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A Study of Unveiling the Effect of Perceived Quality, Safety, and Destination Image on Visitor Satisfaction and Return Intentions, Thailand

Ratanawalai Prasitvipat [1], Chompu Nuangjamnong [2]

Abstract

Purpose – This study aims to explore the factors influencing tourists' perceived quality, safety in both social and natural environments, facility and management safety, destination image, and choice, and how these factors collectively impact satisfaction with the tourism experience and subsequent intention to revisit among tourists in Thailand. The research seeks to gain insights into the decision-making processes of tourists in Thailand. **Design/Methodology/Approach** – Employing a mixed-method approach, this study utilizes both primary and secondary data collection techniques. The sample comprises 390 respondents, consisting of tourists visiting Thailand. Additionally, this research integrates five theoretical frameworks from prior studies to develop a comprehensive conceptual framework. **Findings** – The study seeks to identify the determinants and characteristics influencing tourists' intention to revisit. It further examines the significance of destination image, choice, and satisfaction with the tourism experience in shaping tourists' intention to revisit. **Research Limitations/Implications** – It is acknowledged that the quantitative methodology employed in data collection may not fully capture all dimensions of tourists' perceptions. Furthermore, the scope of this study is limited to tourists visiting Thailand from various regions worldwide. **Originality/value** – This study contributes to the understanding of the factors influencing tourists' perception of quality, safety, destination image, and satisfaction, ultimately impacting their intention to revisit Thailand.

Keywords – Tourist perceived quality, safety in social and natural environments, facility and management safety, destination image, choice, satisfaction with tourism experience, intention to revisit.

Paper type – Research paper

JEL classification code – M11, M14, M16, M10

1. INTRODUCTION

1.1 Background of study

According to Ministry of Tourism and Sports of Thailand (2024) reveals the data of tourists in Thailand in 2023 is 28,150,016 people. Tourism is a foundation of Thailand's economic framework, drawing millions to its shores, back countries, and cities, each year. The attraction of Thailand's rich cultural decoration, combined with its natural beauty and hospitable services, positions it as a premier destination in the global tourism landscape. However, the dynamics of tourist satisfaction and the desire for repeat visits are influenced by a countless of factors, requiring a closer examination of perceived quality, safety, and destination image. This study aims to unravel the interaction between

22 Ratanawalai Prasitvipat, Master of Business Administration, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand.
2 Dr. Chompu Nuangjamnong, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand.

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these elements and their collective impact on visitor satisfaction and subsequent return intentions.

The concept of perceived quality within the tourism sector contains a broad elements, from the tangibility of services and accommodations to the intangibility of experiential aspects. Tourists' perceptions of quality are important, as they directly influence the overall satisfaction derived from their visit. High-quality interactions, whether through service encounters or the enjoyment of facilities, set the foundation for a fulfilling tourist experience. In Thailand, where hospitality is in the culture, the perceived quality of services can significantly enhance the appeal of the destination.

Safety is a paramount concern for tourists, containing both physical and health- related dimensions. In recent years, global events have heightened tourists' sensitivity to safety issues, making it a critical factor in the decision-making process. Thailand's approach to ensuring visitor safety, from stringent health measures to the maintenance of public order, directly affects tourists' sense of security and, by extension, their satisfaction and willingness to revisit.

The image of a destination forms a complex mosaic of perceptions and preconceived notions, influenced by media, word-of-mouth, and personal beliefs. Thailand's image as a tropical paradise, related to history and culture, plays a crucial role in attracting tourists. However, sustaining and enhancing this image requires continuous effort, particularly in addressing misconceptions and ensuring that the reality meets or exceeds expectations.

Satisfaction is the emotional state that reflects the degree to which the expectations of the tourists are met or exceeded by their travel experiences. In the context of Thailand, where tourism is not just a journey but related into an ancient yet dynamically modern culture, satisfaction can be the deciding factor in transforming first-time visitors into loyal visitors. The intention to return, or even to recommend Thailand to others, is a evident to the success of the tourism ecosystem in delivering on its promises of quality, safety, and an enriching destination image. Hence, the research aims to provide actionable insights that can support the sustainable growth of Thailand's tourism sector.

1.2 Problem statements

The sustainability and growth of Thailand's tourism sector are important for the nation's economic stability and cultural preservation. However, safety in Thailand is still not good enough and should improve in many ways such as mass shooting at Siam Paragon department store in 2023 should improve to check the weapon more than this. Moreover, understanding the dynamics that influence visitor satisfaction and the intention to return to a destination is crucial for the sustainable development of the tourism industry. This study aims to explore the impact of perceived quality, safety, and the image of destinations in Thailand on tourists' satisfaction and their intentions to revisit. Simplifying the complex interrelations between these factors, the research will assess how tourists' perceptions of the quality of services, the safety of the environment, and the overall image of Thailand as a destination contribute to their overall satisfaction and decision to return. By focusing on these elements, the study seeks to provide insights that could help in the enhancement of tourist experiences, promoting repeat visits and contributing to the growth of Thailand's tourism sector.

1.3 Objectives of study

1. To explain tourists perceived quality effect on satisfaction with tourism experience.

2. To explain tourists perceived safety of the social environment effect on satisfaction with the tourism experience.

3. To explain tourists perceived safety of the natural environment effect on satisfaction with the tourism experience.

4. To explain tourists perceived safety of the facility and management elements effect on satisfaction with the tourism experience.

5. To explain tourism destination image and choice effect on satisfaction with the tourism experience.

6. To explain tourism destination image and choice effect on tourist revisit intention.

7. To explain satisfaction with the tourism experience effect on tourist revisit intention.

1.4 Research questions

The study's questions are as follows:

(1) Does tourist perceived quality have a significant effect on satisfaction with the tourism experience?

(2) Does tourist perceived safety of the social environment have a significant effect on satisfaction with the tourism experience?

(3) Does tourist perceived safety of the natural environment have a significant effect on satisfaction with the tourism experience?

(4) Does tourist perceived safety of facility and management elements have a significant effect on satisfaction with the tourism experience?

(5) Does tourism destination image and choice have a significant effect on satisfaction with the tourism experience?

(6) Does tourism destination image and choice have a significant effect on tourist revisit intention?

(7) Does satisfaction with the tourism experience have a significant effect on tourist revisit intention?

1.5 Significace of the study

The tourism industry in Thailand is crucial for its economic growth, contributing significantly to the country's GDP. Satisfying tourists is vital to ensure a positive reputation and repeat visits. Offering diverse attractions, cultural experiences, and excellent hospitality enhances the overall tourism experience, fostering a sustainable industry. Building a strong good feeling to tourism is crucial such as know that what tourists perceived quality. This study, therefore, intends to provide valuable insights for people who want to do tourist industry and people who still do tourist industry seeking to understand what make tourist

Understanding the distinctions of how tourists perceive the quality of their experiences is crucial in shaping the landscape of the tourism industry. This study seeks to explore the complicated topics between perceived quality and overall satisfaction. By identifying the factors that contribute to a positive perception, businesses and destinations can make tourists have memorable experiences for their visitors.

Safety is the foundation of a satisfying tourism experience. This study investigates the impact of perceived safety in both social and natural environments on overall satisfaction. Understanding the dynamics of these safety perceptions can guide destinations in creating environments that not only attract but also make tourists feel secure, fostering a good atmosphere for exploration and enjoyment.

Facilities and management play a crucial role in shaping the tourist experience. By scrutinizing how perceived safety in these aspects influences overall satisfaction, the study aims to offer insights into improving services, enhancing facilities, and refining management strategies. This knowledge is paramount in elevating the overall quality of the tourist experience.

The destination image projects plays a crucial role in attracting tourists. This study seeks to uncover the intricate relationship between destination image, tourist choice, and subsequent satisfaction. By understanding how these elements interconnect, destinations can craft more effective marketing strategies, aligning the perceived image with the tangible experiences on offer.

A satisfied tourist is not just a one-time visitor but a potential ambassador for a destination. This study delves into the profound impact of

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satisfaction on the intention to revisit. By identifying the key drivers of satisfaction, destinations can cultivate an environment that encourages repeat visits, fostering a sustainable and thriving tourism ecosystem.

In conclusion, these studies collectively paint a comprehensive picture of the factors influencing tourist satisfaction. By analyzing perceived quality, safety in various environments, destination image, and the link between satisfaction and revisit intentions, the tourism industry gains valuable insights that can shape strategies for creating truly grateful travel experiences. These studies act as guiding the path toward a more satisfying and sustainable future for both travelers and destinations.

1.6 Definitions of the study

1.6.1 Tourist perceived quality (TPQ)

In this study, tourist perceived quality refers to how visitors feel about the overall goodness or satisfaction they get from their travel experiences. It's about how tourists see and judge the quality of what they encounter during their trip.

