Influences of motivation toward revisit intention, destination loyalty and positive word-of-mouth

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Abstract

This study will find out what motivate the visitors to come to Thailand at the first place and what factors provide the satisfaction to them. If the satisfaction levels of the visitors are high then it is high chance that they will come to revisit Thailand again. Then they will become the loyal visitors to Thailand. Finally, they will spread positive word-of-mouth and attract potential visitors to come to visit Thailand. We used the exited questionnaire of Motivation (Dr. Bongkosh Rittichainuwat ,2007). According to the finding results, it is indicated that motivation such as reasonable cost, beautiful natural of Thailand, unique culture and good services etc. lead to the visitor to revisit and the satisfy customers revisited Thailand or will visit Thailand again (for first time visitors) and most of the satisfied visitors re-select Thailand as the destination to visit whenever they have the holiday. Most of the first time visitors choose to visit Thailand due to the positive word-of-mouth.

Keywords: Motivations, satisfaction, intentions to revisit, destination loyalty, word-of-mouth

Introduction

Repeat Visitation is very important in the tourism industry. Most of the tourist destination are mainly relying on the repeat visitors. The repeat visit will lead to the loyalty and the loyal visitors will spread their good experiences to other potential visitors to the destination. (Bigne, Sanchez, & Sanchez, 2001). There are many previous studies about the motivation of the tourists that lead to the repeat visitation to the certain places. Some articles has showed with the evidence that 2 percent of the revisit travelers can save the 10 percent of the overall cost of the tourist industry (Jacoby & Chesnut, 1978). Repeat visitors are, of course, familiar with the destination than the first time visitors, therefore it is easier and less costly to serve them in term of services. Moreover, most of the repeat visitors stay at the destinations longer than the first time. The longer stay meaning the more income will come into the tourism industry. The lesser cost to serve the repeat visitor plus the longer the duration of stay at the place will generate quite a lot of profit to the tourism industry (Oppermann, 1998; Wang, 2004). Furthermore, they will recommend their friends, relatives and everyone that they know to come to visit the destination. This is called spreading positive word-of –mouth (Oppermann, 2000; Petrick, 2004; Shoemaker & Lewis, 1999), Word-of-mouth is the most important thing in the service industry. The bad word-of-mouth can even lead the industry to go bankrupt. On the other hand, the positive word-of-mouth can bring huge success to the tourism industry (Alegre & Juaneda, 2006; Lehto, O'Leary, & Morrison, 2004).

The challenging thing is how to encourage the visitors to revisit the destination. Without any specialty, they will come only once and for the next visit, they will rather go to spend their holiday elsewhere. Therefore, this study will be focusing on the making customer to revisit the destination. To be able to do that, firstly, we have to know what factors make the visitors revisit.

This paper will be focusing on the factors that lead to the repeat visitation of the tourists to Thailand. Brief Literature Reviews of the past studied about satisfaction, revisit intentions, destination loyalty and word-of-mouth factors will be mentioned and we will use the questionnaires to collect the data and the finding and conclusions will be presented and discussed.

Purposes

The purposes of the research are the following:

• To describe the main factors that motivate the visitors to revisit Thailand

• To determine the facts that influence the decision of the visitors to revisit Thailand

• The demonstrate the relationship between the destination loyalty and the word-of-mouth

Literature Reviews
Motivation

According to Crompton (1979), motivation is the main factor that the visitors select certain places to visit. If the visitors have not been to the place yet, the word-of-mouth and images of the places play the important role to motivate the visitor to select that place. The first time travel experiences will lead to whether the visitor will be motivated to revisit the place again. Moutinho (1987) noted that the convenient transportation, natural beauty of the place and safety factors also

play the important roles in order to motivate the visitors to select the place. Pearce, (1995) said that the more understand the factors that make the visitor satisfy, the more you will be able to make the visitor to revisit the place.

Cognitive-motivational relational theory of Lazarus also suggests that the environment that the destination can provide and the personal expectation environment must be matched in order to motivate that individual customers. Suppose, the individual goal is to visit the mountain but the agency gives him the information of going to the beach. In this case, that individual will not be motivated. In Contrast, he or she will be surely annoyed by the agency effort to persuade him or her to go to the place that he or she is not interested. Therefore, it is very important to know what the visitors want and need before you can motivate them to visit or revisit the destination again.

