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Investigating the Reason why Tourists Revisit Thailand

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Abstract:

In recent years, the performance of Thailand's tourism sector has been unstable due to a number of unfortunate situations, *e.g.* worldwide economic recession, natural disaster. To make this sector more sustainable, Thailand needs to attract good quality foreign tourists to revisit the country. It is very mportant for people and agencies involved to acquire the knowledge on factors and issues that matter to repeating visitors. Therefore, this study is undertaken to explore the determinants of revisit tourists' satisfaction towards Thailand's tourism services. The study uses both primary and secondary data. Questionnaire survey is conducted in Bangkok with 420 foreign tourists. To analyze data, samples are divided, according to their education levels, into 2 groups: quality and general tourists. Apart from descriptive statistics, F-test and ANOVA are used to analyze the difference in tourists' behaviors between quality and general tourists. The factors affecting foreign tourists' decision to visit Thailand are analyzed using probit model together with marginal effects. The results show that tourists' age and current country of residence can significantly influence their visit. Moreover, foreign tourists' satisfaction towards personnel and procedure relating to the country's tourism is statistically significant in explaining their visit to Thailand.

Keywords: tourism; quality tourists; revisit; Thailand

JEL Classification: L83; M21; Z32.

Introduction

Tourism has long been a major driving force of economic growth in many developing countries (Rout *et al.* 2016). Thailand is also no exception as tourism revenue contributes around 5.4 percent of total Thai GDP in 2015. Averagely, there were 16.2-16.5 million foreign tourists visiting Thailand over the past 13 years with the average expenditure of around 5,000 Thai baht or $US 120 per day with an increasing trend. The Chinese, Russian, Malaysian, British and American are the 5 highest spenders, respectively. The tourism sector involves several businesses in various sizes, from large or multinational entrepreneurs to local SMEs with the tremendous 4.45 million jobs created in related fields throughout the economy. However, with the continually growing importance, it has, in turn, highlighted the issues of stability and sustainability. This is because this sector's performance has been subject to a number of adverse situations, *e.g.* worldwide economic recession, natural disaster, etc. The expansion

of this sector, on the other hand, induces the degeneration of natural resource and environment, and social environment. To regain tourism sector's outstanding form and making it more sustainable, Thailand needs to attract good quality foreign tourists to revisit the country. Repeating tourists account for a large share, around 60 percent, of the country's total foreign visitors. To entice this group of tourists back to Thailand, it is very important for people and agencies involved to acquire the knowledge on factors and issues that matter to them. Capturing more shares of repeating visitors is more than ever important due to the fierce competition in the world tourism market.

Two aspects can be expected from this study. Firstly, it aims to provide academic contribution to tourism research. Secondly, it is to study the behavior and preference of tourists re-visiting Thailand, and to analyze the relevant determining factors of tourists' decision to re-visit the country. For the purpose of comparison, samples are divided, according to their education levels, into 2 groups: quality and general tourists. At present, destination countries, including Thailand, try to attract more quality travelers. Tourism Authority of Thailand has set this as its own prime objective in tourism promotion plan. This is because it is realized that the quality visitors have high purchasing power, thus more ability to spend on their trips. In addition, higher education generally implies their higher levels of awareness about responsibility for society, community, and environment. Consequently, while traveling, they tend to create less negative impact on tourism resources in destination countries. The expansion of quality traveler market could ensure more sustainable tourism income and reduce the deterioration in natural resources and environment due to tourism.

There are a number of empirical studies on tourists' behaviors, for example, Oppermann (2000), Yoon and Uysal (2005), Chi and Qu (2008), Joynathsing and Ramkissoon (2010), Som *et.al.* (2012). These studies investigate the evidence of factors influencing traveling decision based on such theories as Push and Pull Theory. However, there is hardly any work focusing on re-visiting and quality tourists, especially in the case of Thailand. Therefore, this study is undertaken to explore the determinants of revisit tourists' satisfaction towards Thailand's tourism services. This is to obtain the differences and variety in the behaviors of foreign tourists re-visiting Thailand as part of academic contribution on this research area. The findings should also provide insights to not only the private sector but also policymakers to respond to the basic needs of tourists and raise services' quality standard. This could help tourism entrepreneurs provide fine-tuning service and reduce expectation failure. The investigation of tourists' behaviors is carried out by descriptive statistics, such as, percentage, frequency, and mean. Moreover, F-test and ANOVA are used to analyze the differences in tourists' behaviors between quality and general tourists. The factors affecting foreign tourists' decision to visit Thailand are analyzed using probit model together with marginal effects.

The remainder of this study is organized as follows. The next section reviews relevant literatures. Section three briefly describes empirical methodologies. Section four presents and discusses descriptive statistics and empirical results. And the last section concludes and provides a brief recommendation.

