业论文。此调查问卷数据除用于学术报告研究外, 将不会用于其他领域。特此希望可以占用您五分钟时间来填写此份问卷。非常感谢您的合作!

第一部分: 个人信息 (请在您的选项上打勾“√”)

1. 性别

男 女

2. 年龄

20岁以下 21-30岁 31-40岁 41-50岁 51岁

以上

3. 学历

中专 大专 本科 研究生 博士 其他_____

4. 职业

学生 公司职员 自营 政府公职人员 其他_____

5. 您来过泰国几次?

一次 两次 三次 三次以上

6. 您以怎样的团体形式来泰国旅游?

自己 旅游团 朋友 家人 其他_____

7. 在泰国旅游期间, 您是否去过除曼谷以外的其他城市?

去过 没有去过

第二部分: 旅游目的地形象 (请在您的选项上打勾 “√”)

	服务质量与安全程度	非常不同意	不同意	既不同意也不反对	同意	非常同意
8	泰国各类型酒店所提供的服务质量佳。	1	2	3	4	5
9	泰国相关旅游从业人员所提供的服务质量佳。 (如: 导游, 销售员, 景区工作人员等。)	1	2	3	4	5
10	泰国公共治安状况良好。	1	2	3	4	5
	住宿、交通、物价	非常不同意	不同意	既不同意也不反对	同意	非常同意
11	泰国在住宿方面能够提供给游客多种选择。	1	2	3	4	5
12	泰国酒店设计独具异国风情。	1	2	3	4	5
13	泰国住宿价格合理。	1	2	3	4	5
14	泰国公共交通设施完善。	1	2	3	4	5
15	游客前往各城市景点的交通方式有多种选择。	1	2	3	4	5
16	泰国公共交通费用合理。	1	2	3	4	5
17	泰国物价合理。	1	2	3	4	5
	自然与人文旅游资源	非常不同意	不同意	既不同意也不反对	同意	非常同意
18	泰国拥有丰富的人文和历史旅游资源。	1	2	3	4	5
19	泰国传统的历史建筑和宗教建筑风格独特且具有吸引力。	1	2	3	4	5
20	泰国拥有怡人的绿色自然旅游景观。(如: 花卉、山林、瀑布等)	1	2	3	4	5
21	泰国拥有美丽的阳光、沙滩、海岛旅游资源。	1	2	3	4	5
22	泰国拥有独特的民族生活方式和民俗文化。	1	2	3	4	5

	公共设施、饮食和当地人民友好程度	非常不同意	不同意	既不同意也不反对	同意	非常同意
23	泰国有多种媒介方式为游客提供所需旅游信息。(如: 信息问询处, 纸媒体, 互联网媒体等。)	1	2	3	4	5
24	泰国各景区多设有清晰明确的指示牌或图标对游览注意事项进行提醒。	1	2	3	4	5
25	泰国各景区多设有工作人员对游客进行相关注意事项的指导与说明。	1	2	3	4	5
26	泰国网络覆盖率广, 使用便捷。	1	2	3	4	5
27	在泰旅游与购物有方便快捷的支付方式。(如: 信用卡、银联、维萨、万事达等)	1	2	3	4	5
28	泰国菜样式丰富, 为游客提供多种选择。	1	2	3	4	5
29	品尝泰国菜是一种异国文化的体验。	1	2	3	4	5
30	泰国人民乐于助人, 态度友好。	1	2	3	4	5
	休闲与娱乐	非常不同意	不同意	既不同意也不反对	同意	非常同意
31	泰国是一个适合度假放松的好地方。	1	2	3	4	5
32	泰国是一个有多种选择的购物胜地。	1	2	3	4	5
33	泰国娱乐活动与夜生活内容丰富多样。	1	2	3	4	5
	实用旅游信息	非常不同意	不同意	既不同意也不反对	同意	非常同意
34	泰国所提供的旅游信息可以让游客清楚了解到当地的旅游行为规范。	1	2	3	4	5
35	泰国所提供的旅游信息可以让游客清楚了解到当地的民俗文化和禁忌事项。	1	2	3	4	5
36	大部分旅游信息资源有相应的中文翻译。	1	2	3	4	5
37	相关旅游从业人员能够使用游客擅长的语言与游客进行交流。	1	2	3	4	5

第三部分：旅游目的地忠诚度 (请在您的选项上打勾 “√”)


	实用旅游信息	非常不同意	不同意	既不同意也不反对	同意	非常同意
38	未来我有再次赴泰国旅游的打算。	1	2	3	4	5
39	我很乐意向亲朋好友推荐泰国作为旅游目的地。	1	2	3	4	5


非常感谢您的参与!