Iso-Ahola also proposed that the service play the important role as well if the visitors are to re-motivate to revisit the destination. Normally, when the services provided by the destination exceed the expected services from the visitors then the visitors are very likely to motivated to come to the destination again. In short , the actual service must be higher than the expectation of the visitors.

According to Baloglu and Mccleary (1999), the actual natural beauty of the destination exceed the expected nature of the destination by visitors then the visitors will be motivated to revisit the place.

Based on the finding of Beerli and Martin in (2004), there are two factors that motivate the first time visitors to a destination, which are relaxation and knowledge they get from the place.

The relaxation factor is not important to the repeat visitors, but knowledge factors are the points that make the repeat visitor to revisit to the place.

Destination Loyalty

According to Shanka (2010), Destination Loyalty is the most important factor in the tourism business. He has reviewed more than 30 articles and found that the service quality and satisfaction have direct relationship with the Loyalty. According Lee (2004), the visitors measure the service quality with the cost that they pay for the services. For example, low-cost Airline passengers will have no complaint when they do not receive any meal on the plane or the seats that they have to sit or even slow response from the flight attendance. The passengers have already been satisfied and got what they need before they even get on the plane which was cheap cost. Therefore, they are more or less satisfied with the service of the low cost airline already. On the other hand, the passengers on the Thai Airways will be complaining a lot if the food on the plane is not delicious or if the response from the flight attendants is slow because they do not mind the high cost but would like to receive good services. Cox's Bazar study also supported the Lee's findings that able to provide the services that the visitors want can satisfy the most of the guests and most likely they will become the loyal guests. However, if you give the wrong service to the guest, no matter how hard you try, the response will be negative. In low-cost Airline case, if you improve the services and increase the price, the guest will have negative response to your airline. They want low cost but not higher service with higher cost. On the other hand, if you decrease the price and also decrease the service in Thai Airways flights,

the passengers will respond negatively. Because they mainly want the good services that was the main reason they select Thai Airways to fly. They do not really care about the price. Therefore, it is very important to serve the guest right in order to receive their loyalty.

Therefore, in an increasingly competitive marketplace, the success of marketing destinations should be guided by a thorough analysis of tourist motivation and its interplay with tourist satisfaction and loyalty.

Revisit Intention

According to the Ryan, (2002) and William & Buswell, (2003) , there are three factors in the visitor process perspective in Tourism. They are pre-visiting, during visit and post visit. Pre-visiting is most important one because the visitor must choose to visit the destination first in order to experiences during visit and to be able to comment or decide the post visit feeling or satisfaction level. According to Chen & Tsai (2007), The visitor will select the place first then they will experience and evaluate the place during their visit and finally make the comments the places. Those post visiting comments are very important because it will affect the future potential visitors to come to visit or not and even to the current visitors to revisit the place . Positive comment givers are mostly come back to the place and most of the first time visitors are likely to revisit the place due to those positive comments.

Alexandris et al., (2006) mentioned that the satisfaction plays very vital role to make the visitors to revisit the place again. People always tend to miss the good memories and positive feeling that they receive from traveling and tend to go back to visit the places where they have high satisfaction.

However, Um et al., (2006) and Beigne et al (2009), argue that even the satisfied customers might not use the services of the same organization because of the very high competitive market of the tourism industry. They tend to find out what new organization can provide them with the new satisfaction and services. In other words, there are many substitution services available. Therefore, the service consumers have the bargaining power over the service providers.

According to Bigne et al., (2001), repeat visitation is an indicator of loyalty in tourist destination that is strongly affected by destination attributes. In his study, diversification of attractions has been found as one of the necessary conditions for explaining repeat visitations.

Based on Kneesel et al., (2010), the satisfaction and positive images that the visitor receive will have two major benefits. The first one is that the future potential visitors will use this positive images as the references and will reflect them to make the decision in selecting the destination to visit. The second one would be that the visitors who are fully satisfied during first trip will be more likely to come to the place again with more friends and to suggest and recommend the place to other people they know.

Positive word-of-mouth

According to Shanka et al., (2002), the positive word-of-mouth are the main influence factor that make the visitor select the destination. People tend to believe more to the people that they close with than the plain advertising from the travel agencies or the organization.