1. Literature Review

There are a number of factors affecting tourists' behavior, for instance, economic, or political incidences, taking place both in visitors' home countries and in destination countries. These factors are beyond tourism entrepreneurs to manage and control (Kozak *et al.* 2007). However, there are other factors that involve tourism businesses' characters and management, for example, price setting, location, and so on.

The study of tourists' behavior is complex in its nature. This could be because of the various intrinsic characters of the service sector, such as intangibility, inseparability of production and consumption, heterogeneity, and perish ability. These characters of tourism service could create uncertainty and risk of unexpected occurrences during travelling in consumers' mind. In buying tourism service, consumers need a large amount of information and anticipate the consumption, creating images and expectations (Ramona 2008). As a result, several factors are involved in tourists' buying behavior and preference such as safety and security, nationalities, and the uniqueness of service provision.

Risk has been identified as a major concern for international travelers (Sonmez and Graefe 1998). To decrease the degree of risk in unexpected circumstances, the high standard of safety and security is required. People's perception of the safety and security of a destination is highly likely to influence behavior (Sonmez and Graefe 1998, and Tasci and Boylu 2010). The UNWTO includes safety and security as a determinant of quality tourist product, together with other five standards, which are hygiene, accessibility, transparency, authenticity and harmony (UNWTO 2003). Tourists' safety and security concerns are associated with risks of different types, which can be divided into six groups: functional risk, financial risk, time risk, physical risk, psychological risk, and social risk (Tasci and Boylu 2010).

Additionally, safety and security can be discussed in the context of terrorism and political unrest (Fletcher and Morakabati 2008). These risks, leading to safety problems, are often destination-dependent. Generally, risk and safety concerns have appeared to be a central issue of visitors' decision-making. Terrorism, natural disaster and health disease have become the three most influential and negative factors for visitors' decision-making when choosing their holiday destination (Kozak *et al.* 2007). Moreover, Tasci and Boylu (2010) point out the positive perception of hygiene and health. They also find that safety and security have statistically significant impact on trip satisfaction in the case of Turkey.

Another factor affecting tourists' buying behavior is destination image. Crompton (1979) argues that destination image constitutes the beliefs, ideas, and impressions that a person has about a destination. A number of researchers recognize the importance of destination image to travelers' decision-making (Shani *et al.* 2009). As for the formation of image, Gartner (1993) argues that there is a wide variety of aspects that act separately or jointly to form a destination image in the eyes of the potential or actual tourists. They may come from induced sources, autonomous sources, and organic sources. Among them, Shani *et al.* (2010) indicate that autonomous sources receive a higher degree of credibility from potential travelers.

As for the evaluation of service quality, tourists rely on personal sources of information with different search patterns before purchasing to reduce perceived risk, suggested by Murray (1991). An advance in information and communication technology allows tourists the higher level of information access. This enables consumers to bypass some intermediaries when purchasing tourism services (Walle 1996). It also makes direct marketing more available for tourism businesses. With this advance, the pattern of direct marketing changes from sending travel information by post to disseminating it via electronic medium. In spite of the expansion of direct marketing, it is not always in competition with traditional tour agencies. There is evidence that the use of internet is to augment, instead of competing with travel agents. In further, because of the increase in the number of internet users, internet has been found to have significant impact on tourists for their decision involving services (Wu 2002, and Yankholmes and Akyeampong 2010). Wu also suggests that internet marketing is involved in consumer behavior which depends on its personal character. Moreover, Nandonde (2015) applies a factor analysis method to measure the influencing factors on Tanzanian tourism, the interesting finding is that the medical service has a strong and important influence on tourists' decision. However, the image of country's healthcare is negative. This could be because of the lack of confidence on medical service standard which is unsurprising for less-developed and some developing countries.

Nationality is another important determining factor to explain tourists' behavior and preference. Previous studies find that people with different nationalities behave and prefer differently. According to Pizam and Sussmann (1995), people in the tourism industry aware that tourists from different origins behave in different ways in buying tourism services. A number of empirical studies support this argument, for instance, Groetzbach's work (1988) analyzes the differences between the travel behaviors of Muslims and Arabs comparing with those of Europeans. Pizam and Sussmann (1995) summarize the past studies on this issue that, no matter what methods of assessment are used, they find evidences suggesting that tourists' nationality influences their behavior. Furthermore, Tasci and Boylu (2010) provide evidence that the Germans have less tolerant to undisciplined personality and way of life, while British tourists seem to be tolerant to differences and less demanding when it comes to service. However, similarities in terms of geography, climate, and culture may lessen the impact of nationality differences on trip satisfaction.

Lastly, such socio-demographic aspects of individual tourists as, education, income, gender and past experience, are also explored in the study of the level of trip satisfaction. Mossberg (1995) find that personal profile and past experience significantly explain the different levels of tourists' satisfaction with service. More recently, Tasci and Boylu (2010) provide an evidence of a strong but negative relationship between a secondary school degree and trip satisfaction to Turkey while other levels of education have only slight effect. Undoubtedly, the tourists' socio-demographic features influence their needs and expectation from tourism service, but the question here is to point out their explanatory power.

