



Management and Economics

Investigating Tourist Perceived Quality and Safety Measures for Sustainable Tourism Destination Image Effect on Satisfaction and Revisit Intentions among Chinese Travelers

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Abstract:

This article investigates the influence of tourists' perceived quality and safety measures on Thailand as a sustainable tourism destination, specifically focusing on Chinese tourists' satisfaction and revisit intentions. The study encompasses various factors, including 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, Choice Satisfaction with Tourism Experience, and Tourist revisit intention. The research adopts a quantitative approach, employing statistical techniques such as Cronbach's Alpha, Multiple Linear Regression, and Descriptive Statistics to analyze the relationships between the mentioned variables. Notably, the study reveals that Tourists' Perceived Safety of the Natural Environment does not significantly impact Satisfaction with the Tourism Experience. The primary objectives include exploring how Tourist Perceived Quality and safety measures influence Satisfaction with Tourism Experience, the impact of safety measures on Tourism Destination Image and Choice, and how both Satisfaction with Tourism Experience and Tourism Destination Image and Choice influence Tourist revisit intention among Chinese travelers to Thailand. The findings indicate positive influences of Tourist Perceived Quality, Tourist Perceived Safety of Social Environment, Tourist Perceived Safety of Facility and Management Elements, and Tourism Destination Image and Choice on Satisfaction with Tourism Experience. However, Tourists' Perceived Safety of the Natural Environment does not affect Satisfaction with the Tourism Experience. Additionally, safety measures positively influence Tourism Destination Image and Choice, while both Satisfaction with Tourism Experience and Tourism Destination Image and Choice significantly correlate with Tourist revisit intention. The study employed multiple linear regression and a combination of primary and secondary data collection methods, involving 407 respondents. While offering valuable insights, the research has limitations, focusing specifically on Chinese tourists, potentially limiting its generalizability to other nationalities. The sample size may also lack perfect representativeness of the broader Chinese tourist population. Nevertheless, this study contributes a comprehensive framework for understanding the complex interplay of factors influencing tourists' satisfaction and revisit intentions in the context of sustainable tourism in Thailand.

Keywords: Chinese tourists; Perceived Quality; Perceived Safety; Tourists satisfaction; Sustainable tourism destination; Revisit intention.

JEL classification code – L83, M14, M31, Z32

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1. Introduction:

1.1 Background of the study

In accordance with data compiled by CEIC DATA, the influx of tourists into Thailand in 2022 following the aftermath of the global pandemic is projected to reach 11.5 million, while the Tourism Authority of Thailand anticipates a substantial surge to 28.5 million in 2023, representing a remarkable year-on-year escalation of 247.8%. Concurrently, Hong Kong has witnessed a staggering growth of 442% in inbound tourism, while Singapore and Malaysia have experienced growth rates of 222% and 228.5%, respectively.

The domain of tourism, recognized as a sustainable and eco-friendly industry, has progressively captivated the attention of diverse nations and regions in the post-COVID-19 era (Liu et al., 2021). These entities have allocated significant financial and human resources towards the advancement of their respective tourism sectors, thereby intensifying the competition among inter-regional tourism destinations. Notwithstanding the substantial global influx of international tourists each year, the fierce competitive landscape engenders the limitation of tourism resources for individual destinations. Consequently, marketing strategies have become ubiquitous tools employed by numerous regions to augment the competitiveness of their tourist destinations (Gaot et al., 2022). To beckon a larger number of tourists to their locales, tourism enterprises in such destinations judiciously harness public resources to conduct diverse promotional activities that maximize the attraction of potential tourists (Tribe & Paddison, 2022).

Thailand, boasting abundant tourism assets (Cheablam & Rattanarat, 2019), encompassing both natural and human resources, magnetizes a significant influx of tourists annually. According to statistics from the Tourism Authority of Thailand, the top five countries contributing to Thailand's tourist population include Malaysia with 1.98 million visitors, China with 1.38 million visitors, Russia with 784,000 visitors, South Korea with 741,000 visitors, and India with 732,000 visitors. However, despite the positive trend in inbound tourism numbers, Thailand's tourism sector revival confronts several

daunting challenges, encompassing aspects like tourist safety, quality of tourist services, visitor satisfaction, the overall image of tourism destinations, the decision-making process in choosing these destinations, and the intention of tourists to revisit.

At the present juncture, the imperatives of capitalizing on Thailand's distinctive tourism resources and its strategic geographical location, along with the judicious and efficient utilization of existing resources to attract a larger influx of overseas tourists, particularly those hailing from China, in tandem with enhancing Thailand's inbound tourism marketing standards, are exigent issues demanding resolution. This study, therefore, employs the fundamental tenets of international marketing to scrutinize elements such as tourist safety, service quality, visitor satisfaction, the portrayal of tourism destinations, the decision-making processes of tourists in destination selection, and their proclivity to revisit in the context of Thailand's inbound tourism marketing. The goal is to identify extant issues experienced by Chinese tourists and subsequently proffer corresponding marketing strategies aimed at elevating Thailand's allure within the Chinese tourism market.

1.2 Problem Statement

There has been a growing interest among Chinese travelers in exploring sustainable tourism destinations. However, the perceived quality and safety measures of these destinations play a pivotal role in shaping tourist satisfaction and their intentions to revisit. The intricate interplay between destination image, perceived quality, safety measures, and their collective impact on the overall tourist experience and future travel intentions constitutes a multifaceted and complex issue warranting in-depth exploration. To enhance the appeal and sustainability of tourism destinations for Chinese travelers, it is imperative to gain insights into the factors that mold their perceptions, satisfaction levels, and proclivity to revisit. This study endeavors to fill this void in the existing literature and shed light on the fundamental drivers that can contribute to the sustainable development of tourism destinations in the eyes of Chinese tourists.

The As Chinese travelers increasingly seek sustainable and enriching tourism experiences, it is essential to analysis the involved web of factors that underlie their overall satisfaction and intentions to revisit these destinations. This research aims to investigate the relationships among pivotal variables, including:

-Tourists' Perceived Quality

-Tourists' Perceived Safety of the Social Environment

-Tourists' Perceived Safety of the Natural Environment

-Tourists' Perceived Safety of Facility and Management

- Tourism Destination Image and Choice

- Satisfaction with the Tourism Experience

- Tourist Revisit Intention.

Furthermore, Understanding the dynamics and mutual influences of these variables within the context of Chinese travelers is paramount for enhancing the sustainability and allure of tourism destinations. This study seeks to address the central question of how these variables collectively impact the satisfaction and future intentions of Chinese travelers regarding revisiting tourism destinations. By unraveling the intricacies of this relationship, the research aims to contribute to the advancement of tourism practices and the promotion of sustainable and gratifying tourism experiences for Chinese travelers.

1.3 Objectives of the study

The study's objectives are as follows:

1) To explain tourist perceived quality effect on satisfaction with tourism experience among Chinese travelers.

2) To explain tourist perceived safety of social environment effect on satisfaction with tourism experience among Chinese travelers.

3) To explain tourist perceived safety of natural environment effect on satisfaction with tourism experience among Chinese travelers.

4) To explain tourist perceived safety of facility and management elements effect on satisfaction with tourism experience among Chinese travelers.