Yoon & Uysal (2005) noted that word-of-mouth

recommendations are very critical things in tourism marketing. No matter how good the visitor impression was to visit the destination, if he or she receives the negative word of mouth from the people that he or she is close to then he or she will be likely to change the destination to visit without any hesitation. In contrast, no matter how bad impression the visitors has about the destination before the visit, if he or she is persuaded or recommended about the destination by receiving the positive Word-of-mouth recommendations, then he or she is likely to change their mind and visit the destination. Notably, Hui et al., (2007) has argued that the visitors with high satisfaction will not revisit the place, but they will recommend the place to other visitors.

However, Wong & Kwong (2004) mentioned that repeated visitors increase word-of-mouth and such recommendation effects on potential visitors. The satisfied visitors have higher chance to revisit the place but they will spread positive word of mouth without any doubts. The dissatisfied visitor will not only refuse to revisit the destination but also spread negative word-of-mouth to others, not to visit the destination. Therefore, it can be believed that there is positive relationship between the satisfaction and positive word-of-mouth.

Benefit of Research

This research will benefit the tourist agencies because the research identifies the factors that motivate the tourist to come to Thailand. The agencies can highlight the points that motivate major tourists as the advertising tools which will lead more tourists to come to visit Thailand. Likewise, this research will also benefit the travelers because the research mainly focuses on the satisfaction of the visitors in order to provide the proper services to maximize visitor satisfaction. The research will also benefit the future researchers since this research can be used as the reference for the future study of the similar topics. Overall, the research findings will benefit the whole tourism industry in Thailand because the satisfied visitors will come to visit Thailand again. The proper services and provision of satisfaction factors to the visitor will benefit the whole Tourism Industry.

Research Methodology

This research used self-administered survey questionnaires of Dr. Bongkosh Rittachainuwat (2007) to identify factors influencing repeat visitation to Thailand. This research used convenience sampling method to collect the data. The 7-point likert Scale questionnaires were used to collect the data of the research. 1 = strongly disagree to 7 = strongly agree. After collecting the data from the questionnaires, the Statistical Package for the Social Science (SPSS) program was used to analyze the data collected. Firstly, the researcher used the frequency method to distinguish the demographic data of the questionnaires. Inside part 1 of the questionnaires, the frequencies of time that the visitors visit Thailand were asked in order to find out the revisit intention of the visitors. Then, the word-of-mouth related questions were asked to the visitors "will you recommend the others to visit Thailand?" in order to do the word-of-mouth related research. In Part 2, thirty questions related to revisit intentions were asked to the visitors in order to know the main points that lead the visitors to revisit Thailand again and to be able to use the result to do the further analysis In part 3, The demographic factors include gender, marital status, country of residence,

Occupation and education levels etc. Finally, Frequency, means, standard deviation, independent sample t-test , ANOVAs analysis were used from Statistical Package for the Social Science(SPSS) program to find out the results of the finding. After receiving the results from those analyses, the results from findings, conclusions and recommendations were made. Population and Sample

The study aimed to all the international tourists who came to visit Thailand. However, due to the time limitation, convenience sampling method was used to represent the whole population of international tourists that visit Thailand. The questionnaires were collected in Several University,Bumrumgrad International Hospital and Bangsaen Beach,chonburi. Out of nearly 400 tourists approached, 300 tourists

answered the research questions which led to the 75 percent of response rate.

Instruments

The existing self-administered questionnaires measuring Motivation (Dr.Bongkosh Rittichainuwat, 2007) were used to collect the data in this research. The questionnaires mainly focused on the motivation of the tourists that come to visit Thailand, Destination loyalty of the tourists that visit Thailand, the factors that influence the intentions of tourist that would like to revisit Thailand, and the intention of visitors to recommend others to visit Thailand through positive word-of-mouth from their experiences.