As mentioned earlier, a number of studies have detailed the influence of various factors on tourists' buying behavior and preference. However, these works focus mostly on tourists in general. A few pay attention to a case of revisit travelers.

Tak, K.H., David, W., and Alvin, H. (2007) study the satisfaction of revisiting tourists to Singapore based on the Expectancy Disconfirmation Paradigm Model. They compare re-visitors from Asia, Europe, North America, and Oceania by conducting questionnaire surveys with 424 travelers who depart from Singapore Changi International Airport. Their results indicate that price is statistically significant in explaining the satisfaction of all groups of tourists. The quality of accommodation and food can determine North American tourists' satisfaction while attractions are important for that of European and Asian tourists. Travelers from Oceania put their priority on cultural aspects.

However, no factor can commonly influence the satisfaction of all groups of tourists. This study, therefore, looks into the factors that could significantly explain revisit tourists' trip satisfaction and their buying decision in the case of Thailand.

2. Methodology

To achieve its objective, this study employs various statistical tools to describe behaviors and satisfaction, and test for variances and mean differences among groups of foreign tourists who answer the questionnaire. Descriptive statistics, such as mean, standard deviation and frequency distribution, as well as paired sample t-test of different mean and one-way analysis of variance (ANOVA) are applied. Because foreign tourists' revisiting decision is unobserved variable, the dichotomous analysis is thus applied. The latent variable represents foreign tourists' decision to revisit Thailand (RV) as the observed dummy variable which takes the value of 1 if foreign tourists decide to revisit Thailand in the near future and zero otherwise. The binary logit and probit model are chosen to assess the predictability and marginal effect of potential factors, including selected socio-economic information items (SEIF), providing individual's characteristics, and tourists' satisfaction towards tourism service in Thailand (SAT), explaining the chance of revisiting Thailand in the near future. The independent variables consist of 14 variables to assess the chance of revisiting Thailand, as defined in Table 1.

Table 1. Definition of relevant variables used in the estimation of the probability of revisiting Thailand

Variables	Definition
Dependent Variable:	
RV	This latent variable is divided into 2 groups of foreign tourists who visit Thailand. It takes as the dichotomous type of foreign tourist variable; 1=revisitors, 0=first time visitors.
Independent Variables:	
Tourists' Satisfaction (SAT): Tourists' satisfaction items are developed based on the marketing mix of 7P framework. The satisfaction is a self-measurement of foreign tourists who had experienced traveling in Thailand. It includes nine explanatory variables which are in the form of grand mean value. The self-assessment is thus applied to assess the unobserved value by undertaking the Likert scale of the five ranks of satisfaction point of each of the related activities or features according to foreign tourists' satisfaction.	
Avrp1	The grand mean of 5-point levels of satisfaction items regarding visiting places in Thailand takes the value ranging from one to five, from lowest to highest satisfaction. There are 14 related sub-items to assess the overall satisfaction level of tourist attractions on activities/features, for example, trekking activities, local museum, natural beauty, and learning way of life. If foreign tourists reveal higher satisfaction for attractive activities and places in Thailand, the chance for them to revisit Thailand would also be increase.
Avrp2	The grand mean of 5-point levels of satisfaction items regarding expenditure during traveling in Thailand takes the value ranging from one to five, from lowest to highest satisfaction. This satisfaction about the expenditure while traveling in Thailand is the average of 5 sub-items which relate to how foreign tourists feel about the reasonable price of meal, accommodation, and other services together with overall expenditure comparing with traveling in other countries. Basically, if traveling expenditure in Thailand is not beyond tourists' expectation, the chance of them revisiting Thailand should be increase.
Avrp3	The grand mean of 5-point levels of satisfaction items regarding facilitating accessibility during traveling in Thailand takes the value ranging from one to five, from lowest to highest satisfaction. There are 3 related activities/features to visiting places in order to assess the satisfaction level of distributional channels on how they satisfy with the convenience of booking, reliability of local agency, and accuracy of information. Again, the better facilitation with reliable and accurate information would, of course, raise the security confidence on traveling so that it could imply higher chance to visit Thailand again.
Avrp4	The grand mean of 5-point levels of satisfaction items regarding information accessibility about Thai tourism takes the value ranging from one to five, from lowest to highest satisfaction. According to the 4 related sub-items, a variety, adequacy, accuracy, and accessibility of tourism information and promotional media, foreign tourists are asked to reveal their satisfaction on those sub-items. This individual grand mean is then the average of those 5-point scores of 4 related sub-items. The higher the satisfaction of foreign tourists shows the good system of accessing traveling information, this could reflect the higher probability to come back to Thailand.
Avrp5	The grand mean of 5-point levels of satisfaction items regarding organization and tourism staff in Thailand takes the value ranging from one to five, from lowest to highest satisfaction. To measure