5) To explain tourism destination image and choice effect on satisfaction with tourism experience among Chinese travelers.

6) To explain tourist perceived safety of social environment effect on tourism destination image and choice among Chinese travelers.

7) To explain tourist perceived safety of natural environment effect on tourism destination image and choice among Chinese travelers.

8) To explain tourist perceived safety of facility and management elements effect on tourism destination image and choice among Chinese travelers.

9) To explain satisfaction with tourism experience effect on tourist revisit intention among Chinese travelers.

10) To explain tourism destination image and choice effect on tourist revisit intention among Chinese travelers.

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 among Chinese travelers?

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

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

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

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

6) Does tourist perceived safety of the social environment have a significant effect on tourism destination image and choice among Chinese travelers?

7) Does tourist perceived safety of the natural environment have a significant effect on tourism destination image and choice among Chinese travelers?

8) Does tourist perceived safety of facility and management elements have a significant effect on tourism destination image and choice among Chinese travelers?

9) Does satisfaction with the tourism experience have a significant effect on tourist revisit intention among Chinese travelers?

10) Does tourism destination image and choice have a significant effect on tourist revisit intention among Chinese travelers?

1.5 Significance of the Study

The significance of this study is multifaceted. Firstly, it underscores the substantial impact of tourist perceived quality, safety of the social environment, safety of the natural environment, and safety of facility and management elements on enhancing tourists' satisfaction with their tourism experiences. Additionally, it highlights the positive influence of safety perceptions (social, natural, and facility-related) on shaping tourism destination image and choice.

Moreover, this research emphasizes the intricate relationship between tourism destination image, choice, satisfaction with the tourism experience, and the intention of tourists to revisit. It underscores that both tourism destination image and choice significantly contribute to heightened satisfaction with the tourism experience, and this heightened satisfaction, in turn, substantially bolsters the likelihood of tourists choosing to revisit.

In summary, this study reveals that the interconnected dynamics of tourist-perceived quality, safety perceptions in various domains, tourism destination image, and choice greatly impact the satisfaction levels of Chinese tourists visiting Thai destinations. This, in turn, increases the

propensity of these tourists to return for future visits. Consequently, the study's findings hold significant implications for Thailand's tourism sector. It suggests that by catering to the specific needs and perceptions of Chinese tourists, Thai destinations can enhance their appeal to a broader Chinese tourist demographic, leading to increased tourism revenue and economic benefits for the Thai government.

2. Literature Review and Hypotheses Development

2.1 Tourist Perceived Quality

As posited by Li et al. (2021), tourist service quality is discerned as the disparity between tourist' anticipations regarding the service they are to receive and their actual perceptions of the delivered service. Furthermore, the opportunity for urban residents to acquire new knowledge, such as agricultural techniques, contemporary agricultural science, and technology, holds the potential to significantly influence the perceived quality (Fernandes et al., 2018). In research, the concept of tourist-perceived quality is characterized as an evaluation of the entirety of a travel experience, predicated upon the emotional states encountered by tourists throughout their journeys (Jin et al., 2015). Significantly, within the milieu of halal-friendly destinations, it has been ascertained that six distinct quality parameters exert a pronounced influence on the tourists' perception of value (Al-Ansi et al., 2019). Consequently, it follows that urban people from agricultural products are perceived to possess enhanced value and superior quality when procured from rural locales (Chi et al., 2020).

2.2 Tourist Perceived Safety of Social Environment

Xie et al. (2021) has articulated the concept of perceived safety in the social environment, which encompasses the traveler's perceptions of environmental factors and their assessments of safety in various travel destinations. The process of engaging with local communities and interacting with residents during a journey is recognized for its potential to immerse visitors in the cultural fabric of the destination, as previously highlighted by Wu et al., (2017), and Coulibaly and Nuangjamnong

(2023). Tourism providers are required to assume responsibility for visitors' health and safety throughout the industry's recovery in the present pandemic setting (Chen & Chen, 2010). The public's handling of social risks affects the choice of tourist destinations (Kusumi et al., 2017). When choosing a place and setting expectations for safety, food safety and local hygiene customs are crucial considerations (Moghnia et al. 2021).

2.3 Tourist Perceived Safety of Natural Environment

The physical components that make up the natural environment, such as water reservoirs, mountains, trees, animals, and the atmosphere, are referred to as Tourist perceived safety of natural environment (Xie et al., 2021). Tourist perceived safety of natural environment ensure that visitors may enjoy themselves and feel comfortable. Areas at risk from natural catastrophes include volcanoes and places where natural hazards have already occurred (Sarfraz et al. 2022). The public's handling of natural risks affects the choice of tourist destinations (Kusumi, et al., 2017). Climate-sensitive areas are extensive and complicated (Scott & Lemieux, 2010), and they can have a variety of effects on passengers' experiences. Climate change is making extreme weather events more frequent, which will have a negative impact on travel plans and expectations of comfort and protection (increasing ocean levels, high temperatures) (Robina-Ramrez et al., 2021).

2.4 Tourist Perceived Safety of Facility and Management Elements

According to Xie et al. (2021), the tourist perceived safety of facility and management elements are perceptions of the accommodations, safety evaluations, and equipment there. They are an observable collection of useful facilities and equipment elements that support consistent tourist operations (Sarfraz et al., 2022; Anutarawaykin et al., 2023). Fire suppression systems, safety lighting, automatic door locks, food protection, and safety inspections are other important factors to take into account when selecting a hotel (Chan & Lam, 2013). The needs and preferences of individuals with disabilities in terms of mobility, assistive

technology, and specialized facilities are also higher (Tutuncu, 2017). By effectively conveying the levels of hazard and permitted actions, the addition of risk alert devices raises expectations for destination and employee security (Rittichainuwat, 2013).

2.5 Satisfaction with Tourism Experience

Tourist Satisfaction refers to the degree of tourists' feelings and evaluations of destinations, services, experiences, etc. during travel or tourism (Chen & Chen, 2010). Travelers who are satisfied with their experience are more inclined to go back to the same place and are more likely to recommend it to their friends and family (Chi & Qu, 2008). Tourist travel experience has a direct and significant impact on tourist satisfaction (Maghsoodi et al., 2016). In a number of scenarios, it has been discovered that customer satisfaction mediates the impact of service quality on a range of customer loyalty and behavioral intention dimensions (Yum & Yoo, 2023). The quality of the tourism experience is crucial to the tourism sector since it has a direct impact on tourists' satisfaction, loyalty, and word-of-mouth promotion of the location (Prebensen et al. 2012).

2.6 Tourism Destination Image and Choice

Tourist Destination Choice is the process by which travelers decide among a variety of prospective travel locations while making travel plans and eventually decide which destination they will visit (Chi & Qiu, 2007). This decision-making process may be impacted by a wide range of variables, including individual preferences, requirements, finances, availability, time constraints, culture, and social considerations (Saito & Strehlau, 2018). Tourist Destination Image refers to tourists' subjective perception and impression of a specific tourist destination. Media reports, word-of-mouth recommendations, firsthand knowledge, promotional efforts, and other variables can all have an impact on how tourists see a place (Pike & Ryan, 2004). Typically, this picture comprises their opinions, sentiments, expectations, and evaluations of the location (Beerli & Martin, 2004). Destination services and equipment should be reviewed, checked, maintained, and upgraded regularly (Sarfraz et al. 2022).

