



# THE EFFECTS OF TRAVEL MOTIVATION, SATISFACTION, AND ATTITUDE ON REVISIT INTENTION: A CASE STUDY OF EAST ASIAN TOURISTS IN THAILAND

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Naraporn Thammadee

Apichart Intravisit

E-mail : naraporn.sine@gmail.com

## Abstract

The purpose of this study is to identify tourists revisit intention in the context of East Asian travelers who travel to Thailand as a destination. The study investigates the effects of travel motivation, satisfaction, and attitude toward East Asian tourists' revisit intention by using convenience sampling method. The questionnaire has been implemented in two languages; English and Chinese, and the data were collected from the respondents around the departure zone at international airport of Thailand; Suvarnabhumi airport, and the airport rail link from the Makkasan station to Suvarnabhumi airport, including several attractions in Thailand. There were totally 308 East Asian respondents and the hypotheses were analyzed through the Pearson Correlation and Independent sample *t*-test. The results indicated that travel motivation, satisfaction, and attitude create an impact on revisit intention, and the satisfaction is the most significant factor that drives tourists to return to Thailand. Regarding to the travel motivation, "novelty" is the most influenced factor toward Thailand revisit intention. Moreover, according to the differences of travel motivation among first time and repeat visitors, "shopping" and "relaxation" are more powerful to drive revisit intention among repeat visitor than the first time visitor. This research could generate new academic knowledge, and develop a new design theory in applying variables by using travel motivation factors, tourists' satisfaction, and attitude, to explain revisit intention. In business purpose, this study would benefit to Thailand tourism industry, since it contributes the useful information and knowledge of factor drives tourists return to Thailand which could enhance developing new strategy to sustain Thailand tourism.

**Keywords :** Travel motivation, Satisfaction, Revisit intention, Thailand, Tourism



## Introduction

Tourism brings contributions to the destinations around the world and playing crucial role as an economic driver in several countries, including Thailand. People usually travel and spend their time and money on vacations which reflect to the circular money flow in certain country economy. According to World Travel & Tourism Council (2013), tourism could generate incomes, employment and investment in many countries worldwide. Regarding to Thailand tourism, it's been more than hundred years that Thailand was a significant destination for travelers and the economy was also based on the tourism (Tourism Authority of Thailand, 1997; 2007; 2008; 2012), the statistic of the international tourist arrivals report showed the amount of travelers in table 1; the East Asian visitors whose from AEC member countries, and other East Asian countries; such China, Hong Kong, Japan, Korea, Taiwan, had been increased continuously in the past decade; except the periods that Thailand had faced with Tsunami natural disaster and political issue, caused the dropping of visitors amount in year 2005 and 2009, respectively.

Country of Residence	2012	2011	2010	2009	2008	2007	2006	2005
<b>East Asia visitors (no.)</b>	12,775,001	10,548,965	8,304,478	7,265,837	7,601,638	7,981,205	7,942,143	1,898,093
Country of Residence	2004	2003	2002	2001	2000	1999	1998	1997
<b>East Asia visitors (no.)</b>	5,210,962	6,199,719	6,564,664	6,095,979	5,782,323	5,225,981	4,583,160	4,568,837

**Table 1:** Tourist Arrivals in Thailand 1997-2012

Source: Tourism Authority of Thailand (1997, 2007, 2008, 2012)

Since the tourism segment is one of important industries for economic growth, therefore, maintaining the visiting or create the repeat traveling become an important key to sustain tourism in Thailand. The growth of tourism in ASEAN performed very well and Intra-ASEAN travel also being the majority of the contribution, comprising 49% share of the international visitors in Thailand (ASEAN, 2011). In addition, the growth of East Asian tourists continually increases in the tourist segment of Thailand, therefore; encouraging tourists to return to Thailand and examining the factors that drive the revisit intention of tourists are very important in order to develop Thailand tourism products, strengthen the position, and direct Thailand tourism industry, especially in today world competitive atmosphere.



## Definition of terms

**Revisit intention:** The probability of the person's behavior objective (Fishbein & Ajzen, 1977). This research would define revisit intention as the determination of travelers to revisit Thailand. **Novelty:** Pearson (1970) referred to novelty as the degree of distinction between the tourists' past experiences and the current experience.

## Research Objectives

1. To identify the motivation of tourists in Thailand toward the revisit intention.
2. To investigate the effects of tourist satisfaction and attitude on revisit intention.
3. To compare the travel motivation between the first time visitors and the repeat visitors.
4. To describe Thailand's destination image with regards to three aspects of shopping, novelty, and relaxation.