Variables	Definition
	this overall satisfaction, foreign tourists are asked to present their satisfaction level on 5 related features which are the hospitality of local people, and adequacy, hospitality and politeness, activeness, and knowledge of government / private officials to provide service in tourist attractions.
Avrp6_1	The grand mean of 5-point levels of satisfaction items regarding life and property security in Thailand takes the value ranging from one to five, from lowest to highest satisfaction. Life and property security have become increasingly questionable by foreign tourists and this could reflect their traveling decisions. To capture this unobservable variable, they are asked to show how they feel about the 3 security features, accommodation, tourist attractions, and transportation system, together with the food sanitary and hygiene, and the safety of personal belongings.
Avrp6_2	The grand mean of 5-point levels of satisfaction items regarding service process in tourism facilities during traveling in Thailand takes the value ranging from one to five, from lowest to highest satisfaction. This grand mean is the average of 5 related features which are the sufficiency of accommodation, sufficiency of toilet, tour agency, information center, and tourist police. Based on the general belief, the better facilitation of host countries would draw more foreign tourists.
Avrp6_3	The grand mean of 5-point levels of satisfaction items regarding service process in cleanliness during traveling in Thailand takes the value ranging from one to five, from lowest to highest satisfaction. To account how foreign tourists satisfy with the cleanliness during their traveling in Thailand, the 2 related features, cleanliness about accommodation and toilet, are asked to be ranked and averaged. Basically, the higher the satisfaction of service process in cleanliness tends to increase the probability of tourists choosing Thailand as their travel destination again.
Avrp7	The grand mean of 5-point levels of miscellaneous satisfaction items about Thai tourism takes the value ranging from one to five, from lowest to highest satisfaction. This last marketing mix variable is the average of satisfaction levels of the beauty and decoration in tourist attractions of scenery and landscape, and signboard of tourist information in tourist attractions, for example.
Socio-economic Information Items (SEIF): SEIF is the group of 5 variables which are employed to measure the influence of the individual's characteristics on the chance of returning back to travel in Thailand. To avoid the singular matrix problem in regression analysis, dummy variables with the value of 1 and 0 are created for SEIF.	
Age	The age of foreign tourists is divided into 6 ranges in order to capture the explanatory power of the unobserved information about the traveling behavior and decision on the chance to revisit Thailand. It takes the value of 1=less than 20, 2=21-30, 3=31-40, 4=41-50, 5=51-60, and more than 60.
Nation	Nation denotes the groups of country where respondents or foreign tourists are resident. This variable could capture the traveling preference and the impact of travel distance. It takes as the dichotomous variable; 1=Asian countries, 0=other countries.
Edu	This variable is defined to represent the level of education of foreign tourists. The education level could technically reveal the quality and general type of tourist with the common belief that the quality one would spend more and be friendly to environment. It takes as the dichotomous variable; 1=bachelor or higher than bachelor degree, 0=less than bachelor degree.
Inc	According to the conceptual framework of purchasing power which relates to income, the higher income should increase the chance to revisit Thailand of tourists. It takes as the dichotomous variable; 1=earning more than US$ 3,000 per month, 0=earning less than US$ 3,000 per month.
Occ	This variable is defined occupations of foreign tourist by categorizing into 2 groups: government sector and the other sectors. Different organizational culture would reflect differences in adventurous perception and exploration to new places. It takes as the dichotomous variable; 1=private sector, 0=others.

To simplify the estimating equation, the unobservable latent variable, RV, of each individual or foreign tourist n is thus assumed to be expressed by general equation as logarithmic form as follows:

$$RV_n = \beta + \sum_{i}^{S}\sum_{n}^{N}\lambda_i SEIF_{i,n} + \sum_{j}^{V}\sum_{n}^{N}\gamma_j SAT_{j,n} + \varepsilon_n \quad , \tag{1}$$

where: β is the constant term;

λ_i and γ_j are the interested parameters to be estimated;

ε_n is the disturbance term of individual n.

However, non-linear discrete choice model, such as logit and probit models, cannot directly estimate the slope coefficients. In other words, they do not express the fidelity effect of variable on the probability of revisiting Thailand, $\Pr(RV_n = 1 | x_k)$. In order to circumvent the disadvantage effect of the measurement of non-linear relationship, the direct estimators are thus transformed to the marginal effects. In addition, knowing that the

economic area interests in the marginal effect of determining variables on improving the chance of foreign tourists' revisiting Thailand (MRV), it provides more benefit in terms of policy implementation. Basically, marginal effect is the change in predicted probability with respect to the changes in each explanatory variable while others are held constant at mean in this particular study, so called the marginal effect at the mean. MRV of each individual n is assumed to be expressed by binary model as:

$$MRV_n(X_{nk}, \varepsilon_{nk}) = X_{nk}\omega_k + \varepsilon_n \quad , \tag{2}$$

where: X_{nk} is the vector of individual or foreign tourist n. Tourists' characteristics k includes selected socio-economic or socio-demographic information items i ($SEIF_i$), and satisfaction with tourism service in Thailand j (SAT_j), in total of 14 variables;

ω_k is the vector of parameters λ_i of $SEIF_i$ and γ_j of SAT_j. Notably, the both models are employed to address the appropriate distribution of the error term,

ε_n, whether distributes logistically or normally by applying the log-likelihood function.