1.6.2 Tourist perceived safety of the social environment (TSE)

In this study, tourist perceived safety of the social environment refers to how comfortable and secure visitors feel in terms of social aspects during their travel. It involves their perception of safety in interactions with locals and the general social atmosphere.

1.6.3 Tourist perceived safety of the natural environment (TNE)

In this study, tourist perceived safety of the natural environment refers to how secure and at ease visitors feel in terms of the outdoors and nature during their travels. It involves their perception of safety in the natural surroundings and outdoor activities.

1.6.4 Tourist perceived safety of facility and management elements (TFM)

In this study, tourist perceived safety of facility and management elements refers to how safe tourists feel in places and how well things are organized. It includes their perception of safety in accommodations, facilities, and how things are managed during their travel.

1.6.5 Tourism destination image and choice (TDI)

In this study, tourism destination image and choice refers to how people see and feel about a place they might visit, and how they decide where to go. It involves the overall impression of a destination and the factors influencing a tourist's decision on where to travel.

1.6.6 Satisfaction with Tourism Experience (STE)

In this study, satisfaction with tourism experience refers to how happy and content someone feels about their trip. It's about the enjoyment and fulfillment a person gets from their travel adventures.

1.6.7 Tourist revisit intention (TRI)

In this study, tourist revisit intention refers to when someone is thinking about going back to a place they visited before. It's about whether or not a tourist plans to return to a destination for another visit.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Theories related to each variable.

2.1.1 Tourist Perceived Quality

The significance of tourist-perceived quality in research on tourist behaviors is highlighted. It defines tourist-perceived quality as an overall judgment influenced by the emotions experienced during travel. In contrast, the concept of customer experience is portrayed as broader and less constrained, operationally characterized by a multidimensional assessment shaped by various experiential cues. The summary emphasizes that tourists may evaluate their experiences in a

simplified favorable/unfavorable format while still perceiving individual attributes separately (Chi et al., 2020). Moreover, the quality of a tourist destination is determined by many factors, such as the appearance of buildings, religious places, local history and culture, national landmarks, the surrounding landscape, the weather, cost, and available transportation. However, it's not solely about the tangible quality; perceived quality, which is what people think about a place, is also important. People often base their perceptions on others' opinions about the place. Therefore, for those promoting tourist spots, it's crucial to improve both the tangible quality and the perceived quality of their destination (Tsvetkov, 2023).

Furthermore, in other research, tourists consider the quality of products and services offered by small businesses in the Ciletuh Sukabumi Geopark tourist spots. The research revealed that most people gave positive feedback on the quality of these products and services, particularly noting that the quality of the products had the greatest impact on tourists' perceptions (Akmal et al., 2023). According to Raman (2023), tourists assess the quality of services at the Buddhist Circuit of India. The findings indicate that, overall, tourists had a favorable impression of the service quality at the destination. Tourist service quality is determined by the disparity between tourists' expectations and their actual experiences. For urban dwellers, acquiring new knowledge, such as agricultural techniques and modern farming practices, can significantly influence their perceptions of service quality (Li, 2023).

2.1.2 Tourist Perceived Safety of Social Environment

Sarfraz et al. (2022) define "perceived safety of the social environment (PSSE)" as the perception of environmental factors and safety assessments of destinations. Furthermore, "Sense of safety toward tourism destinations: A social constructivist perspective" highlights that tourism safety is often

not well-organized and is perceived as part of how people view a destination. Some researchers conducted a revealing study on tourists' perceptions of safety, suggesting that these perceptions include five main components: feeling safe with people around, evaluating facilities and equipment, assessing natural surroundings, considering the social environment, and evaluating the management of the place. These ideas were derived from safety system theory and the 4Ms concept (material, method, machine, man) used in accident systems (Zou, 2022).

Alkier et al. (2022) posit that one factor affecting tourists' perception of safety post-COVID is their perception of the social environment. In simple terms, how people perceive the safety of the social atmosphere is considered a factor in tourists feeling safe post-COVID. According to Seger-Guttmann and Gilboa (2023), tourist-perceived safety of the social environment can affect satisfaction with the tourism experience.

Furthermore, "Tourists' Safety Perception Clues in the Urban Forest Environment: Visual Quality, Facility Completeness, Accessibility— A Case Study of Urban Forests in Fuzhou, China" examines how good services (such as visual quality, facility completeness, and accessibility) in urban forests are related to people's perceptions of safety in those areas. In simpler terms, it explores whether the quality of services influences how safe people perceive urban forests to be (Wang et al., 2022).

2.1.3 Tourist Perceived Safety of Natural Environment

Wang et al. (2022) emphasized that "The service quality and safety perception of urban forests are important factors that influence tourists to choose them as recreation destinations." Furthermore, Ding and Wu (2022) defined "tourism safety perception" as the subjective feelings and perceptions of tourists about the safety of a destination under the influence of external information involvement and their own

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factors. Tourists' perception of destination safety may be both positive and negative. Scholars generally measure tourism safety perception of destinations based on the natural and social environment of destinations and tourism elements and types of tourism safety issues.

When tourists perceive the natural environment as safe, it implies that they can have a good time and feel at ease. Some areas, such as places with volcanoes or spots where natural disasters have occurred before, might pose risks (Sarfraz et al., 2022). Additionally, Rittichainuwat (2013) explained in previous studies that areas prone to natural disasters, like volcanoes or places where disasters have occurred before, are perceived as risky. People assess the safety of these places by gathering information about past incidents, which helps them form their own perceptions about how safe these places are. Xie et al. (2020) explored that the perceived safety of the natural environment significantly affects tourists' perceived safety at destinations.

2.1.4 Tourist Perceived Safety of Facility and Management Elements

Xie et al. (2020) defined "Perceived Safety of Facility and Equipment Elements (PSFE)" as safety assessments and perceptions of the state of facilities and equipment within destinations. Furthermore, Zou and Yu (2022) stated that "Tourism scholars have proposed various ways to argue that safety is part of a destination image. Examples include a stable social order, a balanced environment, the friendliness of locals, the presence of public security systems, and available facilities and equipment."

Sarfraz et al. (2022) highlighted that "The findings of this study show that the effect of the perceived safety of the social environment, perceived safety of facility and equipment elements, perceived safety of human elements, perceived safety of management elements, and perceived safety of natural environments is

significant and positive on the tourist destination choice (TDC)." The study investigates how safe people feel while enjoying recreation, such as surfing in Taiwan, and its consequences. It explores whether feeling safe affects people's involvement and satisfaction with their experience, their attachment to the place, and their loyalty to the destination. Essentially, the research examines how the safety atmosphere during recreation impacts different aspects of people's experiences and connections to the surfing destination in Taiwan (Cheng et al., 2022). Furthermore, Li (2023) explained in previous studies that high tourist-perceived safety of facility and management elements leads to high satisfaction with the tourism experience.

2.1.5 Tourism Destination Image and Choice

Goyal and Taneja (2023) highlighted that "The results depicted that the wellness destination's image has a significant influence on wellness tourists' satisfaction level and their eWOM intentions. Furthermore, it also came to light that the satisfaction level of wellness tourist satisfaction was found to be significantly influencing their eWOM intentions. The mediating role of wellness tourists' satisfaction was found to be significant from destination image (post-visit) to eWOM intentions." Furthermore, destination image influences tourist behaviors and experiences (Homer et al., 2023). Additionally, Luong (2023) explained in previous studies that people's perceptions of a place (destination image) are connected to their planned activities there (behavioral intentions). It also considers satisfaction as an intermediate step, influencing how people decide what they want to do at a destination. Zakiah et al. (2023) explored how people's perception of a place (destination image) affects their satisfaction with their visit (tourist satisfaction) and whether they will want to return (loyalty). In simple terms, it examines how the image of a destination shapes tourists' feelings and whether it motivates them to

return. This article recognizes tourism destination image as a relevant factor influencing both the decision-making process in selecting a destination and the quality of the destination's image in tourism destination selection (Camprubí & Gassiot-Melion, 2023).

2.1.6 Satisfaction with Tourism Experience

This article examines the impact of experiential marketing on consumer satisfaction and identifies its importance in the tourism industry using SPSS AMOS software. The study found that experiential marketing is represented by five components, namely sense, feel, think, act, and relate, while behavioral intention was represented by three components, including word of mouth, revisit intention, willingness to pay, and tourism satisfaction (Achmad & Aruan, 2023).

Furthermore, "The Structural Relationship among Tourism Experience, Tourism Satisfaction, Storytelling, and Revisit Intention: Focused on Gyeongju" discusses the positive influence of enjoyment, refreshment, involvement, and local culture on tourism satisfaction in the context of Gyeongju tourism (Jeon & Koo, 2023). Moreover, Yulianto et al. (2023) explained in a previous study that when tourists are happy with their visit (tourist satisfaction) and have a special and memorable experience (memorable tourism experience) in Osing Kemiren Heritage Village, it encourages them to return (intention to revisit). In simple terms, enjoying the visit and having a memorable experience make people want to return to the heritage village. Abbasj et al. (2021) explored that people who are satisfied when traveling are more likely to revisit that place.