2.7 Tourist revisit intention

The concept of tourist revisit intention describes the traveler's plan to visit the same place again following their trip (Yoon & Uysal, 2005). This concept captures how visitors feel about a place overall, how satisfied they are with it, and if they will return there in the future (Kozak, 2001). The likelihood that travelers will return is frequently regarded as a key sign of their happiness and loyalty since those who do so are more likely to stay loyal repeat visitors and to share their positive experiences with the location with others (Chen et al., 2007; Ratanawaraphorn et al., 2017). Tourist satisfaction has a direct and considerable impact on their likelihood to return, according to research by Maghsoodi Tilaki et al. (2016) and Su et al. (2017) that looked at traveler behavior.

2.8 Hypotheses Development

This body of literature has established a theoretical framework aimed at scrutinizing the intricate relationships between tourist perceptions and their satisfaction with tourism experiences, specifically focusing on Chinese travelers. Employing empirical research and analysis, the primary objective is to contribute insightful perspectives to the domain of tourism studies. This contribution seeks to assist in the formulation of strategies geared towards augmenting the overall satisfaction of Chinese tourists throughout their journeys. In consideration of the aforementioned literature framework, the research hypotheses are formulated as follows:

H1: Tourist perceived quality has significant effect on satisfaction with tourism experience among Chinese travelers.

H2: Tourist perceived safety of social environment has significant effect on satisfaction with tourism experience among Chinese travelers.

H3: Tourist perceived safety of natural environment has significant effect on satisfaction with tourism experience among Chinese travelers.

H4: Tourist perceived safety of facility and management elements have significant effect on

satisfaction with tourism experience among Chinese travelers.

H5: Tourism destination image and choice has significant effect on satisfaction with tourism experience among Chinese travelers.

H6: Tourist perceived safety of social environment has significant effect on tourism destination image and choice among Chinese travelers.

H7: Tourist perceived safety of natural environment has significant effect on tourism destination image and choice among Chinese travelers.

H8: Tourist perceived safety of facility and management elements have significant effect on tourism destination image and choice among Chinese travelers.

H9: Satisfaction with tourism experience has significant effect on tourist revisit intention among Chinese travelers.

H10: Tourism destination image and choice has significant effect on tourist revisit intention among Chinese travelers.

2.9 Conceptual framework

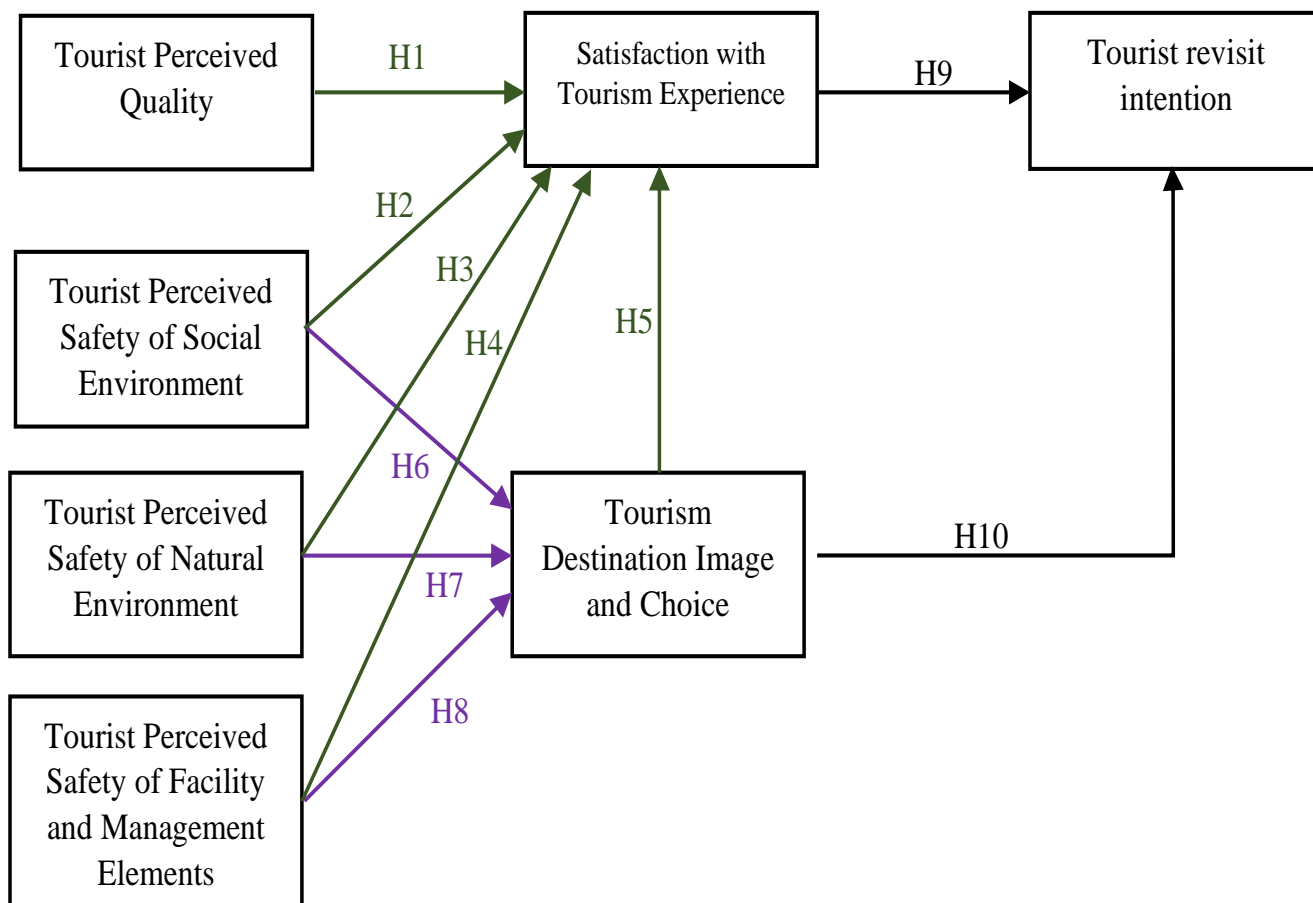
The conceptual framework of this study is constructed by synthesizing five distinct theoretical frameworks, providing a comprehensive model that underpins the research. These integrated frameworks form the foundation for the study's research concepts and hypotheses. The following summarizes the components drawn from each theoretical framework. Drawing from Chi et al. (2020), the framework includes the concepts of tourist perceived quality, with tourist satisfaction as an independent variable and tourist revisit intention as a dependent variable. Inspired by Sarfraz et al. (2022), the second theoretical framework introduces the notions of 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. These four components are integrated as independent variables, influencing the dimensions of tourism destination image and choice within the conceptual

framework. Chung et al. (2017) provides the basis for understanding satisfaction with the tourism experience as a dependent variable, influenced by tourists' perceived safety of the social environment, which is integrated into the model. Informed to Khan et al. (2022), the fourth theoretical framework emphasizes the interconnectedness of tourists' perceived safety of the social environment, tourists' perceived safety of the natural environment, and satisfaction with the tourism experience. These factors are incorporated into the framework as both independent and dependent variables, aligning with the study's objectives. The fifth theoretical framework, derived from Soonsan and Sukahbot (2019), highlights the interrelationships between satisfaction with the tourism experience, tourism destination image and choice, and tourist revisit intention. These factors are integrated into the

framework as both independent and dependent variables.