Again, this study hence estimates the marginal effect of each of those variables on foreign tourists' decision to revisit Thailand by employing logit or probit models to compare and look for the appropriate one. The test statistics for significant explanatory power of each variable in above equation is under the null hypothesis of individual estimated parameter i and j indifferent from zero. The test statistics for such a hypothesis are t-test statistic at a conventional level of 5% significant level (p-value =0.05) or 95% confident level.

Questionnaires were developed to elicit foreign tourists' information on traveling behavior, tourism service in Thailand, and socio-economic characteristics. The questionnaires are structured by focusing on the levels of satisfaction with tourism service, price, electronic information access, and safety and security items that tourists consider important in making their decision to make a trip to Thailand. Respondents were asked to evaluate these issues on a five-point Likert scale ranging from 1 to 5. The more positive answer is assigned the higher values (*e.g.* 1=not satisfied at all and 5=extremely satisfied). Moreover, demographic information is also included in the questionnaire since the socio-demographic aspects can reveal tourists' preference on travel as mentioned by Martin and Woodside (2008), and Barbieri and Mahoney (2010). To obtain this information, the respondents were asked to answer the multiple-choice questions. Before collecting foreign tourists' information of 420 respondents visited Thailand during May-June 2016 from convenient surveys, the pilot questionnaire of 30 respondents is designed based on literature review.

3. Results and Discussions

3.1. Descriptive Analysis

The distribution of respondents by their various characteristics is shown in Table 2. It can be seen that about 55 percent of 420 respondents are male. Almost half of total respondents are in their middle age. People with age between 21-30 years, and between 31-40 years take an account for 47.4 percent and 31.0 percent, respectively.

Respondents reside in 35 countries. Interestingly, U.S. and Canadian residents, spending at least 18 hours of flying to come to Thailand, contribute 23.33 percent of total respondents. About one-third of all respondents are single and work in the private sector or self-employed. Over half of tourists taking part in this study hold a bachelor degree or equivalent, which can be considered as rather educated. Because most of the respondents are rather educated and work in the private companies or own business, their monthly income is thus quite high. More than 90 percent receive between US$1,000-8,000 per month. Considering sample's demographic characteristics in general, foreign tourists seem to be in adventurous age with high educational background and in the middle income class or above. This could possibly point out the evidence of quality tourist. Even though the distance between tourists' countries of residence and Thailand is a major factor for destination selection, the frequency provides a positive signal as around a quarter of respondents are from the US and Canada.

Table 2 Demographic frequency of 420 respondents (foreign tourists)

Items	Number	Percentage
Gender:		
Male	232	55.20
Female	188	44.80
Age:		
Less than 20 years old	8	1.90
21-30 years old	199	47.40

Items	Number	Percentage
31-40 years old	130	31.00
Over 41 years old	83	19.80
Countries of residence:		
USA and Canada	98	23.33
Australia	46	10.95
New Zealand	1	0.24
Asian countries:		
Great China	21	5.00
Indonesia	3	0.71
Viet Nam	2	0.48
Singapore	3	0.72
The Philippines	12	2.86
Malaysia	14	3.33
India	13	3.10
Japan	11	2.62
South Korea	6	1.43
European countries:		
UK	47	11.19
Norway	3	0.71
Finland	4	0.95
Czech Republic	3	0.71
France	21	5.00
Germany	17	4.05
Italy	4	0.95
Hungary	1	0.24
Poland	2	0.48
Portugal	5	1.19
Russia	21	5.00
Spain	11	2.62
Sweden	16	3.81
The Netherlands	20	4.76
Switzerland	1	0.24
Others:		
Turkey	2	0.48
Israel	2	0.48
Status:		
Single	265	63.10
Marriage	152	36.20
Divorce	3	0.70
Education:		
Less than bachelor or equivalent	126	30.00
Bachelor or equivalent	237	56.40
Higher bachelor and others	57	13.50
Occupation:		
Academic, government and related area	63	15.00
Business owner and private company	314	74.80
Others (student, retirement, unemployment and other)	43	10.30
Income (US$ per month):		
Less than 1,000	22	5.20
1,001-3,000	209	49.80
3,001-8,000	183	43.60
Above than 8,000	6	1.40