In this paper, the effect of destination brand experience on tourist behavioral intention through tourist satisfaction has been investigated using an associative method with a descriptive quantitative approach. The results of this study indicate that tourist satisfaction with destination brand experiences is at a high level, and tourists also express intentions to engage in positive word of mouth and make return visits (Nurhayati et al., 2022).

2.1.7 Tourist revisit intention

The paper recommends that upcoming marketing plans should concentrate on improving services at tourist spots to increase the chances of visitors wanting to come back (Ambarwati et al., 2023). Furthermore, Gregoriades et al. (2023) mentioned that the paper applies computer techniques to study hotel reviews, finding trends that show why tourists might choose to visit again. Moreover, Abbasj et al. (2021) noted that "The results show that perceived behavioral control, perceived value, destination image, and satisfaction significantly affect visitors' revisit intention. " Additionally, in this paper, the effect of destination brand experience on tourist behavioral intention through tourist satisfaction has been investigated using an associative method with a descriptive quantitative approach. The results of this study indicate that tourist satisfaction with the destination brand experiences is at a satisfactory level. Tourists also express their intention to engage in positive word-of-mouth and make return visits (Nurhayati et al., 2022). According to Zhou et al. (2022), "The authenticity of heritage tourism is an important factor for attracting tourists. Research has shown that authenticity is related to revisit intention."

2.3 Theoretical frameworks

2. 3. 1 The first theoretical framework from Destination perceived quality, tourist satisfaction and word-of-mouth (Wang et al., 2017). Figure 1, this research provided the relationship between destination perceived quality which link to tourists satisfaction.

Figure 1.

Destination perceived quality, tourist satisfaction and word-of-mouth
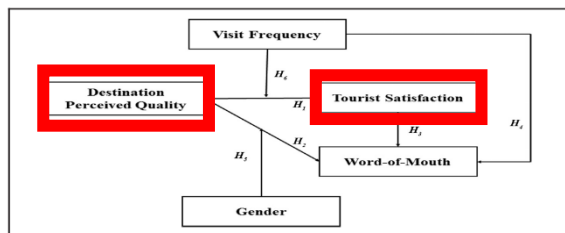

Source. Wang, T.-L., Tran, P. T., & Tran, V. T. (2017). Destination perceived quality, tourist satisfaction and word- of- mouth. *Tourism Review*, *72*(4), 392–410. https://doi.org/10.1108/tr-06-2017-0103

2.3.2 Lho et al. (2022) in the sharing economy in the hospitality sector: The role of social interaction, social presence, and reciprocity in eliciting satisfaction and continuance behavior is the second theoretical framework. Figure 2 shows the relationship between perceived risk of social risk and performance risk.

Figure 2.

The sharing economy in the hospitality sector: The role of social interaction, social presence, and reciprocity in eliciting satisfaction and continuance behavior
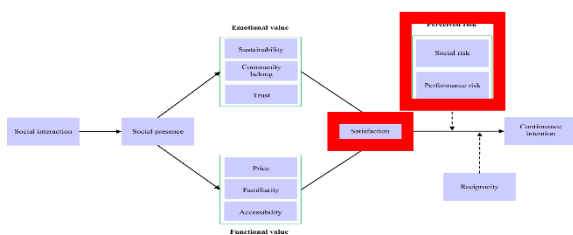

Source. Lho, L. H., Quan, W., Yu, J., & Han, H. (2022). The sharing economy in the hospitality sector: The role of Social Interaction, social presence, and reciprocity in eliciting satisfaction and continuance behavior. *Humanities and Social Sciences Communications*, *9*(1). https://doi.org/10.1057/s41599-022-01379-y

2.3.3 Xie et al. (2020) in Developing a Scale to Measure Tourist Perceived Safety is the third

theoretical framework. Figure 3 shows the relationship between perceived safety of environmental elements, perceived safety of management elements and tourist erceived safety at destinations.

Figure 3.

Developing a Scale to Measure Tourist Perceived Safety
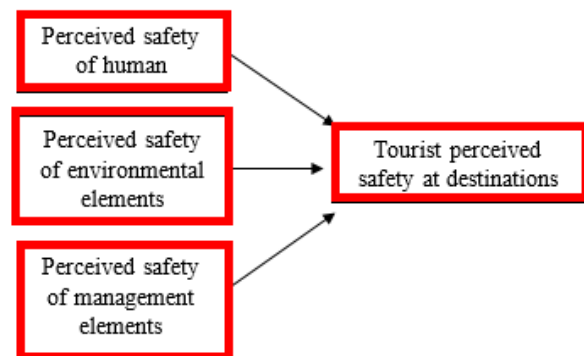
Source. Xie, C., Zhang, J., & Morrison, A. M. (2020). Developing a scale to measure tourist perceived safety. *Journal of Travel Research*, *60*(6), 1232–1251. https://doi.org/10.1177/0047287520946103

2.3.4 Hung et al. (2021) in The Influence of Tourists' Experience on Destination Loyalty: A Case Study of Hue City, Vietnam is the forth theoretical framework. Figure 4 shows the relationship between destination image and choice and tourist satisfaction.

Figure 4.

The Influence of Tourists' Experience on Destination Loyalty: A Case Study of Hue City, Vietnam

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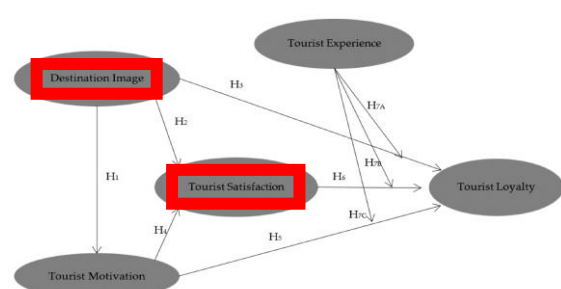
Source. Hung, V. V., Dey, S. K., Vaculcikova, Z., & Anh, L. T. (2021). The influence of tourists' experience on destination loyalty: A case study of hue city, Vietnam. *Sustainability*, *13*(16), 8889. https://doi.org/10.3390/su13168889

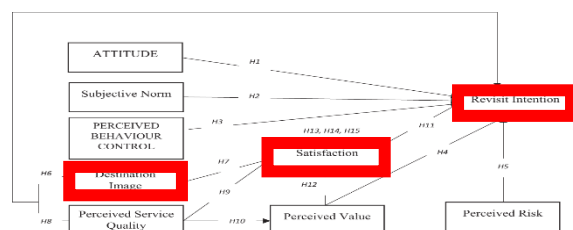2.3.5 Abbasj et al. (2021) in Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB) is the fifth theoretical framework. Figure 5 shows the relationship between satisfaction and revisit intention.

Figure 5.

Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB)

Source. Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, *25*(2), 282–311. https://doi.org/10.1108/sjme-12-2019-0109

2.4 Hypotheses development

The researchers established 7 hypotheses based on the provided conceptual framework to explore the factors that affect satisfaction with tourism experience and tourist revisit intention. The following are the proposed hypotheses:

Hypothesis 1 (H1): Tourist perceived quality has a significant effect on satisfaction with tourism experience.

Hypothesis 2 (H2): Tourist perceived safety of the social environment has a significant effect on satisfaction with tourism experience.

Hypothesis 3 (H3): Tourist perceived safety of the natural environment has a significant effect on satisfaction with tourism experience.

Hypothesis 4 (H4): Tourist perceived safety of facility and management elements has a significant effect on satisfaction with tourism experience.

Hypothesis 5 (H5): Tourism destination image and choice have a significant effect on satisfaction with tourism experience.

Hypothesis 6 (H6): Satisfaction with tourism experience has a significant effect on tourist revisit intention.

Hypothesis 7 (H7): Tourism destination image and choice have a significant effect on tourist revisit intention.

2.5 Conceptual framework

The conceptual framework is developed based on previous research about the effect of tourist perceived quality, tourist perceived safety of social environment, tourist perceived safety of natural environment, tourist perceived safety of facility and management elements and tourism destination image and choice toward satisfaction with tourism experience, satisfaction with tourism experience and tourist revisit intention. In study, will be focus at seven hypotheses that explain in Figure 6 showing how each variables effect satisfaction with tourism experience and tourist revisit intention.

Figure 6.

The conceptual Framework of A Study of Unveiling the Effect of Perceived Quality, Safety, and Destination Image on Visitor Satisfaction and Return Intentions, Thailand.