The combination of these theoretical perspectives forms the basis for the study's research concepts and hypothesis testing. The independent and dependent variables, including tourists' perceived quality, tourists' perceived safety of the social environment, tourists' perceived safety of the natural environment, tourists' perceived safety of facility and management, tourism destination image and choice, satisfaction with the tourism experience, and tourist revisit intention, are examined in relation to their influence on customer satisfaction and customer loyalty. This comprehensive conceptual framework is presented in Figure 1.

Figure 1. Investigating Tourist Perceived Quality and Safety Measures for Sustainable Tourism Destination Image Effect on Satisfaction and Revisit Intentions Among Chinese Travelers



Source. Author

3. Research Methodology:

3.1 Research design and Sample

The study, titled "Investigating Tourist Perceived Quality and Safety Measures for Sustainable Tourism Destination Image Effect on Satisfaction and Revisit Intentions among Chinese Travelers,"

aims to discern the factors influencing tourists' intentions to revisit a destination. These factors include perceptions of quality, safety in social and natural environments, facility and management safety, the impact of tourism destination image, and overall satisfaction with the tourism experience. Employing a quantitative research methodology, the study utilizes statistical techniques such as Cronbach's Alpha, Multiple Linear Regression, and Descriptive Statistics tailored to the variables under examination.

The questionnaire comprises three sections: a screening section (three questions), a demographics section (seven questions), and 32 questions dedicated to measuring the seven variables outlined in the research conceptual framework. Before initiation, the 32 questions undergo a rigorous Cronbach's Alpha analysis to ensure questionnaire reliability and eliminate any confusing or ambiguous items. A pilot test with 50 participants fine-tunes the questionnaire's effectiveness.

Given the complexity of the conceptual framework, the study employs multiple linear regression analysis to assess the collective influence of interconnected components, including tourists' perceptions, safety measures, and destination image, satisfaction, and revisit intentions. The study draws on credible sources, including articles, journals, books, and previous research, to establish a robust theoretical foundation and methodology.

Target Population: The study targets Chinese tourists who have visited or plan to visit Thailand. According to the Tourism Authority of Thailand, in 2023, China ranks second among the top five countries with the most tourists visiting Thailand. Considering the influx of Chinese tourists, the study aims to capture the perceptions and intentions of this significant traveler group.

Sample Size: For this finite population study, the sample size of 407 respondents is determined using the Krejcie and Morgan table based on an estimated population of 1.38 million Chinese tourists who have traveled to Thailand. The choice of 407 respondents aligns with the statistical guidelines, ensuring a representative sample for drawing valid conclusions.

Sampling Procedures: Due to vague target population definition and resource constraints, a non-probability sampling approach is adopted, specifically utilizing convenience sampling or haphazard sampling. A careful screening process is applied to receive response data to ensure alignment with research objectives. This pragmatic approach allows for efficient data collection within the study's limitations.

3.2 Validity and Reliability Test

Content Validity (IOC): The study utilizes the Item Objective Congruence (IOC) Index to assess the quality of each questionnaire item. Expert comments were sought to determine the content validity score, applying a scoring system where 1 indicates the expert confirms that the item measures the attribute, 0 signifies inconclusiveness, and -1 denotes the expert's confirmation that the item does not measure the attribute. With a minimum IOC value of 0.67, surpassing the threshold of 0.5, all questionnaire items were deemed suitable for distribution to respondents. Detailed IOC Index results are presented in Table 1.

Pilot Test Reliability using Cronbach's Alpha: A pilot test involving 50 participants was conducted to identify potential discrepancies or errors in the questionnaire variables. Reliability assessment was performed using Cronbach's Alpha, with criteria for interpretation ranging from Excellent ($\alpha > 0.9$) to Unacceptable ($\alpha < 0.5$) as outlined by Cronbach (1951). The seven independent variables evaluated include 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. Results are detailed in Table 1, providing insights into the reliability of the questionnaire across these variables.

Table 1. IOC Weight Scores by Three experts and Pilot Test – Cronbach’s Alpha (n=50)

Variables	Before Number of items	After Number of items	Range IOC weight scores	Cronbach’s Alpha
Tourist perceived quality	5	5	0.67 – 1.00	0.770
Tourist perceived safety of social environment	4	4	0.67 – 1.00	0.853
Tourist perceived safety of natural environment	4	4	0.67 – 1.00	0.820
Tourist perceived safety of facility and management elements	4	4	0.67 – 1.00	0.867
Tourism destination image and choice	5	5	0.67 – 1.00	0.782
Satisfaction with tourism experience	5	5	0.67 – 1.00	0.920
Tourist revisit intention	5	5	0.67 – 1.00	0.933

4. Findings

4.1 Descriptive analysis of demographic data

The distributed questionnaire, involving 407 respondents, aimed to investigate the impact of tourist-perceived quality and safety measures on the sustainable tourism destination image, influencing both satisfaction and revisit intentions. The entire sample size actively participated in the questionnaire, providing a comprehensive dataset for analysis.

Demographic information, including gender, age, region of residence in China, frequency of visits to Thailand, duration of stay in Thailand, occupation, travel companions, and annual income, was incorporated into the questionnaire. A detailed descriptive analysis, presented in Table 2, was conducted to categorize the characteristics of the respondents.

Gender Distribution: Among the 407 respondents, 48.4% were male (197 individuals), and 51.6% were female (210 individuals).

Age Distribution: The analysis revealed that the largest age group consisted of individuals aged 25-30 years (30.5%), followed by those aged 31-40

years (21.9%), 18-24 years (19.2%), 41-50 years (10.6%), and individuals under 18 or aged 51-60, each comprising 7.1%. Those over 61 years constituted 3.7% of the respondents.

Regional Distribution in China: The southern region had the highest representation with 40.8%, followed by the northern region (29.7%), the eastern region (19.4%), and the western region (10.1%).

Frequency of Visits to Thailand: The majority of respondents (43.7%) had visited Thailand 1-3 times, followed by those who had not visited (27.8%), those who visited 4-6 times (16.2%), and those who visited more than 6 times (12.3%).

Duration of Stay in Thailand: Most respondents (64.5%) preferred a stay of 4-7 days, followed by those staying for more than 7 days (25.9%), and those with a stay duration of 1-3 days (9.6%).

Travel Companions: The majority (43.2%) traveled with family and friends, followed by those in tour groups (30.2%), and individuals traveling alone (26.5%).

Annual Income: The majority fell within the income bracket of 20,001-40,000RMB (40.5%), followed by those with an income of more than 40,000RMB (38.1%), and those with an income of less than 20,000RMB (21.4%).