Data Analysis

In order to analyze the data, descriptive statistics were used. Among various descriptive

Table 1 Tourists Behavior

	Number of visit	N	Percent
	First time	85	28.3
	2-3 times	107	35.7
	4-5 times	34	11.3
	More than 5 times	74	24.7
Total		300	100
	Purpose of visit		
	Vacation/sightseeing	85	28.3
	Study Tour	69	23
	Medical tour	35	11.7
	Visiting Friends and Relatives	32	10.7
	Business	28	9.3
	Vacation and business	28	9.3
	Convention/exhibition	14	4.7
	Study Tour and Business	5	1.7
	En route to somewhere else	3	1
	Business and Medical Tour	1	0.3
Total		300	100

*n=number of tourists

statistics, frequency distribution, independent sampling mean t-test, ANOVA were used in analyzing the data in this research. Firstly, frequency distribution method was used to distinguish the demographic factors and background of the tourists that has answered the questionnaires. Second, independent sampling mean t-test was used to identify whether the gender differences of tourist will affect the intention to recommend others to visit Thailand. Independent sample T-test was also used to identify the different in marital status will affect decision to revisit Thailand or not. Third, ANOVA was run to identify what the differences in ages will affect the intention to revisit Thailand or not, and whether the educational level differences will affect the intention to revisit Thailand again or not.

Results

Table 1 shows the travel behavior of tourists. About 71.3%(n=215) were repeated visitors and other 28.7%(n=85) were first time travelers.Thus, it shows almost all the international tourists were likely to visit Thailand again.For their purpose of visit 28.3% (n=85)were on vacation, 23% (n=69) were coming for study, 11.7%(n=35) were coming for medical check up,10.7%(n=32) were visiting friends and relatives,9.3%(n=28) were coming for business,9.3%(n=28) were on vacation and also for business,4.7%(n=14) were coming for attend convention/exhibition ,1.7% (n=5) were coming for study and business and the least purpose was en route to somewhere else and for both medical check up business were 1.3%(n=4).This table shows that Thailand motivated mostly international tourists to take vacation,study, medical and visiting friends.

As shown in Table 2, there is almost equal number of male and female tourists who participated in this survey. 46.3% (n=139) were male tourists and 53.7%(n=161)were female tourists.Tourists those who answered the questionnaire were between the age of 20 to 29 39%(n=117),23.7%(n=71)were between the age of 30 to 39 , 18.7%(n=38) were less than 20 years old , 36%(n=12)were between the age of 40 to 49, 5%(n=15) were between the age of 50 to 59 and 1.7%(n=5)were between the age of 60 years old or older. Their marital status 59.3%(n=178) were single and 40.7%(n=122) were married. Furthermore, mostly of the education level were University graduated 68%(n=204) , High school graduated were 20%(n=60), postgraduate were 11% (n=33) and primary or middle school were 1%(n=3). Almost half of the respondents were students 42.6%(n=128), managerial were 11%(n=33), sales were 10.7%(n=32), professional 10%(n=30), office worker 9%(n= 27), House wife were 6.7% (n=20), retired/unemployed were 4%(n=12), teacher/instructor/professor 3%(n=9), agriculture were 1.3%(n=4),Military were 1%(n=3) and laborers/production were 0.7%(n=2) receptively. Mostly, all of the tourist feel satisfied about being in Thailand .They would like to revisit again and they also would like to recommend to their friends and relatives.

Table 3 shows that the main reason why international tourists want to repeat visit Thailand because of shopping,Health care and Thai food. The result of this Descriptive Statistics most of the tourists were feeling satisfy and they would tell their friends and relatives about their good experience in Thailand. Moreover, the mainly motivated tourists to visit to Thailand were these five factors. (1) shopping (n=300) (mean=5.78),

Table 2 Demographic Profiles of the respondents

Gender		N	Percent
	Male	139	46.3
	Female	161	53.7
Total		300	100
Age			
	Less than 20 years old	56	18.7
	20-29 years old	117	39
	30-39 years old	71	23.7
	40-49 years old	36	12
	50-59 years old	15	5
	60 years and older	5	1.7
Total		300	100
Marital status			
	Single	178	59.3
	Married	122	40.7
Total		300	100
Education			
	Primary/Middle School or below	3	1
	Secondary/High school graduate	60	20
	College/University graduate	204	68
	Graduate/Postgraduate	33	11
Total		300	100
Occupation			
	Professional	30	10
	Managerial	33	11
	Sales	32	10.7
	Clerical/Office worker	27	9
	Agriculture	4	1.3
	Laborers/production	2	0.7
	Students	128	42.6
	Housewife	20	6.7
	Retired/unemployed	12	4
	Military	3	1
	Teacher/Instructor/Professor	9	3
Total		300	100
Country of residence			
	Asia	254	84.7
	Europe	31	10.3
	North America	6	2
	Australia and Oceania	9	3
Total		300	100

*n=number of tourists

(2) Thai food (n=300) (mean=5.54), (3) Health care (n=300) (mean=5.42), (4) Quality of food and beverage at reasonable price and (5) service minded people.