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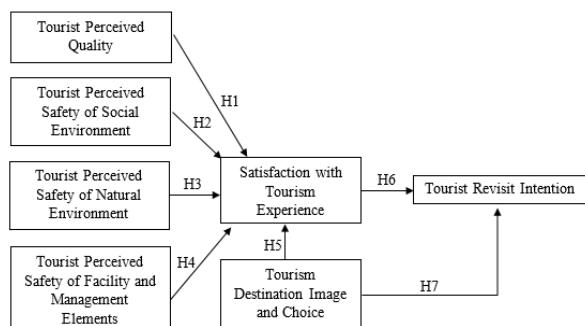
Source. Constructed by researcher

3. RESEARCH METHODOLOGY

3.1 Research Design

This study aims to investigate how tourist perceived quality, how tourist perceived safety of social environment, how tourist perceived safety of natural environment, how tourist perceived safety of facility and management elements and what is tourism destination image and choice influences satisfaction with tourism experience and tourist revisit intention. The study uses quantitative methods and various analytical techniques, such as Cronbach's Alpha, Simple Linear Regression, and Multiple Linear Regression.

The research instrument employed a questionnaire comprising three distinct sections, totaling 38 items. These items were systematically organized as follows: two screening questions to ensure participant eligibility, seven items dedicated to collecting pertinent demographic information, and 31 items designed to measure the key variables of interest.

The internal consistency of the questionnaire was evaluated using Cronbach's alpha, a well-established measure of reliability. To ensure the questionnaire's effectiveness and identify any potential ambiguity or uncertainty in the items, a pilot test was conducted involving a small sample of 30 respondents. This pilot testing procedure allowed for the refinement and validation of the questionnaire prior to its full-scale implementation.

To assess respondents' attitudes and levels of agreement regarding each variable, a five-point

Likert scale was utilized. This psychometric instrument is structured with "I" indicating "Strongly Disagree," progressing to "5," signifying "Strongly Agree." The Likert scale provided a standardized and reliable method for measuring the intensity and direction of respondents' opinions on the variables under investigation.

This study uses both primary and secondary data to investigate the relationship between tourist perceived quality, tourist perceived safety of social environment, tourist perceived safety of natural environment, tourist perceived safety of facility and management elements, tourism destination image and choice , satisfaction with tourism experience, and tourist revisit intention. Primary data is collected through a questionnaire distributed to tourists in Thailand. Secondary data is collected from reliable sources such as articles, journals, and previous research on these topics. Secondary data provides important context and background information that helps to interpret the primary data findings. For example, secondary data can be used to learn about what number of tourists in Thailand, measurement of safety, and the various factors that influence tourist revisit intention. By combining primary and secondary data, this study is able to provide a more comprehensive and understanding of the complex relationships between these variables.

3.2 Population and Sampling

3.2.1 Sampling Unit

In this study, the target population is tourists in Thailand. According to Ministry of Tourism and Sports of Thailand (2024) reveals the data of tourists in Thailand in 2023 is 28,150,016 people.

3.2.2 Sampling Size

The study is in reference to the use of table of Krejcie and Morgan (1970). The sample size for the study is measured at 390 respondents. According to the report of the Krejcie and Morgan（1970）the suitable number of samples for 1 million people is

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384 persons. As the number of samples keep falling on the other hand the population keeps increasing. Hence the researcher firmly decided to use the number 390 as samples for the 28,150,016 people.

3.2.3 Sampling Procedures

The researcher decided to employ a non-probability sampling method by utilizing a convenience sampling method (or haphazard sampling) of all received responses data screened beforehand to align with the objective of the research. Because of the limited time available for data collection, researchers aspire to use a non-probability sampling method. To summarize, based on an appropriation of data collection time frame

along with the process. This method is the best selection to apply in this research.

3.3 Validity and Reliability

3.3.1 The Content Validity

The content validity of the questionnaire items was evaluated by the researchers using the IOC index. After seeking the opinions of three experts, IOC scores exceeding 0.5 (Table 1), demonstrating satisfactory validity. Consequently, a refined set of 31 questions was selected, precisely rewised to the variables under investigation. This procedure guaranteed the precision and pertinence of the questionnaire, thereby ensuring the collection of valid data for the study.

Table 1. *The Item Objective Congruence (IOC) Index with three experts*

Variables	Before Number of Items	After Number of Items	IOC Weight Scores
Tourist Perceived Quality	5	4	0.67 – 1.00
Tourist perceived safety of the social environment	5	5	0.67 – 1.00
Tourist perceived safety of the natural environment	5	5	0.67 – 1.00
Tourist perceived safety of facility and management elements	5	5	0.67 – 1.00
Tourism destination image and choice	5	4	0.67 – 1.00
Satisfaction with Tourism Experience	5	5	0.67 – 1.00
Tourist revisit intention	5	3	0.67 – 1.00

3.3.2 Reliability Test

A pilot survey with 30 people was conducted to check for any issues or flaws in the questionnaire. The trustworthiness of each section was measured using Cronbach's alpha, a statistical tool. According to standards set by Cronbach's (1951), alpha scores over 0.9 are outstanding, scores from 0.8 to 0.9 are good, and scores from 0.7 to 0.8 are acceptable. Scores between 0.6 and 0.7 are seen as questionable, scores from 0.5 to 0.6 are poor, and scores under 0.5 are not acceptable. In this study, the reliability of different sections like tourist perceived quality, tourist perceived safety of social environment,

tourist perceived safety of natural environment, tourist perceived safety of facility and management elements, tourism destination image and choice, satisfaction with tourism experience, and tourist revisit intention was evaluated with Cronbach's alpha from the trial. The results showed scores of 0.791 for tourist perceived quality, 0.802 for tourist perceived safety of social environment, 0.799 for tourist perceived safety of natural environment, 0.805 for tourist perceived safety of facility and management elements, 0.776 for tourism destination image and choice, 0.765 for satisfaction with tourism experience and 0.801 for tourist revisit

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intention, as shown in Table 2 All these scores are above 0.60, meaning they are considered reliable and suitable for use in the full survey.

Table 2. *The Value of Reliability Analysis of the entire study Questions and Variables* (n=50)

	Cronbach's Alpha	Strength of Association
Tourist Perceived Quality (TPQ)	0.791	Acceptable
Tourist Perceived Safety of Social Environment (TSE)	0.802	Good
Tourist Perceived Safety of Natural Environment (TNE)	0.799	Acceptable
Tourist Perceived Safety of Facility and Management Elements (TFM)	0.812	Good
Tourism Destination Image and Choice (TDI)	0.776	Acceptable
Satisfaction with Tourism Experience	0.765	Acceptable
Tourist Revisit Intention	0.801	Good

4. DATA ANALYSIS

4.1 Descriptive analysis of demographic data

Descriptive statistics with frequency and percentage for demographic data, as detailed below.

Gender: Based on a total of 390 respondents, including 63 males, comprising 16.2% of all respondents, and 327 females, accounting for 83.8% of all respondents, excluding those whose gender was not specified.

Age: The predominant age group among respondents to the questionnaire is 31-34 years old, with 269 respondents, representing 73.7%. The second most prevalent age range is 21-30 years old, with 101 respondents, making up 25.9%. The third age range comprises individuals over 40 years old, with 17 respondents, totaling 4.4%. The final age range consists of individuals aged 18-20 years old, with a total of 3 respondents, comprising 0.7%.

Continent: The majority of respondents are from Asia, with 120 respondents, accounting for 30.8%. The second largest group is from Europe, with 116 respondents, representing 29.7%. South America follows with 67 respondents, comprising 17.2%, and Australia with 56 respondents, totaling 14.4%. North America has 21 respondents, accounting for

5.4%, while Antarctica has 7 respondents, making up 1.8%. Lastly, Africa has 3 respondents, totaling 0.8%.

Number of Times Been to Thailand: The majority of respondents have been to Thailand twice, with 322 respondents, comprising 82.6%. The second most common occurrence is visiting Thailand once, with 43 respondents, accounting for 11.0%. Finally, visiting Thailand more than twice is reported by 25 respondents, representing 6.4%.

Days to Stay in Thailand: The majority of respondents reported staying in Thailand for 4-6 days, with 280 respondents, totaling 71.8%. The second most common duration is 7-10 days, with 99 respondents, comprising 25.4%. Additionally, 6 respondents reported staying for 1-3 days, accounting for 1.5%, and 5 respondents reported staying for more than 10 days, totaling 1.3%.

Travel Companion: The majority of respondents traveled with family, with 323 respondents, representing 82.8%. The second most common travel companion is friends, with 60 respondents, making up 15.4%. Lastly, 7 respondents reported traveling alone, accounting for 1.8%.

Budget: The majority of respondents reported a budget of over 80,000 baht, with 163 respondents,

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comprising 41.8%. The second most prevalent budget range is 50,001 – 80,000 baht, with 158 respondents, accounting for 40.5%. Additionally, 65 respondents reported a budget of 30,000 – 50,000 baht, making up 16.7%, while 4 respondents reported a budget of less than 30,000 baht, totaling 1.0%.