Table 2 Demographic information analysis by using frequency distribution and percentage (n=407)

Demographic Factors	Frequency	Percent
Gender		
Female	210	51.6%
Male	195	48.4%
Total	407	100%
Age		
Less than18	29	7.1%
18-24	78	19.2%
25-30	124	30.5%
31-40	89	21.9%
41-50	43	10.6%
51-60	29	7.1%
61 and above	15	3.7%
Total	407	100%
Which part of China		
East	79	19.4%
South	166	40.8%
West	41	10.1%
North	121	29.7%
Total	407	100%
Been to Thailand several times		
None	113	27.8%
1-3 times	178	43.7%
4-6 times	66	16.2%
More than 6 times	50	12.3%
Total	407	100%
Days to stay in Thailand		
1-3 days	39	9.6%
4-7 days	263	64.5%
More than 7days	105	25.9%
Total	407	100%
Travel companion		
Alone	108	26.5%
With family and friends	176	43.2%
Tour group	123	30.2%
Total	407	100%
Income (per year)		
Less than 20, 000RMB	87	21.4%
20, 001-40, 000RMB	165	40.5%
More than 40,001RMB	155	38.1%
Total	407	100%

4.3 Descriptive analysis with mean and standard deviation

Table 3 meticulously analyzes Tourist Perceived Quality (TPQ) based on responses from 407 surveyed participants, presenting mean values and standard deviations for five dimensions (TPQ1 through TPQ5). Consistently high mean values ranging from 3.57 to 3.93, with standard deviations between 0.982 and 1.066, indicate unanimous agreement among respondents, reflecting a prevailing consensus in tourists' perceptions of quality.

Moving on to Tourists Perceived Safety of the Social Environment (TSE), Table 3 extends the analysis to four dimensions (TSE1 through TSE4). Mean values ranging from 3.67 to 4.03, coupled with standard deviations between 0.934 and 1.049, highlight a positive perception of safety in the social environment among respondents.

Continuing the evaluation, Table 3 assesses Tourist Perceived Safety of the Natural Environment (TNE), revealing consistent agreement across four dimensions (TNE1 through TNE4). Mean values from 3.86 to 4.20, along with standard deviations ranging from 0.910 to 1.032, affirm a positive perception of safety within the natural environment.

Table 3 then provides a detailed examination of Tourist Perceived Safety of Facility and Management Elements (TFM), presenting mean values and standard deviations for four dimensions (TFM1 through TFM4). Mean values ranging from

3.76 to 4.13, coupled with standard deviations between 0.929 and 1.066, signify a positive perception of safety concerning facility and management elements.

Expanding the evaluative spectrum, Table 3 assesses Tourism Destination Image and Choice (TDI) across five dimensions (TDI1 through TDI5). High mean values ranging from 3.92 to 4.20, alongside standard deviations between 0.897 and 1.011, indicate a generally favorable perception of tourism destination image and choice among respondents.

Further, Table 3 offers a detailed evaluation of Satisfaction with Tourism Experience (STE), examining five dimensions (STE1 through STE5). Mean values ranging from 3.48 to 3.76, coupled with standard deviations between 1.15 and 1.18, underscore an overall favorable trend in tourists' satisfaction with the tourism experience.

Concluding the analysis, Table 3 comprehensively evaluates Tourist Revisit Intention (TRI) across five dimensions (TRI1 through TRI5). Consistent agreement is noted, with mean values ranging from 3.48 to 3.87, and standard deviations between 1.07 and 1.14, indicating a positive intention among respondents to revisit the tourist destination. These detailed findings collectively enhance our understanding of tourists' perceptions, and satisfaction, and revisit intentions within the study's context.

Table 3. Illustrates Mean and standard deviation

Tourist Perceived Quality	Mean	S.D.
TPQ1: The promotional materials and online content related to the destination played a role in influencing my decision to revisit Thailand.	3.67	1.053
TPQ2: The sense of authenticity and uniqueness in the destination's culture and experiences significantly contributed to my choice to revisit.	3.76	1.062
TPQ3: The destination's commitment to environmental sustainability positively influenced my decision to revisit Thailand.	3.93*	0.982

TPQ4: Recommendations from friends or family, as well as their perceptions of the destination, played a part in my choice to select and revisit Thailand.	3.87	1.001
TPQ5: The destinations perceived safety, especially concerning health and well-being, was a pivotal factor in my decision to travel to Thailand once more.	3.57	1.066
Tourist perceived safety of social environment	Mean	S.D.
TSE1: I felt safe and secure while interacting with local residents during my revisit to the destination in Thailand.	3.80	0.990
TSE2: I perceived a friendly and welcoming social atmosphere among fellow travelers at the destination in Thailand.	3.94	0.947
TSE3: I was confident that I could seek assistance or information from locals without feeling unsafe in Thailand.	4.03*	0.934
TSE4: Overall, I felt comfortable and at ease in the social environment of my destination in Thailand.	3.67	1.049
Tourist perceived safety of natural environment	Mean	S.D.
TNE1: I experienced a strong sense of safety and security while participating in outdoor activities and exploring the natural attractions in Thailand.	3.98	0.994
TNE2: The natural environment of the destination in Thailand appeared to be properly maintained and empty of potential hazards.	4.09	0.982
TNE3: I held a high level of confidence in the presence of safety measures aimed at safeguarding visitors from natural risks or dangers, such as wildlife encounters and terrain challenges.	4.20*	0.910
TNE4: In general, my experience of the destination's natural beauty and landscapes in Thailand left me feeling at ease and secure.	3.86	1.032
Tourist Perceived Safety of Facility and Management Elements	Mean	S.D.
TFM1: The accommodations and lodging facilities in the destination of Thailand were both well-kept and ensured safety.	3.89	1.034
TFM2: The transportation choices offered by the destination of Thailand were dependable and instilled a sense of security.	4.02	0.953
TFM3: I observed that tourist attractions and amenities in Thailand were effectively overseen to guarantee visitor safety and comfort.	4.13*	0.929
TFM4: In general, it was evident that the destination's management placed a high priority on the safety and welfare of tourists.	3.76	1.066
Tourism Destination Image and Choice	Mean	S.D.
TDI1: The promotional materials and online content related to the destination played a role in influencing my decision to revisit Thailand.	4.00	0.995

TDI2: The sense of authenticity and uniqueness in the destination's culture and experiences significantly contributed to my choice to revisit.	4.06	0.992
TDI3: The destination's commitment to environmental sustainability positively influenced my decision to revisit Thailand.	4.20*	0.953
TDI4: Recommendations from friends or family, as well as their perceptions of the destination, played a part in my choice to select and revisit Thailand.	4.13	0.897
TDI5: The destinations perceived safety, especially concerning health and well-being, was a pivotal factor in my decision to travel to Thailand once more.	3.92	1.011
Satisfaction with Tourism Experience	Mean	S.D.
STE1: My return trip to the destination in Thailand not only met but also exceeded my expectations.	3.55	1.15
STE2: I would characterize my revisiting tourism experience at the destination as both enjoyable and rewarding.	3.62	1.15
STE3: The diverse range of activities and attractions available during my return trip significantly added to my satisfaction.	3.76*	1.16
STE4: I would wholeheartedly recommend revisiting the destination in Thailand to others, as it proved to be a highly satisfying place to explore	3.69	1.17
STE5: The value for money I received during my revisiting tourism experience in Thailand was unquestionably worthwhile.	3.48	1.18
Tourist Revisit Intention	Mean	S.D.
TRI1: I have a strong desire to return to the same destination in Thailand in the future.	3.58	1.14
TRI2: I am fully committed to revisiting the destination in Thailand within the coming year.	3.67	1.08
TRI3: This destination in Thailand holds a top spot among my choices for revisiting.	3.87*	1.07
TRI4: Given the opportunity, I would wholeheartedly recommend this destination in Thailand to friends and family for their future trips.	3.77	1.09
TRI5: My determination to return to this destination in Thailand is greatly influenced by my past positive experiences and high satisfaction.	3.48	1.14