Due to space limit, the unreported result of the analysis of tourists' satisfaction according to the marketing mix of 7Ps theory of consumer behavior can be summed up that respondents generally satisfy with tourist attractions in Thailand. They value the country's natural beauty the most. As for the expenditure, respondents are

more content with the price of food and facilities than that of package tour. Regarding their satisfaction towards sale channels, the convenience in booking and buying tourist facilities ranks the highest. On the distribution of information, accuracy receives the highest satisfaction from respondents. With reference to people matters, they satisfy with local people's hospitality. In contrast, their satisfaction drops when it comes to the knowledge and ability of persons involving in service providing. Regarding the process of tourist service providing, respondents are more satisfied with the safety of tourist attractions than with that of public transportation. The two issues that receive relatively low levels of satisfaction from respondents are the service of tourist police and the cleanliness of wash room and toilet.

Before turning to the further investigation, it must also be noted that quality foreign tourists are defined by the educational degree or income, according to Tourism of World (2016). Quality tourists are basically more concerned about direct and indirect impact of tourism on society, environment and nature, while spending more time than general tourists. Therefore, to address the behavioral differences between quality and general tourists, this study differentiates the quality tourists from the general ones by their educational degree. The one who receives at least bachelor degree is defined as a quality tourist. Based on the figures in Table 3, they show the hopeful sign of the tourism sector in Thailand as foreign tourists both re-visitor and first timer are seem to be more in the quality group. Moreover, more than half of respondents or 67.25 percent visit Thailand more than once and 67.24 percent among them are the quality tourists. This would be the supporting evidence of the increase in total expenditure of foreign tourists in Thailand which has had an increasing trend with 4-5 percent growth each year for the past 5 years since 2011.

Considering all respondents' traveling behaviors in details, it is found that among 420 tourists involved in the survey, 269 persons or about 60 percent have visited Thailand before. Their primary objective of visiting the country is leisure. The remaining 151 foreign tourists are the first time visitors because they know less of Thailand due to an inadequacy of information about the country. Interestingly, the first time visitors are more than 50 percent defined as quality tourists who are inclined to be more conscious on environmental preserve and respectful to local way of life. Meanwhile they are educated and spend more money during traveling in Thailand. They, however, find the hard time to access the information about Thailand. This unfortunate matter has to be mended soon. The frequency also preliminarily illustrates that the quality tourists tend to be the re-visitors.

Table 3. Groups of foreign tourists

Group of foreign tourists	Number of tourists	Percentage
Total foreign tourists:	420	
Re-visitors	269	67.25
First time	151	37.75
Quality foreign tourists:	293	
Re-visitors	197	67.24
First time	96	32.76
General foreign tourists:	127	
Re-visitors	72	56.70
First time	55	43.30
Re-visitors:	269	
Quality foreign tourists	197	73.23
General foreign tourists	72	26.77
First time:	151	
Quality foreign tourists	96	63.58
General foreign tourists	55	36.42

In further, with the unreported findings, among the quality tourists, they spend twice more on traveling in Thailand than general tourists in both self-arrangement and group tour. Meanwhile revisiting and quality tourists statistically and significantly spend more money for traveling in Thailand than first time visitors. The pair-wise comparison between revisit and first time visit of general tourists' spending behavior unsurprisingly concludes that both groups are statistically indifferent in spending for travelling in Thailand. Interestingly, the quality tourists who are the first-time visitors statistically and significantly spend more than the general ones. This study finds that in terms of expenditures, quality tourists are significantly different in their expenditures on facilities than general tourists. Considering the expenditure behavior, quality tourists who visit Thailand more than one time are the easiest and the most relax regarding their traveling budget.

Foreign tourists generally have high satisfaction in most issues of service marketing mix, except the process of service relating to travel in Thailand. The security in life and property, and sanitary are scored the lowest satisfaction level. They also show their highest satisfaction on the beauty, cleanliness in general and the visibility of signs, respectively.

Moreover, re-visitors and first-time visitors are different in their satisfaction towards tourism service in Thailand. From pair-wise comparison of satisfaction between these two groups towards tourist attractions, there is evidence of significant difference between them. Regarding the satisfaction towards the price level, first-timers are more satisfied than re-visitors are in the price of food, facilities, and transportation. On the sale channels, new tourists tend to have higher satisfaction than repeated travelers when it comes to tour agents' credibility and information accuracy. This is also the case when considering satisfaction towards the distribution of information about Thailand. In terms of service providing, re-visitors are more content than first time visitors in the case of the adequacy of facilities, wash room/toilet, tour agents, and the cleanliness of wash room/toilet. However, it cannot pin down the conclusion to specify which group has a higher level of satisfaction in general since there are more than one activity and feature to reveal. In addition, in the purpose of providing the insightful information, the detail is thus important to bring up the proper and appropriate strategies to achieve not only growth rate, but also the sustainability of Thai tourism.