4.2 Descriptive analysis with mean and standard deviation

In this section, the summary of the Mean and Standard Deviation for each group

variable consisted of tourist perceived quality, tourist perceived safety of the social environment, tourist perceived safety of the natural environment, tourist perceived safety of facility and management elements, tourism destination image and choice, satisfaction with tourism experience, and tourist revisit intention. The following criteria for evaluating the mean scores were adapted from Imsa-ard et al., (2021) displayed below:

The criteria of the interpretation of mean scores

Mean score	Interpretation
4.210 - 5.000	Strongly agree
3.410 - 4.200	Agree
2.610 - 3.200	Neutral
1.810 - 2.600	Disagree
1.000 - 1.800	Strongly disagree

Tourist Perceived Quality

Table 3 represented the results among 390 respondents and 0 missing respondents, the highest mean of Tourist Perceived Quality was " The promotional materials and online content for Thailand positively influence your decision to revisit." which equals 4.04. Conversely, the lowest mean was "I satisfied with overall tourist experience in Thailand." which equals 3.580. Furthermore, the highest standard deviation was " I satisfied with overall tourist experience in Thailand." which is equal to 1.069. Nevertheless, the lowest was "The promotional materials and online content for

Thailand positively influence your decision to revisit." which equals 0.982.

Tourist Perceived Safety of the Social Environment

Table 3 represented the results among 390 respondents and 0 missing respondents, the highest mean of Tourist Perceived Safety of the Social Environment was "The perceived safety of the social environment during my return trip to Thailand significantly added to my overall satisfaction." which equals 4.050. Conversely, the lowest mean was "The security measures in Thailand extremely effective.." which equals 3.620 Furthermore, the highest standard deviation was " The availability of clear and accessible safety information about the social environmentin Thailand contributed to my overall feeling of security." which is equal to 1.052. Nevertheless, the lowest was " I felt safe in public spaces such as parks, streets, and public transportation in Thailand very safe." which equals 0.938.

Tourist Perceived Safety of the Natural Environment

Table 3 represented the results among 390 respondents and 0 missing respondents, the highest mean of Tourist Perceived Safety of the Natural Environment was "My perception of safety during wildlife encounters in Thailand's natural environment was extremely safe." which equals 4.040. Conversely, the lowest mean was "The security measures in Thailand's natural environment were extremely effective." which equals 3.530. Furthermore, the highest standard deviation was "I felt very safe on trails and paths in natural areas in Thailand." which is equal to 1.061. Nevertheless, the lowest was "The security measures in Thailand's natural environment were extremely effective." which equals 0.989.

Tourist Perceived Safety of Facility and Management Elements

Table 3 represented the results among 390 respondents and 0 missing respondents, the highest mean of Tourist Perceived Safety of Facility and Management Elements was "I had access to information about safety measures related to facilities and management elements in Thailand completely." which equals 4.180. Conversely, the lowest mean was "The perceived safety of facilities and management elements in Thailand is a key factor influencing my intention to revisit in the future." which equals 3.770. Furthermore, the highest standard deviation was " The visibility and accessibility of emergency exits in facilities in Thailand contributed to my sense of safety extremely safe." which is equal to 1.065. Nevertheless, the lowest was" My perception of trust in the maintenance of facilities in Thailand contributed to my overall sense of safety completely." which equals 0.922.

Tourism Destination Image and Choice

Table 3 represented the results among 390 respondents and 0 missing respondents, the highest mean of Tourism Destination Image and Choice was "The marketing efforts promoting Thailand as a tourist destination were extremely effective. " which equals 4.230. Conversely, the lowest mean was " The unique and diverse local cuisine in Thailand plays a pivotal role in my decision to choose it for a revisit. " which equals 3.90. Furthermore, the highest standard deviation was "The overall image and diverse range of activities and attractions available during my return trip to Thailand significantly influenced my choice to revisit." which is equal to 1.013. Nevertheless, the lowest was " The cultural appeal and overall destination image of Thailand significantly contribute to my choice to revisit. " which equals 0.898.

Satisfaction with Tourism Experience

Table 3 represented the results among 390 respondents and 0 missing respondents, the highest mean of Satisfaction with Tourism Experience was "I very satisfied with the quality of transportation services (e.g., public transport, taxis) in Thailand." which equals 3.770. Conversely, the lowest mean was " The overall satisfaction with my tourism experience in Thailand, including the diverse range of activities and attractions during my trip, significantly influences my intention to revisit" which equals 3. 45. Furthermore, the highest standard deviation was " The overall satisfaction with my tourism experience in Thailand, including the diverse range of activities and attractions during my trip, significantly influences my intention to revisit." which is equal to 1. 18. Nevertheless, the lowest was "I very satisfied with the quality of transportation services (e.g., public transport, taxis) in Thailand." which equals 1.14.

Tourist Revisit Intention

Table 3 represented the results among 390 respondents and 0 missing respondents, the highest mean of Tourist Revisit Intention was " I am wholeheartedly planning to revisit the destination in Thailand within the next year." which equals 3. 830. Conversely, the lowest mean was " Memorable experiences, cultural richness, and safety influence my decision to revisit Thailand." which equals 3. 400. Furthermore, the highest standard deviation was "I really want to go back to the same place in Thailand someday." which is equal to 1.15. Nevertheless, the lowest was "Memorable experiences, cultural richness, and safety influence my decision to revisit Thailand. " which equals 1.061.

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Table 3. Mean and standard deviation

	Mean	Std. Deviation	Interpretation
Tourist Perceived Quality			
TPQ1: I satisfied with overall tourist experience in Thailand.	3.58	1.069	Agree
TPQ2: Quality of accommodation in Thailand is good.	3.76	1.056	Agree
TPQ3: The promotional materials and online content for Thailand positively influence your decision to revisit.	4.04	0.982	Agree
TPQ4: The quality of cultural experiences during your initial visit significantly impact your decision to consider revisiting Thailand.	3.79	1.005	Agree
Tourist Perceived Safety of the Social Environment			
TSE1: The security measures in Thailand extremely effective.	3.62	0.991	Agree
TSE2: The visible presence of law enforcement in Thailand contributed to my sense of safety completely.	3.82	0.944	Agree
TSE3: I felt safe in public spaces such as parks, streets, and public transportation in Thailand very safe.	4.04	0.938	Agree
TSE4: The perceived safety of the social environment during my return trip to Thailand significantly added to my overall satisfaction.	4.05	0.945	Agree
TSE 5: The availability of clear and accessible safety information about the social environment in Thailand contributed to my overall feeling of security.	3.99	1.052	Agree
Tourist Perceived Safety of the Natural Environment			
TNE1: The overall safety in the natural environment of Thailand my visit was very safe.	3.88	1.062	Agree
TNE2: The security measures in Thailand's natural environment were extremely effective.	3.53	0.989	Agree
TNE3: The visibility of rangers or guides in natural areas in Thailand contributed to my sense of safety completely.	3.78	1.007	Agree
TNE4: I felt very safe on trails and paths in natural areas in Thailand.	4.03	1.061	Agree
TNE5: My perception of safety during wildlife encounters in Thailand's natural environment was extremely safe.	3.63	1.043	Agree
Tourist Perceived Safety of Facility and Management Elements			
TFM1: The visibility and accessibility of emergency exits in facilities in Thailand contributed to my sense of safety extremely safe.	3.87	1.065	Agree
TFM2: My level of trust in the emergency response and management capabilities of facilities in Thailand significantly influenced my satisfaction with the overall travel experience.	4.01	1.043	Agree
TFM3: The perceived safety of facilities and management elements in Thailand is a key factor influencing my intention to revisit in the future.	3.77	0.949	Agree
TFM4: I had access to information about safety measures related to facilities and management elements in Thailand completely.	4.18	1.061	Agree
TFM5: My perception of trust in the maintenance of facilities in Thailand contributed to my overall sense of safety completely.	4.04	0.922	Agree
Tourism Destination Image and Choice			
TDI1: The marketing efforts promoting Thailand as a tourist destination were extremely effective.	4.23	0.97	Agree

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TDI2: The overall image and diverse range of activities and attractions available during my return trip to Thailand significantly influenced my choice to revisit.	4.01	1.013	Agree
TDI3: The cultural appeal and overall destination image of Thailand significantly contribute to my choice to revisit.	4.03	0.898	Agree
TDI4: The unique and diverse local cuisine in Thailand plays a pivotal role in my decision to choose it for a revisit.	3.9	0.995	Agree
Satisfaction with Tourism Experience			
STE1: The overall satisfaction with my tourism experience in Thailand, including the diverse range of activities and attractions during my trip, significantly influences my intention to revisit.	3.45	1.18	Agree
STE2: I very satisfied with various attractions and landmarks that I visited in Thailand.	3.69	1.15	Agree
STE3: I very satisfied with the quality of transportation services (e.g., public transport, taxis) in Thailand.	3.77	1.14	Agree
STE4: I very satisfied with the local cuisine and dining experiences in Thailand.	3.63	1.15	Agree
STE5: I would gladly suggest returning to Thailand to others because it's a fantastic place to explore and left me very satisfied.	3.53	1.16	Agree
Tourist Revisit Intention			
TRI1: I really want to go back to the same place in Thailand someday.	3.51	1.15	Agree
TRI2: I am wholeheartedly planning to revisit the destination in Thailand within the next year.	3.83	1.068	Agree
TRI3: Memorable experiences, cultural richness, and safety influence my decision to revisit Thailand.	3.4	1.061	Agree