* Highest mean score

4.4 Hypothesis testing results

As per Ringle et al. (2015), in regression analysis, the acceptance of independent variables

depends on a significant impact between dependent and independent variables. To be accepted, the variance inflation factor should be less than 5, and

the R-square value indicates the proportion of variance in the dependent variable determined by the independent variables. The p-value, representing the probability level, determines the significance of individual variables in predicting the dependent variable. In this study, a p-value below 0.05 is deemed significant, leading to the rejection of the associated null hypothesis, as outlined by Ali and Bhaskar (2016).

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

Statistical Hypothesis

Ho: There has no significant of Tourists' perceived quality (H1) Tourists' perceived safety of the social environment (H2) Tourists' perceived safety of the natural environment (H3) Tourists' perceived safety of facility and management (H4) Tourism destination image and choice (H5) effect on Satisfaction with the tourism experience among Chinese travelers.

Ha: There has a significant of Tourists' perceived quality (H1) Tourists' perceived safety of the social environment (H2) Tourists' perceived safety of the natural environment (H3) Tourists' perceived safety of facility and management (H4) Tourism destination image and choice (H5) effect on Satisfaction with the tourism experience among Chinese travelers.

The results of the multiple linear regression are presented in Table 4. Subjective norms regarding Satisfaction with the tourism experience can be explained by Tourists' perceived quality, Tourists' perceived safety of the social environment, Tourists' perceived safety of the natural environment, Tourists' perceived safety of facility and management, and Tourism destination image and choice. The analysis reveals that Tourists' perceived safety of the natural environment significantly influences Satisfaction with the tourism experience among Chinese travelers, while Tourists' perceived safety of the natural environment does not have a significant impact on Satisfaction with the tourism experience. The analysis of information credibility shows a significant level (p-value) less than 0.001. Similarly, the analysis of Satisfaction with the tourism experience indicates a significant level (p-value) less than 0.001. With a significance threshold of 0.05, four null hypotheses were rejected. However, the analysis of Tourists' perceived safety of the natural environment shows a significant level (P-value) greater than 0.05, and, following the significance threshold, this null hypothesis was not rejected. The R-square from the analysis is 0.142, signifying that approximately 14.2% of the variability in the dependent variable can be attributed to the independent variables present in the model.

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

Hypothesis	Variables	B	SE B	β	t	p	VI F	Null Hypothesis
H1	TPQ → STE	0.676	0.227	0.145	2.98	0.003*	1.1 2	Rejected Ho
H2	TSE → STE	0.069	0.063	0.054	1.09	0.003*	1.1 2	Rejected
H3	TNE → STE	0.217	0.061	0.176	3.51	0.275	1.1 5	Failed to reject Ho
H4	TFM → STE	0.154	0.060	0.124	2.57	< .001*	1.1 2	Rejected
H5	TDI → STE	0.140	0.066	0.106	2.11	0.011*	1.1 5	Rejected

Note: R²=0.142, Adjusted R² = 0.131, *p<0.001. Dependent Variable = STE

Result of Multiple Linear Regression of H6, H7, and H8

Statistical Hypothesis

Ho: There has no significant of Tourists' perceived safety of the social environment (H6) Tourists' perceived safety of the natural environment (H7) Tourists' perceived safety of facility and management (H8) effect on Tourism destination image and choice among Chinese travelers.

Ha: There has a significant of significant of Tourists' perceived safety of the social environment (H6) Tourists' perceived safety of the natural environment (H7) Tourists' perceived safety of facility and management (H8) effect on Tourism destination image and choice among Chinese travelers.

The results of the multiple linear regression are presented in Table 5. Subjective norms regarding Tourism destination image and choice can be

explained by Tourists' perceived safety of the social environment, Tourists' perceived safety of the natural environment, and Tourists' perceived safety of facility and management. The analysis indicates that Tourists' perceived safety of the social environment, Tourists' perceived safety of the natural environment, and Tourists' perceived safety of facility and management significantly influence Tourism destination image and choice among Chinese travelers. The analysis of information credibility reveals a significant level (P-value) less than 0.001. Similarly, the analysis of Tourism destination images shows a significant level (P-value) less than 0.001. With a significance threshold of 0.05, three null hypotheses were rejected. The R-square from the analysis is 0.140, indicating that approximately 14.0% of the variability in the dependent variable can be attributed to the independent variables present in the model.

Table 5. Multiple Linear Regression Analysis Summary for Hypothesis 6, Hypothesis 7, and Hypothesis 8

Hypothesis	Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H6	TSE → TDI	0.175	0.0460	0.182	3.81	< .001*	1.06	Rejected
H7	TNE → TDI	0.219	0.0453	0.235	4.83	< .001*	1.10	Rejected
H8	TFM → TDI	0.112	0.0449	0.119	2.49	0.013*	1.06	Rejected

Note: R²=0.140, Adjusted R² = 0.133, *p < 0.001. Dependent Variable = TDI

Result of Multiple Linear Regression of H9, and H10

Statistical Hypothesis

Ho: There has no significant of significant of Satisfaction with the tourism experience (H9) Tourism destination image and choice (H10) effect on Tourist revisit intention among Chinese travelers.

Ha: There has a significant of significant of Satisfaction with the tourism experience (H9) Tourism destination image and choice (H10) effect on Tourist revisit intention among Chinese travelers.

The results of the multiple linear regression are displayed in Table 6. Subjective norms regarding Tourist revisit intention can be elucidated by

Satisfaction with the tourism experience and Tourism destination image and choice. The analysis indicates that Satisfaction with the tourism experience and Tourism destination image and choice significantly influence Tourists to revisit intention among Chinese travelers. The analysis of information credibility reveals a significant level (P-value) less than 0.001. Similarly, the analysis of Tourist revisit intention shows a significant level (P-value) less than 0.001. With a significance threshold of 0.05, two null hypotheses were rejected. The R-square from the analysis is 0.355, signifying that approximately 35.5% of the variability in the dependent variable can be explained by the independent variables present in the model.