The general tourists are significantly less satisfied on every item of service marketing mix comparing to quality group of tourists. The quality tourists also show statistically and significantly higher level of satisfaction in public transportation security, private property security, the adequacy of toilets, and toilet cleanliness than the general group of tourists. Considering among the quality tourists, the first-time visitors seem to be more satisfied with general facilitations, value for money in all expenditures, and way of life and local tradition. Meanwhile the test for mean difference between re-visitors and first-time visitors of general tourists also indicates that both groups tend to have equal level of satisfaction on every item of service marketing mix with the exception of spending for travelling in Thailand. Interestingly, the quality re-visitors reveal their satisfaction in various tourism activities and feature which are opposite to the general group of tourists.

3.2. Probit and Logit Estimation of the Determinants of Tourists' Satisfaction

This section analyzes factors that could influence tourists' satisfaction towards various services. This should suggest issues that matter to their decision to revisit Thailand. The estimation employs binary model, both probit and logit models. Even though Probit and Logit yield indifferent value of Pseudo R^2 and log-likelihood, the probit indicates a little better off.

Table 4. Probit and Logistic Regression

Variables:	Probit Model			Logistic Model		
	Coefficients	Mar. Eff.	Std Err of Mar.Eff.	Coefficients	Mar. Eff.	Std Err of Mar. Eff.
Constant	-1.430			-2.234		
Avrp1	0.202	0.074	0.059	0.345	0.077	0.060
Avrp2	0.121	0.044	0.073	0.203	0.045	0.074
Avrp3	-0.008	-0.003	0.054	-0.018	-0.004	0.055
Avrp4	-0.080	-0.029	0.067	-0.135	-0.030	0.068
Avrp5	0.543***	0.199***	0.076	0.897***	0.200***	0.077
Avrp6_1	0.110	0.040	0.077	0.200	0.045	0.077
Avrp6_2	0.353*	0.129*	0.074	0.559*	0.125*	0.075
Avrp6_3	0.239	0.087	0.057	0.367	0.082	0.058
Avrp7	-0.017	-0.006	0.079	-0.040	-0.009	0.079
Age	0.178**	0.065**	0.032	0.301**	0.067**	0.033
Nation	1.033***	0.315***	0.053	1.706***	0.306***	0.053
Edu	-0.008	-0.003	0.066	-0.048	-0.011	0.067
Inc	-0.105	-0.038	0.066	-0.148	-0.033	0.066
Occ	-0.141	-0.051	0.066	-0.0243	-0.053	0.067
Pseudo R^2	**0.122**			**0.120**		
Log-likelihood	-187.45			**-187.97**		

Note: Mar. Eff. and Std Err respectively denotes is marginal effect and standard error.
*** is 0.01 significant level. ** is 0.05 significant level. * is 0.10 significant level.

The probit model is thus chosen for estimating how individual characteristics reveal the decision of foreign tourists to choose Thailand as revisited destination. The details of empirical findings are reported in Table 4.

According to the statistical test of the probit estimation, there are 4 variables carrying statistical significance in explaining the changes in the probability of foreign tourists re-visiting Thailand. The grand mean of satisfaction on people item (Avrp5) indicates the positive influence on the chance of revisiting Thailand. The better service from any organization and people associated with traveling in Thailand highly increases the chance to revisit. This is consistent with Chen and Segota (2015) who find the role of residents in the construction of the image of their place of residence as a tourism destination. Avrp6_2 as the grand mean of satisfaction on service process and facilitation also presents the supportive impact on foreign tourists' decision to revisit Thailand. Another significant factor is Age which reveals the positive correlation to possibility improvement. The older one tends to decide to come back to Thailand as their revisited destination. Finally, this investigation finds that nations where foreign tourists reside have statistical power to improve the opportunity to revisit Thailand. To measure the importance of nation, this study separates tourists into 2 groups: 1 = Asian countries, 0 = otherwise. It interestingly implies that those who are from Asian countries seem to revisit Thailand. This could be because of the distance from their countries to Thailand which is in line with the conceptual framework of gravity theory. Disappointedly, even though education and income do not show the significant power of improving the chance to revisit Thailand, the signs of both marginal effects turn out to be negative influence on an increase in the chance. This could be explained by the tourist's perception about Thailand as one of the friendliest place in both living expenses and legal practice. The higher education and income would possibly turn to be unsupported factors on increasing chance to revisit Thailand. Thus, this finding could not somewhat lead to an accurate conclusion that quality tourists discourage the improvement of chances to come back.

Conclusion and Recommendation

The fortunate finding is that 80 percent of 420 respondents reveal the preference to revisit Thailand in the next 5 years. From the statistical finding, the quality tourists seem to spend more than general tourists during their traveling period. Not surprisingly, the group of revisit tourists shows their satisfaction on every related marketing activity that tourism organization of Thailand has long engaged in to best meet the need of foreign tourists. The key question is how to improve the satisfaction of first time visitors in order to encourage them to revisit Thailand. According to survey, there are 151 respondents who are the first time travelers to Thailand because of the lack of information and inadequate information about the country. Consequently, the information providers should be more active in offering and updating events relating to tourism with the wide use of digital channel to provide all relevant content and news.