4.3 Hypothesis testing results

4.3.1 Result of Multiple Linear Regression of H1, H2, H3, H4 and H5

Statistical Hypothesis

Ho: Tourist perceived quality (H1), tourist perceived safety of the social environment (H2), tourist perceived safety of the natural environment (H3), tourist perceived safety of facility and management elements (H4), and tourism destination image and choice (H5), have no significant influence on the satisfaction with tourism experience in Thailand

Ha: Tourist perceived quality (H1), tourist perceived safety of the social environment (H2), tourist perceived safety of the natural environment (H3), tourist perceived safety of facility and management elements (H4), and tourism destination image and choice (H5), have significant influence on the satisfaction with tourism experience in Thailand

Table 4.9 presents the outcomes of a multiple linear regression analysis, revealing that tourist perceived quality, tourist perceived safety of the social environment, tourist perceived safety of the natural environment, tourist perceived safety of facility and management elements, and tourism destination image and choice have significantly influenced on satisfaction with tourism experience in Thailand. In relation to hypothesis 1, the analysis of tourist perceived quality yields a P-value of 0.002, which aligns with the significance threshold (P < 0.05). In Hypothesis 2, the analysis of tourist perceived safety of the social environment yields a P-value of 0.002, which aligns with the significance threshold (P < 0.05). In Hypothesis 3, the analysis of tourist perceived safety of the natural environment yields a P-value of 0.002, which aligns with the significance threshold (P < 0.05). In Hypothesis 4,

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the analysis of tourist perceived safety of facility and management elements yields a P- value of <0. 001∗ , which aligns with the significance threshold (P < 0.05). In Hypothesis 5, the analysis of tourism destination image and choice yields a P-value of 0.012, which aligns with the significance threshold (P < 0.05). As a result, the findings indicate the rejection of the null hypothesis.

Table 4. Multiple Linear Regression Analysis Summary for Hypothesis 1, 2, 3, 4 and 5

Variables	B	SE B	ß	t	p	VIF	Null Hypothesis
H1: Tourist perceived quality	0.661	0.238	0.1406	2.85	0.002∗	1.15	Rejected Ho
H2: Tourist perceived safety of the social environment	0.068	0.061	0.052	4.44	0.002∗	1.17	Rejected Ho
H3: Tourist perceived safety of the natural environment	0.660	0.228	0.1496	2.88	0.002∗	1.15	Rejected Ho
H4: Tourist perceived safety of facility and management elements	0.158	0.0590	0.1282	2.50	<0.001∗	1.17	Rejected Ho
H5: Tourism destination image and choice	0.140	0.090	0.1096	2.17	0.012∗	1.18	Rejected Ho

Note: $R^2 = 0.144$, Adjust $R^2 = 0.133$, ∗p<0.05. Dependent Variable = satisfaction with tourism experience

B = Unstandardized coefficients B | SE B = the standard error for the unstandardized beta | B = the standardized beta (β) |

t = t-value | p = p-value | VIF = Variance inflation Factor

4.3.2 Result of Multiple Linear Regression of H6 and H7

Statistical Hypothesis

Ho: Satisfaction with tourism experience (H6) and tourism destination image and choice (H7), have no significant influence on the tourist revisit intention in Thailand

Ha: Satisfaction with tourism experience (H6) and tourism destination image and choice (H7), have significant influence on the tourist revisit intention in Thailand

Table 5 presents the outcomes of a multiple linear regression analysis, revealing that satisfaction with tourism experience and tourism destination image and choice have significantly influenced on tourist revisit intention in Thailand. In relation to hypothesis 6, the analysis of satisfaction with tourism experience yields a P-value of 0.002, which aligns with the significance threshold (P < 0.05). In Hypothesis 7, the analysis of tourism destination image and choice yields a P-value of <0. 001, which aligns with the significance threshold (P < 0.05). As a result, the findings indicate the rejection of the null hypothesis.

Table 5. Multiple Linear Regression Analysis Summary for Hypothesis 6 and 7

Variables	B	SE B	ß	t	p	VIF	Null Hypothesis
H6: Satisfaction with tourism experience	0.45	0.05	0.12	8.89	0.002∗	1.02	Rejected
H7: Tourism destination image and choice	0.39	0.04	0.06	9.61	<0.001∗	1.03	Rejected

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Note: $R^2 = 0.359$, Adjust $R^2 = 0.350$, *p<0.05. Dependent Variable = tourist revisit intention

B = Unstandardized coefficients B | SE B = the standard error for the unstandardized beta | B = the standardized beta (β) |

t = t-value | p = p-value | VIF = Variance inflation Factor

5. CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Research Intentions

The research objectives and questions serve as fundamental components guiding this study. This section aims to delve into the analysis of six variables that influence the relationships underlying tourist revisit intention in Thailand. Seven research questions are formulated to address various aspects of the study:

（1）To investigate whether tourist perceived quality significantly affects satisfaction with the tourism experience.

（2）To examine the impact of tourist perceived safety of the social environment on satisfaction with the tourism experience.

（3）To assess the influence of tourist perceived safety of the natural environment on satisfaction with the tourism experience.

（4）To determine the significance of tourist perceived safety of facility and management elements on satisfaction with the tourism experience.

（5）To explore the effect of tourism destination image and choice on satisfaction with the tourism experience.

（6）To investigate whether tourism destination image and choice significantly impact tourist revisit intention.

（7）To analyze the relationship between satisfaction with the tourism experience and tourist revisit intention, determining whether satisfaction significantly affects revisit intention.

By addressing these research questions, this study aims to provide insights into the factors influencing tourist behavior and decision-making processes in the context of tourism in Thailand.

Summary of Hypothesis Testing Results

Table 6 presents the outcomes of hypothesis testing conducted to examine the relationships between various factors and satisfaction with tourism experience, as well as tourist revisit intention. Each hypothesis was formulated to investigate whether specific factors significantly affect the respective dependent variables. The summary of the hypothesis testing results is as follows:

Hypothesis H1o proposed that tourist perceived quality has no significant effect on satisfaction with tourism experience. The p-value obtained was 0. 002, indicating statistical significance. Consequently, the null hypothesis（Ho）was rejected, suggesting that tourist perceived quality significantly influences satisfaction with tourism experience.

Hypothesis H2o posited that tourist perceived safety of the social environment has no significant effect on satisfaction with tourism experience. The p-value was 0.002, leading to the rejection of the null hypothesis. Thus, it was concluded that tourist perceived safety of the social environment significantly affects satisfaction with tourism experience.

Hypothesis H3o suggested that tourist perceived safety of the natural environment has no significant effect on satisfaction with tourism experience. The p-value obtained was 0. 002, resulting in the rejection of the null hypothesis. Therefore, it was determined that tourist perceived safety of the natural environment significantly influences satisfaction with tourism experience.

Hypothesis H4o hypothesized that tourist perceived safety of facility and management elements has no significant effect on satisfaction with tourism experience. The p-value was less than 0.001, leading to the rejection of the null hypothesis. Hence, it was concluded that tourist perceived

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safety of facility and management elements significantly affects satisfaction with tourism experience.

Hypothesis H5o proposed that tourism destination image and choice have no significant effect on satisfaction with tourism experience. The p-value obtained was 0.012, resulting in the rejection of the null hypothesis. Thus, it was determined that tourism destination image and choice significantly influence satisfaction with tourism experience.

Hypothesis H6o suggested that satisfaction with tourism experience has no significant effect on tourist revisit intention. The p-value obtained was 0.002, leading to the rejection of the null hypothesis.

Therefore, it was concluded that satisfaction with tourism experience significantly influences tourist revisit intention.

Hypothesis H7o posited that tourism destination image and choice have no significant effect on tourist revisit intention. The p-value was less than 0.001, resulting in the rejection of the null hypothesis. Hence, it was determined that tourism destination image and choice significantly influence tourist revisit intention.

Overall, with p-values less than the significance level of 0.05, all hypotheses were rejected, indicating that the factors examined significantly impact both satisfaction with tourism experience and tourist revisit intention.

Table 6. Summary of the hypothesis testing results.