As shown in the Table 4 most of the international tourists who visited Thailand they would likely to recommend Thailand to their friends and relative and to revisit Thailand.

As shown in the Table 4 there are significant differences between male and female tourists on motivation factors is the service minded people. A variety of natural attractions (Sig.=0.045) male tourists (n=139) were less accepted than female tourists (n=139), friendliness of Thai people

Table 3 Descriptive Statistics of motivation

	N	Mean	Std. Deviation
Shopping	300	5.78	1.1788
Thai Food	300	5.54	1.23294
Health care	300	5.4233	0.93472
Quality of Food and beverage at reasonable price	300	5.38	0.91928
Service-minded people	300	5.3433	1.13272
Beautiful beaches	300	5.34	1.36281
Spa	300	5.32	1.24476
Quality accommodation at reasonable price	300	5.3033	1.004
Famous Buddha Images	300	5.29	1.30316
Friendliness of Thai People	300	5.2667	1.24125
A variety of natural attractions	300	5.2567	0.95944
Beautiful temples	300	5.2467	1.40918
Price	300	5.22	0.9941
Interesting culture	300	5.2067	1.19529
New Travel experience	300	5.18	1.20239
Short distance and travel time from your country	300	5.1733	1.18376
A trip to Thailand worth of value for money	300	5.1233	1.30145
Visa on arrival	300	5.12	1.30561
Seeing people from different culture	300	5.0833	1.17231
Overall variety of things to do	300	5.0467	1.19271
Interesting land scrape (rice fields,mountains)	300	5.0467	1.24753
Safe travel destination	300	5.0433	1.17447
Holy shrines(Erawan Shrines)	300	4.9867	1.35867
Different Climate than that at home	300	4.9333	1.20293
Adult entertainment	300	4.8567	1.3573
Stable political situation	300	4.5633	1.22924
Thai Boxing	300	4.5567	1.55613
Deals on package tours	300	4.4533	1.31666
Golfing	300	4.42	1.49367

*n=number of tourists

Remark : 1 = strongly disagree to 7 = strongly agree.

(Sig=0.012) male tourists (n=139) were more accepted than female tourists(n=139),Golfing (Sig = 0.023) male tourists(n=139) were more accepted than female tourists(n=139).

From table 5 there are significant differences between Single and Married tourists who were visiting to Thailand in 2015 such as Golfing, Beautiful Beaches,Health Care, Spa and Deals on package

Table 4 Descriptive Statistics of recommendation and revisit to Thailand

	N	Mean	Std. Deviation
Would you like to recommend Thailand to your friends and relatives?	300	5.7367	0.94355
Would you visit Thailand again?	300	5.7167	1.07092

Remark : 1 = strongly disagree to 7 = strongly agree.

Table 5 Independent-Sample T Test between Gender

Values	Gender	N	Mean	T-value	Significant difference
A variety of natural attractions	Male	139	5.1367	-2.023	0.045
	Female	161	5.3602		
Friendliness of Thai People	Male	139	5.4604	2.566	0.012
	Female	161	5.0994		
Golfing	Male	139	4.2086	-2.268	0.023
	Female	161	4.6025		

Remark: 1 = strongly disagree to 7 = strongly agree.p<0.05

*n=number of tourists

Sig=Significant difference

Table 6 Independent-Sample T Test between Marital status

Values	Marital status	n	Mean	T-value	Significant difference
Golfing	Single	178	4.1854	-3.472	0.001
	Married	122	4.7623		
Beautiful beaches	Single	178	5.4775	2.124	0.035
	Married	122	5.1393		
Health care	Single	178	5.3034	-2.713	0.007
	Married	122	5.5984		
Spa	Single	178	5.0955	-3.860	0.000
	Married	122	5.6475		
Deals on package tours	Single	178	4.2584	-3.143	0.002
	Married	122	4.7377		