Table 6. Multiple Linear Regression Analysis Summary for Hypothesis 9 and 10

Hypothesis	Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H9	TDI → TRI	0.445	0.0504	0.1459	8.83	< .001*	1.05	Rejected
H10	STE → TRI	0.367	0.0380	0.0544	9.64	< .001*	1.05	Rejected

Note: R²=0.355, Adjusted R² = 0.351, *p<0.001. Dependent Variable =TRI

5. Conclusion and Recommendation

5.1 Summary of Findings

Based on a meticulous analysis of the comprehensive demographic data obtained from the 407 respondents who diligently completed the research questionnaire, several key trends and characteristics emerged. The female gender group took precedence, constituting the majority with 51.6% (210 respondents). Within the age categories, the age bracket of 25-30 years old emerged as the predominant demographic, representing 30.5% (124 individuals). Geographically, the southern region dominated, accounting for 40.8% (166 respondents) of the total sample. Among the respondents, those who had visited Thailand 1-3 times formed the largest demographic segment, comprising 43.7% (178 individuals). A noteworthy trend was observed in the preferred duration of stay, with a significant proportion (64.5% or 263 individuals) opting for a sojourn of 4-7 days. Traveling with family and friends was the most prevalent pattern, constituting the largest cohort at 43.2% (176 individuals). In terms of socioeconomic status, the majority of respondents fell within the income bracket of 20,001-40,000 RMB, representing 40.5% (165 individuals).

The research employed multiple linear regression (MLR) as the hypothesis testing method to assess the significance of each hypothesis. MLR was applied to evaluate the significance level of Satisfaction with the tourism experience, Tourism destination image

and choice, and Tourist revisit intention. Satisfaction with the tourism experience was found to be explained by four independent variables—Tourists' perceived quality, Tourists' perceived safety of the social environment, Tourists' perceived safety of facility and management, and Tourism destination image and choice. Similarly, Tourism destination image and choice were explained by Tourists' perceived safety of the social environment, Tourists' perceived safety of the natural environment, and Tourists' perceived safety of facility and management. Tourist revisit intention was found to be explained by Satisfaction with the tourism experience and Tourism destination image and choice.

From the regression analysis, it was observed that four independent variables—Tourists' perceived quality, Tourists' perceived safety of the social environment, and Tourists' perceived safety of facility and management—showed testing results less than 0.05, leading to the rejection of the null hypothesis. However, Tourists' perceived safety of the natural environment showed a value over 0.05, resulting in a failure to reject the null hypothesis.

5.2 Discussion based on Findings

5.2.1 Concentration on dependent variable as Satisfaction with the tourism experience (STE)

This comprehensive analysis delves into the intricate relationships among dependent and independent variables, with a focal point on the crucial role of Satisfaction with the Tourism Experience (STE). The relationships are

systematically organized in descending order in Table 7, emphasizing their magnitudes. The primary driver influencing STE is Tourists' Perceived Quality of the Tourism Experience, securing the foremost position with a substantial coefficient of 0.676 in relation to satisfaction. Following closely in the second position is Tourists' Perceived Safety of the Social Environment, displaying a noteworthy coefficient of 0.175 concerning Tourism Destination Image and Choice. Occupying the third and fourth positions are Tourists' Perceived Safety of Facility and Management Elements, each exhibiting coefficients of 0.154 and 0.140, respectively, in association with satisfaction. These rankings highlight the varying strengths of the relationships between independent and dependent variables, with higher coefficients indicative of more pronounced associations.

Significantly, the most robust relationship is discerned between Satisfaction with the Tourism Experience and Tourists' Perceived Quality, while the association between Tourists' Perceived Safety of the Social Environment and Satisfaction with the Tourism Experience appears comparatively weaker.

The outcomes of hypothesis testing in the preceding chapters affirm that Tourists' Perceived Quality, Tourists' Perceived Safety of the Social Environment, Tourists' Perceived Safety of Facility and Management Elements, and Tourism Destination Image and Choice exert a substantial influence on Satisfaction with the Tourism Experience. Furthermore, Tourists' Perceived Safety of the Social Environment, Tourists' Perceived Safety of the Natural Environment, and Tourists' Perceived Safety of Facility and Management Elements significantly impact Tourism Destination Image and Choice. Finally, both Satisfaction with the Tourism Experience and Tourism Destination Image and Choice significantly influence Tourist Revisit Intention.

The outcomes presented in Table 7 underscore the considerable impact of Tourists' Perceived Quality, Tourists' Perceived Safety of the Social Environment, Tourists' Perceived Safety of Facility and Management Elements, and Tourism Destination Image and Choice on Satisfaction with

the Tourism Experience, as evidenced by their respective p-values of 0.003, 0.003, <0.001, and <0.001. This aligns with the assertions of Chen et al. (2010), who define tourist satisfaction as the extent of tourists' feelings and evaluations of destinations, services, and experiences during travel or tourism. The decision-making process leading to satisfaction is intricate, and influenced by factors such as personal preferences, needs, resources, time constraints, cultural norms, and social considerations (Saito & Strehlau, 2018).

Based on these findings, several recommendations are proposed. Foremost among them is the suggestion to prioritize the enhancement of the perceived quality of the social environment. This can be achieved through the implementation of measures such as providing friendly and enthusiastic services, fostering a positive social atmosphere, and enhancing community engagement to elevate tourists' satisfaction with the social milieu. Secondly, paramount importance is placed on improving security perceptions related to facilities and management elements. Destination managers are urged to diligently address facility safety, elevate management standards, and ensure the perception of safety and protection among tourists throughout their stays. This necessitates the implementation of regular safety inspections, comprehensive staff training initiatives, and the development of robust emergency protocols. Lastly, it is recommended to bolster the overall image of the tourist destination by highlighting its unique allure and safety through proactive promotional, marketing, and social media efforts. The ultimate goal is to foster increased trust and satisfaction among visitors. These recommendations collectively aim to optimize the overall travel experience and strengthen the destination's competitive standing in the dynamic travel market. Additionally, further research on variables such as personal preferences, resource considerations, cultural norms, and related factors can provide a more nuanced understanding of tourists' decision-making processes.

Table 7. Dependent variable as Satisfaction with the tourism experience (STE)

Independent variable	p	Standardized Coefficient
Tourists' perceived quality (TPQ)	0.003	0.676
Tourists' perceived safety of the social environment (TSE)	0.003	0.069
Tourists' perceived safety of facility and management elements (TFM)	<0.001	0.154
Tourism destination image and choice (TDI)	<0.001	0.140

5.2.2 Concentration on dependent variable as Tourism destination image and choice (TDI)

The outcomes revealed in Table 8 of this study underscore that Tourists' Perceived Safety of the Social Environment, Tourists' Perceived Safety of the Natural Environment, and Tourists' Perceived Safety of Facility and Management Elements, in conjunction with Tourism Destination Image and Choice, significantly influence Satisfaction with the Tourism Experience, with p-values of <0.001, <0.001, and 0.013. This robust result emphasizes that various factors, including media reports, word-of-mouth recommendations, firsthand knowledge, and promotional efforts, collectively shape tourists' perceptions of a destination (Pike & Ryan, 2004).

In light of these study findings, it is recommended that destination managers implement comprehensive safety measures. This involves strategies such as increased police patrolling, enhanced safety facilities in natural areas, and standardized facility management to bolster tourist satisfaction. Furthermore, effective promotional initiatives are deemed essential, entailing collaboration with the media and fostering positive word-of-mouth recommendations to disseminate

favorable information about destination safety, natural environment, and facility management. This multifaceted approach is anticipated not only to elevate tourist satisfaction but also to contribute significantly to destination attractiveness, sustainable development, and the cultivation of a positive industry reputation.