Statement of hypothesis	p-Value	Decision Results
H1o: Tourist perceived quality has no significantly effect on satisfaction with tourism experience.	0.002*	Rejected Ho
H2o: Tourist perceived safety of social environment has no significantly effect on satisfaction with tourism experience.	0.002*	Rejected Ho
H3o: Tourist perceived safety of natural environment has no significantly effect on satisfaction with tourism experience.	0.002*	Rejected Ho
H4o: Tourist perceived safety of facility and management elements has no significantly effect on satisfaction with tourism experience.	<0.001*	Rejected Ho
H5o: Tourism destination image and choice has no significantly effect on satisfaction with tourism experience.	0.012*	Rejected Ho
H6o: Satisfaction with tourism experience has no significantly effect on tourist revisit intention.	0.002*	Rejected Ho
H7o: Tourism destination image and choice has no significantly effect on tourist revisit intention.	<0.001*	Rejected Ho

*p-value < 0.05

5.2 Summary of Findings

5.2.1 Multiple linear regression analysis for H1, H2, H3, H4, and H5

The multiple linear regression analysis for H1, H2, H3, H4, and H5 examined the relationship between several variables and satisfaction with tourism experience, serving as the dependent

variable. The results are summarized below and shown in Figure 7.

Hypothesis 1 (H1) posited that tourist perceived quality would influence satisfaction with tourism experience. The regression coefficient (B) was 0.661, with a standard error (SE B) of 0.238. The standardized coefficient (Beta) was 0.1406. The t-value was 2.85, with a corresponding p-value of 0.002, indicating statistical significance. The Variance Inflation Factor (VIF) was 1.15. Therefore, the null hypothesis (Ho) was rejected, suggesting that tourist perceived quality significantly affects satisfaction with tourism experience.

Hypothesis 2 (H2) proposed that tourist perceived safety of the social environment would impact satisfaction with tourism experience. The regression coefficient (B) was 0.068, with a standard error (SE B) of 0.061. The standardized coefficient (Beta) was 0.052. The t-value was 4.44, with a p-value of 0.002, indicating statistical significance. The VIF was 1.17. Consequently, the null hypothesis (Ho) was rejected, indicating a significant relationship between tourist perceived safety of the social environment and satisfaction with tourism experience.

Hypothesis 3 (H3) suggested that tourist perceived safety of the natural environment would influence satisfaction with tourism experience. The regression coefficient (B) was 0.660, with a standard error (SE B) of 0.228. The standardized coefficient (Beta) was 0.1496. The t-value was 2.88, with a p-value of 0.002, indicating statistical significance. The VIF was 1.15. Thus, the null hypothesis (Ho) was rejected, indicating a significant association between tourist perceived safety of the natural environment and satisfaction with tourism experience.

Hypothesis 4 (H4) proposed that tourist perceived safety of facility and management elements would affect satisfaction with tourism experience. The regression coefficient (B) was

0.158, with a standard error (SE B) of 0.059. The standardized coefficient (Beta) was 0.1282. The t-value was 2.50, with a p-value of <0.001, indicating statistical significance. The VIF was 1.17. Therefore, the null hypothesis (Ho) was rejected, suggesting that tourist perceived safety of facility and management elements significantly impacts satisfaction with tourism experience.

Hypothesis 5 (H5) hypothesized that tourism destination image and choice would influence satisfaction with tourism experience. The regression coefficient (B) was 0.140, with a standard error (SE B) of 0.090. The standardized coefficient (Beta) was 0.1096. The t-value was 2.17, with a p-value of 0.012, indicating statistical significance. The VIF was 1.18. Consequently, the null hypothesis (Ho) was rejected, indicating a significant relationship between tourism destination image and choice and satisfaction with tourism experience.

Overall, the model's R-squared (R^2) value was 0.144, suggesting that approximately 14.4% of the variance in satisfaction with tourism experience can be explained by the independent variables. The adjusted R-squared (Adjusted R^2) value was 0.133. All results were significant at the $p < 0.05$ level.

Figure 7. *The Result of Structural Model*
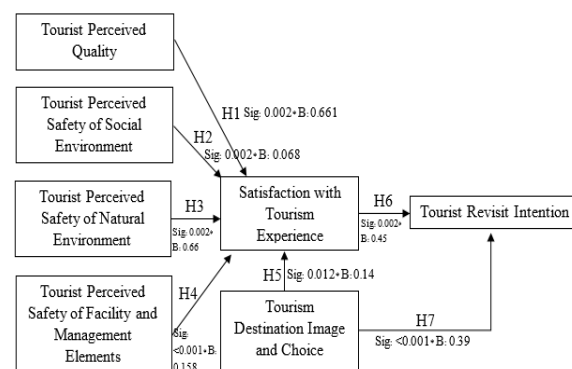
5.2.2 Multiple linear regression analysis for H6, and H7

The multiple linear regression analysis of H6 and H7 examined the relationships between several

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variables and tourist revisit intention, serving as the dependent variable. The results are summarized below:

Hypothesis 6 (H6) proposed that satisfaction with tourism experience would influence tourist revisit intention. The regression coefficient (B) was 0.45, with a standard error (SE B) of 0.05. The standardized coefficient (Beta) was 0.12. The t-value was 8.89, with a corresponding p-value of 0.002, indicating statistical significance. The Variance Inflation Factor (VIF) was 1.02. Consequently, the null hypothesis was rejected, suggesting that satisfaction with tourism experience significantly affects tourist revisit intention.

Hypothesis 7 (H7) suggested that tourism destination image and choice would influence tourist revisit intention. The regression coefficient (B) was 0.39, with a standard error (SE B) of 0.04. The standardized coefficient (Beta) was 0.06. The t-value was 9.61, with a p-value of <0.001, indicating statistical significance. The VIF was 1.03. Therefore, the null hypothesis was rejected, indicating a significant relationship between tourism destination image and choice and tourist revisit intention.

Overall, the model's R-squared (R^2) value was 0.359, suggesting that approximately 35.9% of the variance in tourist revisit intention can be explained by the independent variables. The adjusted R-squared (Adjusted R^2) value was 0.350. All results were significant at the $p < 0.05$ level.

5.3 Discussion based on Findings

5.3.1 Based on dependent variable - Satisfaction with tourism experience (STE)

The findings of the multiple linear regression analysis revealed several significant relationships between independent variables and satisfaction with tourism experience (STE). Specifically, tourist perceived quality (TPQ), tourist perceived safety of the social environment (TSE), tourist perceived

safety of the natural environment (TNE), tourist perceived safety of facility and management elements (TFM), and tourism destination image and choice (TDI) demonstrated standardized coefficients of 0.1406, 0.0520, 0.1496, 0.1282, and 0.1096, respectively as shown in Table 7.

Tourist perceived quality emerged as a significant predictor of satisfaction with tourism experience, as evidenced by its positive standardized coefficient of 0.1406. This implies that tourists who perceive higher levels of quality in various aspects of their tourism experience, such as accommodations, attractions, and services, are more likely to report greater satisfaction. This finding underscores the importance of maintaining and enhancing quality standards across different facets of the tourism industry to ensure positive visitor experiences.

Similarly, the perceived safety of both the social and natural environments significantly influences satisfaction with tourism experience. Tourists who feel secure and safe in their surroundings are more likely to enjoy their travel experiences and report higher levels of satisfaction. This emphasizes the importance of implementing effective safety measures and promoting a sense of security among tourists to enhance their overall satisfaction levels.

Furthermore, the perceived safety of facility and management elements emerged as another significant predictor of satisfaction with tourism experience. This suggests that tourists' perceptions of the maintenance, cleanliness, and management efficiency of tourism facilities significantly impact their overall satisfaction. Hence, maintaining high standards of facility upkeep and efficient management practices is crucial for fostering positive visitor experiences and satisfaction.

Moreover, tourism destination image and choice also play a significant role in shaping satisfaction with tourism experience. The positive standardized coefficient of 0.1096 indicates that tourists who perceive a destination positively and make informed choices based on their preferences are

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more likely to report higher levels of satisfaction with their overall tourism experience. Thus, destination marketers and tourism stakeholders must focus on managing and enhancing destination image perceptions to attract and satisfy tourists effectively.

Overall, the findings highlight the multidimensional nature of satisfaction with tourism experience and underscore the importance of various factors, including perceived quality, safety, and destination image, in shaping tourists' perceptions and satisfaction levels. Addressing these factors effectively can contribute to the enhancement of overall visitor satisfaction and the sustainability of the tourism industry.

Table 7. Summary strengths of Satisfaction with tourism experience.

Dependent variable	Independent variable	Standardized Coefficient
Satisfaction with tourism experience (STE)	Tourist perceived quality (TPQ)	0.1406
	Tourist perceived safety of the social environment (TSE)	0.0520
	Tourist perceived safety of the natural environment (TNE)	0.1496
	Tourist perceived safety of facility and management elements (TFM)	0.1282
	Tourism destination image and choice (TDI)	0.1096

5.3.2 Based on dependent variable - Tourist revisit intention (TRI)

The results of the multiple linear regression analysis revealed significant relationships between independent variables and tourist revisit intention (TRI) . Specifically, satisfaction with tourism experience (STE) and tourism destination image and choice (TDI) demonstrated standardized coefficients of 0.12 and 0.06, respectively as shown in Table 8.