Remark: 1 = strongly disagree to 7 = strongly agree.p<0.05

*n=number of tourists

Sig=Significant difference

tours .Mostly married tourists agreed about all these factors than single tourists.The clear different was the Spa (Sig=0.000) married tourists (n= 122) and single tourists (n= 178), Golfing (Sig=0.001) married tourists (n= 122) and single tourists (n= 178), Deals on package of tours (Sig=0.002) married tourists (n= 122) and single tourists (n= 178), Health care (Sig=0.007) married tourists (n= 122) and single tourists (n= 178),The last one is the Beautiful beach (Sig=0.035) married tourists (n=122) and single tourists (n= 178)

ANOVA analyze

Table 7 shows that there is significant differences between number of visit . The variable are friendliness of people, beautiful temples, golfing, short distance and travel time and stable political situation.

the significant difference of variables are 1) friendliness of people are group 1 and group 4, group 2 and group 4.

2) Beautiful temples, group 1 and group 3, group 1 and group 4, group 2 and group 3, group 1 and group 4.

3) Golfing,group 1 and group 3, group 2 and group 3.

Short distance and travel time, group 1 and group 2, group 1 and group 4 , group 3 and group 4.

4) Stable political situation, group 1 and group, group 2 and group 4.

As shown in Table 8, there is one significant difference across Age group that is golfing. Group 1 and group 3, group 1 and group 4, group 1 and group 5, group 3 and group 6, group 4 and group 6, group 5 and group 6.

Table 9 shows that the significant difference

Table 7 Significant differences of motivation across number of visit							
Variables	Mean				F	F-probability	Significant difference between group
	Group 1	Group 2	Group 3	Group 4			
Friendliness of Thai People	5.4118	5.6636	5.0882	4.6081	12.5	0.000	Group 1 & 4, group 2 & 4
Beautiful temples	5.6118	5.5327	4.4706	4.7703	10.5	0.000	Group 1 & 3, group 1 & 4, group 2 & 3, group 2 & 4
Golfing	4.3412	4.1963	5.0588	4.5405	3.2	0.024	Group 1 & 3, group 2 & 3
Short distance and travel time from your country	4.5294	5.3925	4.9412	5.7027	17.4	0.000	Group 1 & 2, group 1 & 4, group 3 & 4
Stable political situation	4.1059	4.9720	4.6471	4.4595	8.7	0.000	Group 1 & 2, group 2 & 4

Remark: 1 = strongly disagree to 7 = strongly agree.$p<0.04$

Group 1=one time,group 2= 2-3 times,group 3= 4-5 times, group 4 = more than 5 times

across educational levels were 1) beautiful beaches, 2)beautiful temples, 3)visa on arrival and 4) stable political situation. The significant difference between group for 1) beautiful beaches are group 1 and group 2, group 2 and group 3, group 2 and group 4.

2) Beautiful temple, group 2 and group 3, group 2 and group 4.

3) Visa on arrival, group 1 and group 2, group 1 and group 3, group 1 and group 4.

4) Stable political situation, group 1 and group 2, group 1 and group 3, group 1 and group 4

Table 8 Significant differences of motivation across Age groups

Variables	Mean						F	F-probability	Significant difference between group
	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6			
Golfing	3.7857	4.4017	4.7183	4.8056	4.8000	3.800	3.6	0.004	Group 1 & 3, group 1 & 4, group 1 & 5, group 3 & 6, group 4 & 6, group 5 & 6

Remark: 1 = strongly disagree to 7 = strongly agree.p<0.04
Group 1=Less than 20 years old, group 2=20-29 years old, group 3=30-39 years old, group 4 = 40-49 years old, group 5=50-59 years old, group 6=60 years and older

Table 9 Significant differences of motivation across Education levels

Variables	Mean				F	F-probability	Significant difference between group
	Group 1	Group 2	Group 3	Group 4			
Beautiful beaches	5.6667	4.4833	5.5294	5.6970	11.0	0.000	Group 1 & 2, group 2 & 3, group 2 & 4
Beautiful temples	5.0000	4.4333	5.4363	5.5758	9.2	0.000	Group 2 & 3, group 2 & 4
Visa on arrival	4.0000	5.4500	4.9608	5.6061	4.7	0.003	Group 1 & 2, group 1 & 3, group 1 & 4
Stable political situation	2.6667	4.9333	4.4608	4.6970	5.0	0.002	Group 1 & 2, group 1 & 3, group 1 & 4