Appendix C
Interview Form

Name:
 Title:
 Tel:
 E-mail:
 Interview time:

<p>Question 1</p>	<p>Nowadays, there have been more and more Chinese tourists visiting Thailand, then in the view of you, how do you think of this tourism market group?</p>
<p>Answer</p>	

Question 2	<p>When it comes to the subject of destination image, what is the tourist image of Thailand that have been generally promoting to induce tourists?</p> <p>And which image can be regarded as the typical image of Thailand? (Could you please list some typical image.)</p>
Answer	

Question 3	<p>Here, there are some extra images that I used to evaluate the comprehensive perception of Chinese tourists toward Thai tourism image. I would like to show them one by one and hope you could give me some opinions about those images, in order to measure whether these images have been generally promoted to induce tourists or not.</p>
	<ol style="list-style-type: none">1. <i>Tourism related businesses could provide service in good quality. (Such hotels, tourist attractions etc.)</i>2. <i>It is a secure travel environment.</i>3. <i>The public transportation is convenient and accessible for tourists.</i>4. <i>There are various options on accommodation.</i>5. <i>Thailand has Plentiful cultural tourism resources (like heritage sites, Thai culture, Thai ceremony and custom etc.).</i>6. <i>Thailand has a variety of natural tourism resources (like greenery sites, beaches, seas and islands etc.)</i>7. <i>Thailand provides completed facilities</i>8. <i>Sufficient and diverse methods available to offer tourist information.</i>9. <i>Thai food image.</i>10. <i>Thai people is hospitable and friendly.</i>11. <i>There are various types of recreation and entertainment activities.</i>

Question 4	<p>According to what you have known, in the future, let's say in five years. Is there any new tourist image of Thailand being created and promoted to tourists? And is there any of them might be created particularly to induce Chinese tourists come to travel?</p>
Answer	

Appendix D

Pictures of On-site Data Collection



Place: Dock of waiting for ferry to Asiatique The Riverfront

Date: Saturday, 25 July, 2015

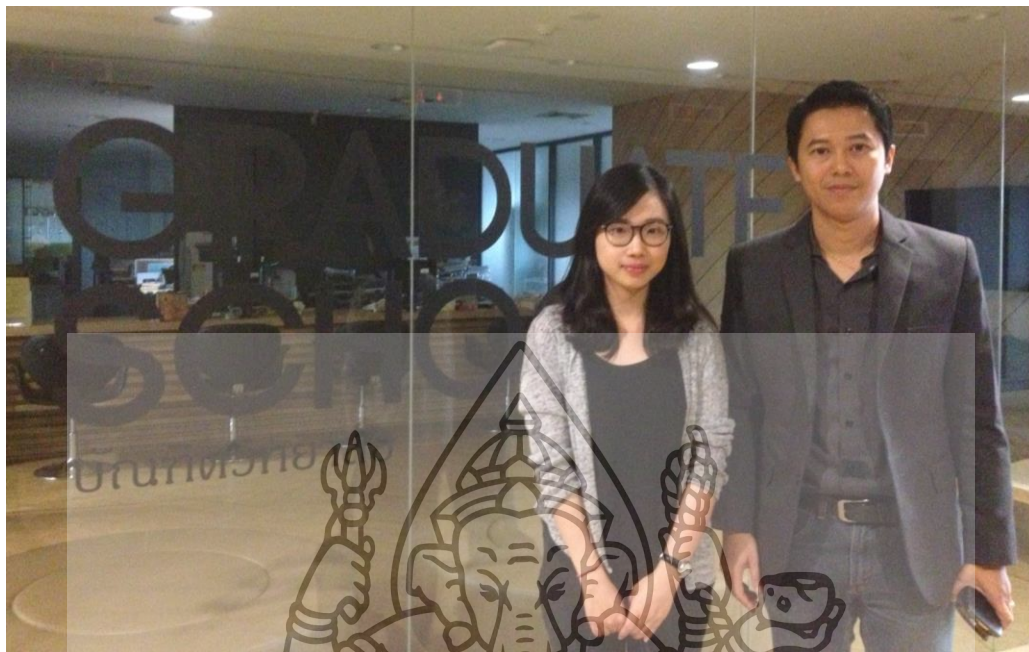
Photoed by Ms. Wei Wu



Place: School of Architecture & Design KMUTT campus

Date: Wednesday, 5 August, 2015

Photoed by the staff in school



Place: Bangkok University Krueaynan Thai campus

Date: Sunday, 23 August, 2015

Photoed by the staff in school

BIOGRAPHY

First Name - Last Name	SUWEN - DU
E-mail	susu915@hotmail.com
Current Workplace	N/A
Academic Records	
2014 - Present	Silpakorn University International College -- Master Degree of MBA in Hotel and Tourism
Management	
2007 - 2011	Guangxi University for Nationalities (China) -- Bachelor Degree of Arts in Thai Linguistics
Work Experience	
2014 - 2015	Chinese teacher (Bangkok, Thailand) -- Taught Chinese in Silpakorn University International College
2011 - 2013	Chinese volunteer teacher (Nonthaburi, Thailand) -- Taught Chinese in Benjamarachanusorn School