Satisfaction with tourism experience emerged as a significant predictor of tourist revisit intention, as evidenced by its positive standardized coefficient of 0.12. This finding suggests that tourists who report higher levels of satisfaction with their overall tourism experience are more inclined to express intentions to revisit the destination in the future. It implies that positive experiences play a crucial role in fostering loyalty and encouraging repeat visitation among tourists. Therefore, destination managers and tourism stakeholders must prioritize efforts to enhance visitor satisfaction by delivering high- quality services, ensuring safety, and providing memorable experiences.

Furthermore, tourism destination image and choice also exhibited a significant but relatively smaller effect on tourist revisit intention, with a standardized coefficient of 0.06. This suggests that while perceptions of the destination and the decision- making process regarding destination choice do influence revisit intentions, their impact may be less pronounced compared to satisfaction with the tourism experience. Nonetheless, a positive destination image and favorable perceptions of the destination's offerings can still contribute to tourists' intentions to revisit. Therefore, destination marketers should focus on promoting positive destination images and facilitating informed destination choices to encourage repeat visitation.

Overall, the findings underscore the importance of both satisfaction with tourism experience and tourism destination image and choice in shaping tourists' intentions to revisit a destination. By prioritizing efforts to enhance visitor satisfaction and manage destination perceptions effectively, destination managers and tourism stakeholders can cultivate positive experiences and encourage repeat visitation, thereby contributing to destination sustainability and long-term success.

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Table 8. Summary strengths of Tourist revisit intention.

Dependent variable	Independent variable	Standardized Coefficient
Tourist revisit intention (TRI)	Satisfaction with tourism experience (STE)	0.12
	Tourism destination image and choice (TDI)	0.06

5.4 Recommendations based on Findings

The findings of this study provide valuable insights into the factors influencing satisfaction with tourism experiences and tourists' intentions to revisit in Thailand. Based on the results presented above, the following recommendations are proposed to enhance tourist experiences and encourage repeat visitation.

Firstly, enhance quality standards. Given the significant influence of tourist-perceived quality on satisfaction with tourism experiences, tourism stakeholders should prioritize efforts to maintain and enhance quality standards across various aspects of the tourism industry. This includes improving the quality of accommodations, attractions, and services to meet the expectations of tourists. For example, tourism establishments and service providers should regularly assess and improve the quality of their offerings by soliciting feedback from tourists, implementing training programs for staff members, and investing in necessary infrastructure upgrades.

Secondly, ensure safety and security. As the findings underscore the importance of ensuring safety and security in both social and natural environments, destination management organizations should collaborate with local authorities to implement effective safety measures, enhance surveillance systems, and promote safe tourism practices to instill confidence among tourists. For instance, developing and implementing comprehensive safety protocols and emergency response plans to address potential safety concerns, such as improving signage, enhancing lighting in public areas, and increasing police patrols in tourist-heavy areas.

Thirdly, manage destination image. Given the significant impact of tourism destination image and choice on satisfaction with tourism experiences and tourists' revisit intentions, destination marketers should focus on managing and enhancing destination perceptions. This includes promoting positive aspects of the destination, showcasing unique attractions, and leveraging digital marketing strategies to influence tourist decision-making. For example, developing targeted marketing campaigns that highlight the unique cultural heritage, natural beauty, and authentic experiences offered by the destination and utilizing social media platforms, travel influencers, and user-generated content to enhance the destination's online reputation and appeal to prospective tourists.

Fourthly, monitor and improve visitor satisfaction. To foster repeat visitation, tourism stakeholders should prioritize efforts to monitor and improve visitor satisfaction levels. This may involve collecting feedback through surveys, conducting satisfaction assessments, and implementing continuous improvement initiatives based on visitor feedback. For instance, establishing a feedback mechanism, such as online surveys or comment cards, to collect real-time feedback from tourists regarding their experiences and using this feedback to identify areas for improvement and implement targeted interventions to enhance visitor satisfaction.

Lastly, foster destination loyalty. Recognizing the significant role of satisfaction with tourism experiences in influencing tourists' revisit intentions, destination managers should focus on fostering destination loyalty among tourists. This can be achieved through personalized marketing efforts, loyalty programs, and special promotions aimed at incentivizing repeat visits. For example, implementing a loyalty program that rewards frequent visitors with discounts, special offers, or exclusive experiences, and creating personalized marketing campaigns that target past visitors and

emphasize the benefits of returning to the destination.

By implementing these recommendations, tourism stakeholders can create a more positive and memorable experience for tourists, ultimately encouraging repeat visitation and contributing to the long-term sustainability of the tourism industry in Thailand.

5.5 Implications based on findings and theories

The findings of this study, coupled with relevant theories in the field of tourism, carry several implications for both academia and industry practitioners. These implications shed light on the significance of various factors influencing tourist behavior and decision-making processes. The following implications are drawn from the findings and theoretical frameworks.

Practical Implications for Tourism Stakeholders

The study highlights the importance of factors such as perceived quality, safety, and destination image in shaping tourist satisfaction and revisit intentions. Tourism stakeholders, including destination management organizations, tourism businesses, and policymakers, can utilize these insights to develop targeted strategies aimed at enhancing the overall tourist experience. For instance, by investing in infrastructure upgrades, implementing safety measures, and promoting positive destination perceptions, stakeholders can create a more favorable environment for tourists, ultimately leading to increased satisfaction and repeat visitation.

Marketing and Promotion Strategies

The findings underscore the critical role of destination image and choice in influencing tourist behavior. Destination marketers can leverage these insights to develop effective marketing and promotion strategies aimed at shaping tourist perceptions and preferences. By highlighting the unique attractions, cultural heritage, and experiences offered by the destination, marketers

can attract more tourists and encourage repeat visitation. Moreover, leveraging digital marketing channels, social media influencers, and user-generated content can amplify the destination's appeal and reach a wider audience of prospective tourists.

Sustainable Tourism Development

The study emphasizes the importance of sustainability in tourism development. By prioritizing factors such as quality standards, safety, and visitor satisfaction, tourism stakeholders can contribute to the long-term sustainability of the tourism industry. Sustainable tourism practices, including responsible resource management, community engagement, and cultural preservation, are essential for preserving natural and cultural assets, minimizing negative impacts on the environment, and ensuring the well-being of local communities.

The implications derived from the findings and theories presented in this study offer valuable insights for both academia and industry practitioners. By incorporating these insights into their practices and decision-making processes, tourism stakeholders can contribute to creating more fulfilling and sustainable tourism experiences for visitors while ensuring the long-term viability of the tourism industry.

5.6 Limitations of the study

Despite the valuable insights generated from this study, it is essential to acknowledge several limitations that may have impacted the research process and the interpretation of findings. These limitations include:

In terms of sample size and generalizability, the study's sample size, consisting of respondents from a specific demographic or geographic area, may limit the generalizability of the findings to a broader population of tourists. As such, caution should be exercised when extrapolating the results

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to other tourist populations or destinations with different characteristics.

The cross-sectional design of the study limits the ability to establish causality between the variables examined. While the study identifies associations between factors influencing tourist behavior, it cannot determine the direction of causality or account for potential confounding variables that may influence the relationships observed.

The reliance on self-reported data, such as survey responses, introduces the possibility of response bias and social desirability bias. Participants may provide responses that they perceive as socially acceptable or in line with societal norms, potentially influencing the accuracy and reliability of the data collected.

The measurement of constructs such as tourist satisfaction, perceived quality, and destination image may be subject to measurement error or subjectivity. While efforts were made to use validated scales and established measurement techniques, variations in interpretation or understanding of survey items may have influenced the results.

The study may not have accounted for all contextual factors that could influence tourist behavior and decision-making processes. Factors such as cultural differences, economic conditions, and political stability may play a significant role in shaping tourist experiences and revisit intentions but were not explicitly addressed in the study.

The study may have been subject to time constraints, limiting the depth and scope of data collection and analysis. As a result, certain aspects of the research questions may not have been fully explored, and potential nuances or complexities in the relationships between variables may have been overlooked.

The external validity of the findings may be limited due to the specific context in which the study was conducted. Factors unique to the study setting, such as the tourism landscape in Thailand, may limit the applicability of the findings to other destinations or contexts.

Acknowledging these limitations is crucial for ensuring the transparency and validity of the research findings. Future studies addressing these limitations and employing more robust research designs can contribute to advancing knowledge in the field of tourism and enhancing the practical implications of research findings for industry stakeholders and policymakers.

5.7 Further Studies

The study opens avenues for future research in the field of tourism. Researchers can further investigate the complex relationships between various factors influencing tourist behavior and decision- making processes. Additionally, longitudinal studies and cross-cultural comparisons can provide deeper insights into the dynamics of tourist satisfaction and revisit intentions across different destinations and cultural contexts. Furthermore, exploring emerging trends such as sustainable tourism, digital innovation, and experiential tourism can contribute to advancing knowledge in the field and informing industry practices.

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