

Kevin Wongleedee¹

FACTORS INFLUENCING REVISIT INTENTIONS OF INTERNATIONAL TOURISTS: A CASE STUDY OF BANGKOK, THAILAND

The aim of this research is to identify factors influencing the revisit intention of international tourists. The target population of the study are international tourists in Bangkok, Thailand. The total of 400 respondents were chosen by simple random method. Half of the sample group was male and the other half – female. The ranking revealed that the top 3 influencing factors are hospitality, friendly local people and the variety of food. The 3 least important factors are transportation, beautiful nature and diversity of local tourist attractions. In addition, the findings of indepth interviews report that reasonable prices, friendly local people, and variety of food are the top factors to revisit Thailand.

Keywords: influencing factors; international tourists; revisit intention; Thailand.

Кевін Вонгліди

ФАКТОРИ, ЩО ВИЗНАЧАЮТЬ НАМІР ІНОЗЕМНИХ ТУРИСТІВ ПОВЕРНУТИСЯ ДО КРАЇНИ: ЗА ДАНИМИ ОПИТУВАННЯ В БАНГКОКУ, ТАЙЛАНД

У статті поставлено за мету визначити фактори, що впливають на намір іноземних туристів повернутися до країни ще раз. Вибірка дослідження – 400 іноземних туристів в аеропорту м. Бангкок, Таїланд, обрані випадковим методом. Чоловіки та жінки представлені у виборці в однаковій пропорції. Результати ранжування факторів впливу виявили, що три найбільш значущі фактори для туристів – це гостинність, дружельюбність місцевих та різноманіття національної кухні. Три найменш значущі фактори – це транспорт, багатство природи та різноманіття пам'яток. Крім того, за результатами більш детальних інтерв'ю з обраними респондентами, ключовими факторами впливу стали прийнятні ціни, дружельюбність місцевого населення та різноманіття національної кухні.

Ключові слова: фактори впливу; іноземні туристи; намір повернутися; Таїланд.

Табл. 1. Літ. 10.

Кевин Вонглиди

ФАКТОРЫ, ОПРЕДЕЛЯЮЩИЕ НАМЕРЕНИЕ ИНОСТРАННЫХ ТУРИСТОВ ВЕРНУТЬСЯ В СТРАНУ: ПО ДАННЫМ ОПРОСА В БАНГКОКЕ, ТАИЛАНД

В статье поставлена цель – определить факторы, влияющие на намерение иностранных туристов вернуться в страну ещё раз. Выборка исследования – 400 иностранных туристов в аэропорту г. Бангкок, Таиланд, выбранные случайным методом. Мужчины и женщины представлены в выборке в одинаковой пропорции. Результаты ранжирования факторов влияния выявили, что три наиболее значимых факторы для туристов – это гостеприимство, дружельюбность местных и разнообразие кухни. Три наименее значимых фактора – это транспорт, богатство природы и разнообразие достопримечательностей. Кроме того, по результатам более детальным интервью с избранными респондентами, ключевыми факторами влияния стали приемлемые цены, дружельюбие местных жителей и разнообразие кухни.

Ключевые слова: факторы влияния; иностранные туристы; намерение вернуться; Таиланд.

¹ International College, Suan Sunandha Rajabhat University, Bangkok, Thailand.

Introduction. Factors affecting tourists' revisit intention is one of the most interesting and important topics in today's tourism destinations research. Even though there is a large number of researches on revisit intentions, it remains unclear why some choose to visit and revisit a particular tourist destination. What kind of tourism destination features hold tourists? What are direct and indirect factors influencing tourists' decision-making? Revisit intention has been linked with decision-making process. In other words, vital factors influencing the decision to revisit any tourist destination are important to investigate. Today's tourism researchers state that revisited tourist destination is an antecedent of tourist loyalty (Som et al., 2012). Other researchers argue that high level of satisfaction in tourism leads to higher probability of revisiting particular destination whereas low level satisfaction leads to lower probability of revisiting a destination. Despite different ideas, most researchers do agree that revisiting tourists significantly increase tourism revenues (Jang and Fang, 2007). This research is focused on the factors that international tourists often face during their trip in Thailand. However, international tourists often evaluate these factors both positively and negatively. This research surveyed international tourists in order to rank 10 factors that influence the decision to revisit a tourist destination in Thailand. Thus, this research helps to determine which factor is the most important one and which is the least important one.