Remark: 1 = strongly disagree to 7 = strongly agree.p<0.04
Group 1=Middle school or below, group 2=Secondary or High school graduate, group 3= College or university graduate, group 4 =Postgraduate

Conclusion

According to the result from the descriptive Statistics shopping is the first thing that motivate tourists to visit Thailand. Thailand is well-known as shopping paradise for the tourists.Most of the tourists perceived Bangkok as a shopping city and many tourists came to visits to Thailand because of they can get many kind of products in one place from many different country at the reasonable price.Second thing is traditional Thai food. Thai food is very famous in many country, many tourists decided to visit Thailand because of the traditional Thai food and they want to try the real traditional Thai food, Third thing was health care, Thailand hospital are not only because of the quality but also the service .One of Thailand hospital is considered as the best top 6 hospital in the world. Source: http://www.therichest.com/rich-list/the-biggest/the-top-10-best-hospitals-in-the-world/.So, a lot of tourists were willing to come and medical check up in Thailand. Fourth thing is the quality of food and beverage at reasonable price, many tourists they perceived that the quality of food and beverage in Thailand is similar to the country that produce the same food and beverage, about the price is almost the same . and the fifth is service-minded people, Many tourists were accepted that the people of the Thailand are very kind, friendly and willing to help the other people . The independent sample t-test between genders different toward service-minded people, both male and female mean scores are around 5 of the 7 point likert scale. It can be concluded that both genders are quite satisfied with the service mind of Thai people but not reach to the point of maximum satisfaction just yet which should score between 6 to 7 of 7 point Likert scale. The results of independent sample t-test between marital status different toward the motivated factors that make the visitors revisit to Thailand shows that married people pay more attention to the price value than the single people. Married couple also pays more attention to the different climates than back home and friendliness of people than the single travelers. Whereas, Single people have a bit more interest in seeing people from different cultures than the married people.

The ANOVAs analysis results highlighted the price factors become less important to the visitors who visit Thailand more than 5 times. The short distance from their home countries also make the travelers visit Thailand more often according to the result from the ANOVAs analysis results. Most of the mean scores are around 5 out of 7 in general. However, the political situation factors scores quite low in the result which can be the threat that restricted the visitors to visit Thailand. Moreover, the ANOVAs results show that different age groups and an education level have tiny effects on their revisit intention to Thailand. Because most of the mean scores are around 5 out of 7 point Likert Scales respectively.

Recommendation

Based on the results, mean score of service minded people got around 5 out of 7 point Likert Scale. Therefore, there are rooms to improve for services. If the services level increase more than the current one, it is very high chance that the satisfaction level will even increase more than current moments and people will tend to visit Thailand more due to the excellent services that we provide to the visitors. Independent sample t-test distinguished the preference of people with

different marital status. Two distinct things are that married people concern about cost more than the single people and single people are more attractive to the cultural different experiences than the married people. Based on these two results, the tourists' agency can do the promotions differently to these different marital status groups. If the travelers are married people, the agency can mainly focus on the value for cost package tours and attract them to visit Thailand. On the other hand, if the visitors are single people, the promotion would be mainly focus on the new cultural experiences that they will gain during the trip to Thailand. By doing that the agency promotion will be efficient and effective since it will make the agency to provide the right services to the right customers which is very important thing in tourism Business as well.

Political situation is the main factor that makes the visitors to hesitate to travel Thailand. Everyone does not want Political issue in their country but sometimes things are too complicated to make the political issues disappear in the short period. In this case, Thailand has to focus on make the visitors confident about their safety and have to make them believe that they can still have the good times by travelling Thailand even in the

political unstable period. If the visitors have the good times even in the political unstable period, they will satisfy with their trips and will spread their good experiences and safety of traveling to Thailand to the people that they are closed with. It will make more travelers come to visit Thailand even in the political unstable times. The most important challenge is to make people believe that Yes, Thailand might have some political issues inside the country but it will not affect much to the tourists safety and service level of Thailand because Thailand is the land of smile and tourist satisfactions are the country first priority. If Thailand can promote and make the visitors believe about this point then we strongly believe that Thailand will be able to cope with the political obstacles and can enjoy and facilitate more happy and satisfied tourist in Kingdom of Thailand.

Acknowledgments

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