The higher level of tourists' satisfaction towards agencies and people involving in the provision of tourism service, reveals the higher probability of tourists re-visiting the country. Tourists from Asian countries are more likely to repeat their trip to Thailand than those from other regions. This may imply that distance plays a major role in tourists' decision to re-visit Thailand. Older tourists tend to re-visit Thailand more than the younger ones. When tourists have satisfaction towards the process of providing tourism facilities, the possibility of them re-visiting Thailand is higher. Thus, it is obviously that foreign tourists expect the better service and facilities during traveling in Thailand. Government and private business have to improve not only the cleanliness and security, but also the technological communication. The tourism promotion focuses on Asian people with the proactive strategy on other continents. Moreover, the Thai government and private business should provide friendly facilities for elderly. The tourism image is somewhat needed to be reshaped focusing not only on low living cost with relaxed legal practice but also on being more premium traveling destination. This could, in time, change the tourist perception about traveling to Thailand which possibly draws quality tourists to make a trip back.
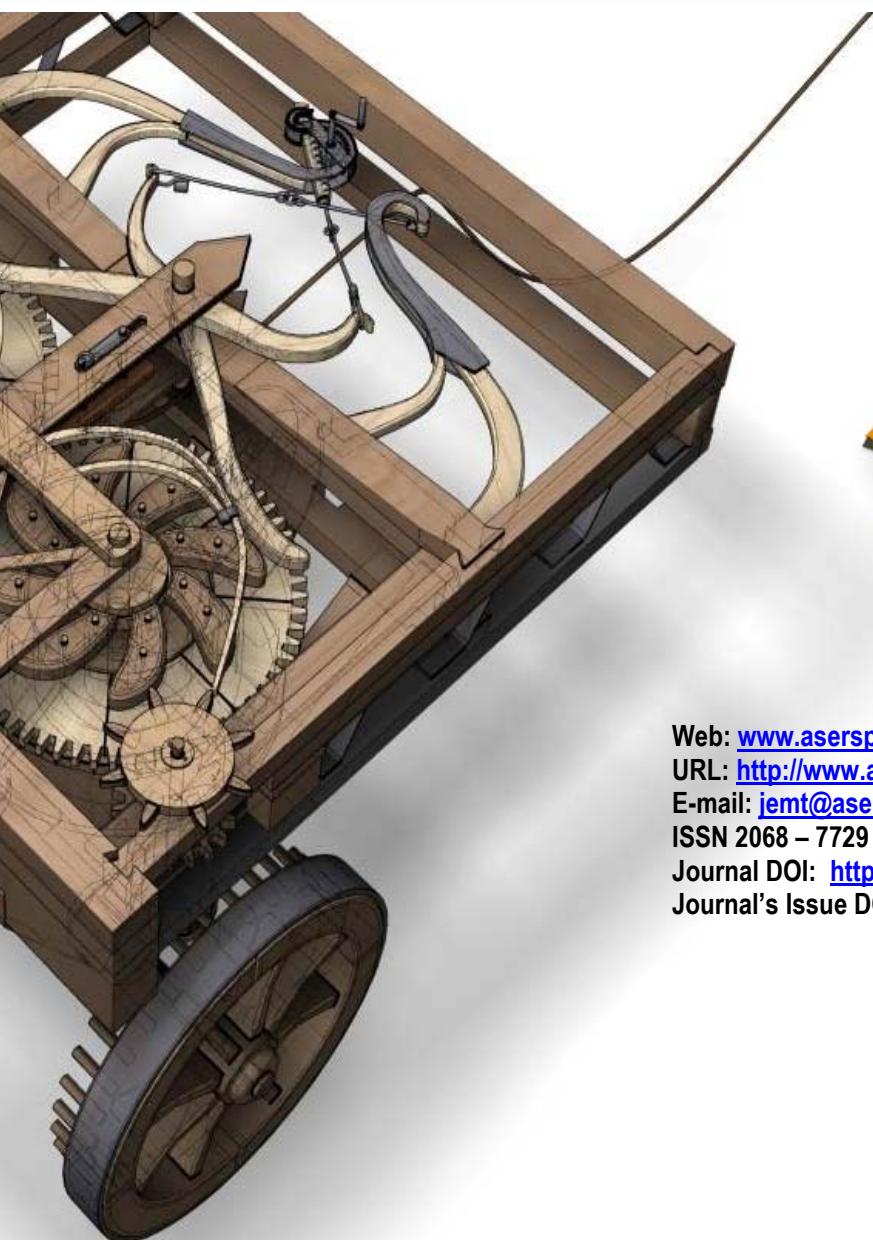
Acknowledgements

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