Literature review. From the perspective of consumption process, tourist's behavior can be divided into 3 stages: pre-visit, during visit and post-visit (Ryan, 2002). The subsequent evaluation of these 3 stages will lead to a decision to revisit the same destination or not. If tourists keep revisiting the same destination, they have high loyalty to this destination. Moreover, they will be willing to recommend it to others. Tourist loyalty can be defined as the way consumers continue to revisit the same destination and are willing to recommend it to other tourists (Hepworth and Mateus, 1994). Many researchers state that tourists' loyalty includes both behavior and attitude dimensions. In terms of the behavior dimension, tourists are willing to visit a particular tourist destination again and again, whereas, in terms of attitude, tourists should have a clear positive attitude to be willing to recommend positive things from their experience to other tourists (Patrick, 2002). S. Shoemaker and R. Lewis (1999) state that this is the key advantage of having loyal tourists because they often spread positive word of mouth advertising without any additional cost. L. Jago and R. Shaw (1998) argue that there is must complexity related to measuring tourist loyalty in tourism since consumption do not occur on a continuous basis but rather seldom. This study did not focus on the loyalty factor directly, but rather put the focus on 10 different factors that tourists often face during their trip to Thailand. We plan to identify which of these factors are important for their decision to revisit a particular tourist destination in the near future. These 10 factors include hospitality, friendly local people, variety of food, reasonable prices, good transportation, politically safe environment, good weather, shopping places, beautiful natural resources and diversity of local tourists attractions. Moreover, it is imperative to ascertain which factor is the most important and which one is the least important.

Methodology. Bangkok, Thailand, was selected as the major area for this study because there are many tourist destinations and large population as such. The population included a variety of international tourists from all over the world. The quanti-

tative research used English questionnaire technique to investigate the 10 factors that could influence the decision of international tourists to revisit Thailand. The random sampling was performed to obtain the sample group which included 400 international tourists from the departing passengers at the Suvannabhumi International Airport. The target group included only those passengers who were visiting Thailand for the second time. T. Yamane technique (1973) was applied to calculate the proper sample group. Likert five scales questionnaire was used as the tool while collecting data from the sample group. Descriptive statistics used in this research includes percentage, mean, and standard deviation. In addition, prior to the survey 30 pilot questionnaires were tested for reliability to make certain that each question passed the Cronbach alpha criteria with at least 0.75.

Findings. The findings of this research show that male and female respondents were represented equally 50:50. The majority of the respondents 87% are between 21–40 years old. About 45% of the respondents are single. 35% of the respondents have undergraduate degrees and 38% have graduate degrees. The majority of the respondents can be considered as middle class with the average income in between 30,000–50,000 USD annually. In terms of their motivation to travel, the findings show that the majority of the respondents chose vacation as the main motivation to come to Thailand. This finding concurred with (Wongleedee, 2012) who studied senior international tourists' motivation to visit Thailand and reported that # 1 motivation for senior international tourists to Thailand was "exotic place of tourism" for their vacation while Thai food also received high level of satisfaction.

Table 1. Ranking of influencing factors, author's

Level of importance	Mean	S.D.	Rank
1. Hospitality	4.97	0.958	1
2. Friendly local people	4.86	0.785	2
3. Variety of food	4.78	0.884	3
4. Reasonable prices	4.76	0.702	4
5. Convenient shopping places	4.57	1.129	5
6. Politically safe environment	4.53	0.914	6
7. Good weather	4.42	0.868	7
8. Transportation system	4.41	0.874	8
9. Beautiful natural resources	4.35	0.885	9
10. Diversity of local tourist attractions	4.34	1.025	10
The overall	4.59	.902	

The findings in Table 1 reveal the ranking of 10 influencing factors for revisiting intentions of international tourists in Thailand. This ranking has been calculated according to mean and standard deviation. The ranking shows that the first 3 important factors are hospitality, friendly local people, and variety of food whereas the 3 least important influencing factors are convenient transport, beautiful natural resources and diversity of local tourist attractions.

Conclusion. From the findings of this study, it can be concluded that the majority of the respondents rated the overall factors at a high level of importance since the overall mean is more than 4.5. Any factor that has the mean above 4.5 would be considered as of high importance. When examined in detail, hospitality, friendly local

people and variety of food received the highest rating. These 3 factors are actually the strengths of Thai tourism often drawing both new and repeated international tourists to Thailand. However, the study of X. Zhang (2012) stated that there are other factors contributing to tourists' satisfaction and thus revisiting. These factors include convenient, safe destination, natural scenery and shopping places. Moreover, the findings from indepth interviews also confirm that Thai people are friendly to international tourists and variety of food was one of the best experiences international tourists had. In terms of gender effects, there are no significant differences between male and female answers in the rating of 10 factors influencing the revisit intentions.

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