Table 8. Concentration on dependent variable as Tourism destination image and choice (TDI)

Independent variable	p	Standardized Coefficient
Tourists' perceived safety of the social environment (TSE)	<0.001	0.175
Tourists' perceived safety of the natural environment (TNE)	<0.001	0.219
Tourists' perceived safety of facility and management elements (TFM)	0.013	0.112

5.2.3 Concentration on dependent variable as Tourist revisit intention (TRI)

Influence of Tourism Destination Image and Choice and Satisfaction with the Tourism Experience on Tourist Revisit Intention - The outcomes of this study underscore the significant impact of both Tourism Destination Image and Choice, as well as Satisfaction with the Tourism Experience, on Tourist Revisit Intention, with p-values of <0.001 for both variables. This finding is consistent with the perspectives presented by Chen et al. (2007), emphasizing that the likelihood of travelers returning is a pivotal indicator of their contentment and loyalty. Visitors opting for a revisit are more inclined to become loyal patrons, share positive experiences, and contribute to destination promotion. Corroborating this, research by Maghsoodi Tilaki et al. (2016), and Ratanawaraphorn et al. (2017) posit that tourist satisfaction plays a direct and substantial role in influencing their intention to revisit.

In consideration of these research findings, the authors propose strategic measures to enhance Tourist Revisit Intention. It is recommended that both tourist destinations and service providers consistently elevate the tourism experience by addressing tourists' satisfaction levels. This involves delivering services of exceptional quality and systematically enhancing various aspects of facilities. These concerted efforts are anticipated to not only meet but surpass tourists' expectations, thereby increasing the likelihood of them choosing to revisit voluntarily. Such initiatives, in turn, are expected to make substantial contributions to the sustainable growth and development of the tourism industry.

Table 9. Concentration on dependent variable as Tourist revisit intention (TRI)

Independent variable	p	Standardized Coefficient
Satisfaction with the tourism experience (STE)	<0.001	0.445
Tourism destination image and choice (TDI)	<0.001	0.367

5.4 Recommendations based on Findings

Enhance Perceived Quality of the Social Environment: Implement measures to provide friendly and enthusiastic services, fostering a positive social atmosphere. Enhance community engagement initiatives to elevate tourists' satisfaction with the social milieu. Focus on creating memorable and positive social interactions to enrich the overall tourism experience.

Improve Security Perceptions related to Facilities and Management: Diligently address facility safety concerns and elevate management standards. Implement routine safety inspections to ensure the safety and protection of tourists. Develop and communicate robust emergency protocols to enhance tourists' sense of security.

Strengthen Overall Destination Image: Proactively promote the unique allure and safety of the destination through marketing and social media efforts. Showcase the distinctive features that make the destination appealing and instill confidence in potential visitors. Foster a positive industry reputation by consistently highlighting safety measures and positive experiences.

Optimize the Tourism Experience: Continuously refine the tourism experience by addressing the satisfaction levels of tourists. Provide services of exemplary quality and systematically improve various facets of facilities. Align tourism offerings with and surpass tourists' expectations to encourage repeat visits.

Collaborative Industry Initiatives: Encourage collaboration among industry stakeholders, including service providers, local communities, and government bodies. Foster a collective effort to enhance the overall tourism ecosystem and ensure a seamless, safe, and satisfying experience for visitors.

Research and Continuous Improvement: Invest in ongoing research to understand evolving tourist preferences, cultural norms, and decision-making factors. Stay abreast of industry trends and incorporate innovative practices to continually improve the tourism experience. Regularly assess and adapt strategies based on feedback, ensuring a dynamic and responsive approach.

Sustainable Development: Integrate sustainable practices into tourism initiatives to promote long-term environmental and social responsibility. Strive for a balance between tourism growth and preserving the natural and cultural integrity of the destination. Engage in responsible tourism practices to contribute positively to the local community and environment.

Simultaneously, destinations should invest in community engagement programs to create authentic and diverse tourism products, thereby reinforcing a positive and compelling destination image. This approach ensures that visitors are presented with an array of enriching experiences, contributing to heightened satisfaction and a higher likelihood of revisitation. The integration of real-time feedback mechanisms enables destinations to adapt swiftly to

evolving preferences, fine-tuning their offerings to align with visitor expectations. A comprehensive and cohesive strategy, spanning from the enhancement of tourists' perceived safety to the promotion of destination image and satisfaction, is essential for the sustained success and enduring appeal of a tourist destination. Stakeholders are urged to collaboratively implement the recommended measures, adapting them to the unique context of each destination. Through a collective commitment to excellence, destinations can foster positive visitor experiences, fortify their competitive edge, and contribute to the sustainable development of the tourism industry. By implementing these recommendations, destination managers and stakeholders can collectively contribute to an enhanced tourism experience, increased visitor satisfaction, and the sustainable development of the destination. This strategic approach aims to fortify the competitive standing of the destination in the dynamic travel market and foster long-term positive relationships with tourists.

5.5 Implications, Limitations, and Further Study

Implications: In summary, our study provides strategic insights for enhancing the willingness of Chinese tourists to revisit Thailand, emphasizing the crucial role of Tourists' perceived quality in shaping Satisfaction with the tourism experience. To boost tourist revisit intention, we propose a targeted initiative aimed at refining perceived service quality. Additionally, while not explicitly focusing on Tourists' perceived safety of the natural environment, our findings offer valuable guidance for optimizing such perceptions within the Thai tourism landscape. By integrating these recommendations with the strengths identified in our study, Thai tourism entities can effectively leverage services perceived positively by Chinese tourists, creating a favorable tourism environment and fostering strategic growth in Chinese tourist revisits to Thailand.

Limitations: Sample Demographics: The study's exclusive focus on Chinese domestic tourists may limit generalizability to other cultural contexts or international traveler cohorts. Future research should broaden the sample scope for a more diverse perspective. Quantitative Approach: While the

quantitative methodology aids statistical analysis, it may not fully capture the intricacies of travelers' decision-making. Complementing this with qualitative methods can provide a more nuanced understanding of experiential dynamics. Variable Measurement: The use of a comparative measure of variability may offer a relative perspective but might miss subtleties in travelers' perceptions and preferences. Time-related Factors: Data collection within a specific timeframe may overlook seasonal fluctuations or evolving travel inclinations impacting tourists' revisit intentions.

Further Study: The conclusion of our study suggests promising avenues for future research in sustainable tourism dynamics. Expand the participant pool to include diverse cultural representations beyond East Asia, South Asia, and Western regions. Conduct cross-cultural comparisons to understand variations in the impact of key variables on satisfaction and revisit intentions. Delve into a nuanced analysis of factors influencing Perceived Safety, exploring the impacts of the social environment, natural environment, and facility management on tourists' perceptions. Construct complex models to reveal interdependencies and causal relationships among influencing factors. Conduct longitudinal research to track temporal fluctuations in tourists' perceptions, considering seasonal changes, special events, or holidays. Explore the unique impact of digital technology on the tourist experience, including online reviews, social media discourse, and virtual reality, through analytical approaches to dissect digital footprints and datasets. By addressing these avenues, future research can contribute to a deeper understanding of the complex dynamics of sustainable tourism and inform practical strategies for destination management.

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