## Significance of the study

1. The study might help generating new academic knowledge, and developing a new design theory for travel motivation of Thailand's tourism.
2. In business purpose, this study would bring more practical marketing plan to Thailand tourism. The tourism industry could launch the potential strategies and develop new products consistent with the outstanding motivation that make tourists return to Thailand.
3. The contribution of this study could foster Thailand tourism and enhance the sustainability of tourism industry in Thailand.

## Literature Review

### Travel Motivation

According to the study of travel motivation, many theories have been explained that the person's motivation is a clear-sighted factor that drives people travelling. The most earliest and popular theory was Maslow's hierarchy of needs (Crompton, 1979; Pearce, 1982; Lam & Hsu, 2004), before developed to be Travel Career Ladder (TCL); explained tourist behavior in the steps of hierarchy (Pearce, 1988) and the theory of Travel Career Pattern (TCP); the adapted version of TCL (Lee and Pearce, 2003; 2005).



Maslow's hierarchy (Maslow, 1970) has been applied, explaining travel motivation and tourist behavior by Pearce (1982). The result of the study showed that the fulfillment of all five stages possibly leads to the reason why tourists seek travelling. Besides, Witt and Wright (1992) argued that Maslow's theory has not consisted with other important human needs; such as the aesthetic and cognitive needs; the need of eagerness to know and to understand, and the justice and beauty. For example, when respondent pointed out the most enjoyable thing during the travel period is food. In this case, it might not represent the physiological need, but links to aesthetic need. Hence, Moscardo and Pearce (1986) created the TCL to explain travel motivation arranged in five categories which are relaxation, safety, relationship, self-esteem & development, and the fulfillment. In 2005, Lee and Pearce offered the TCP (Travel Career Patterns) as the adapted version of the TCL with the concept to elucidate the travel motivation into 3 layers; the core motives, the middle layer and the outer layer. Another concept explaining why people travel is the theory of push and pull. The two clusters of travel motives were identified by Crompton (1979); socio-psychological motives and cultural motives. Besides, the push and pull theory is explained those 2 clusters as the socio-psychological motive as a push factor, since it's the factor make people want to travel. On the contrary, the cultural motive is the pull factors, since it attracts people to visit the travel destination. Push and Pull Factors is another model accepted and used for explaining travel motivation (Crompton, 1979; Dann, 1977).

### **Satisfaction of past visitation**

Traveler satisfaction is the principle factor related to the past visitation. In the tourism industry, Han, Back, & Barrett (2009) dened the satisfaction as the viewpoint of evaluating the customers' experiences which could possibly drive travelers making decision if they would return to the same destination next time. In addition, it's been conrmed that both elements of satisfaction; overall satisfaction and specic-transaction, have positive relationship toward the destination loyalty (Qing Chi and Qu, 2008; Roig et al, 2009). Moreover, Rittichainuwat (2001), Yoon & Uysal (2005), and Toyama & Yamada (2012) stated that the effect of tourists' satisfaction drives tourists' intention to revisit and would drive them to advise the travel destination to others.



## Attitude

Attitude is the learned predisposition of individuals to respond an object and classify it into like or dislike manners (Allport, 1935). According to the Theory of Reasoned Action (TRA) which indicated by Fishbein and Ajzen (1977), the intention is the act of individuals which could determine the behavior, and was determined by an attitude. The TRA has been broadened testing customer's intention and behavior, and the construct of the TRA consists of behavioral intention, attitude, and subjective norm. Ajzen (1985) adopted two variables from TRA; attitude and subjective norms, for creating TPB (Theory of Planned Behavior), since TRA was criticized. Sheppard et al., (1998) stated that there are various factors possibly influence the behaviors, since there was not all behaviors are dictated by attitude and subjective norms. Moreover, the individual actually has full power to control self-behavior. Consequently, TPB was founded by adding the third variable; the perceived behavioral control, in TRA. The objective of this adding is for more precise to predict behavioral intention for the actual behavior and to refer to the other factor related to the perception of individuals to shape or control a particular behavior. For example, people would make the decision for choosing a travel destination not only on what they feel, what they perceive, but it might concern with the budget, the time period, and some other factors which could possibly shape their decision of choosing the destination.

## Revisit Intention

There are many different determinants which have been found in the studies of the intention to revisit of tourists. Regarding to the concept of tourism attitude, Huang (2007) stated that tourists will choose the travel destination not only based on the previous satisfaction, but also depending on their attitude which is the self-motivations and desires toward that place. Therefore, attitude, satisfaction, and travel motivation could affect the determination of selecting travel destination.



## Research model and hypotheses

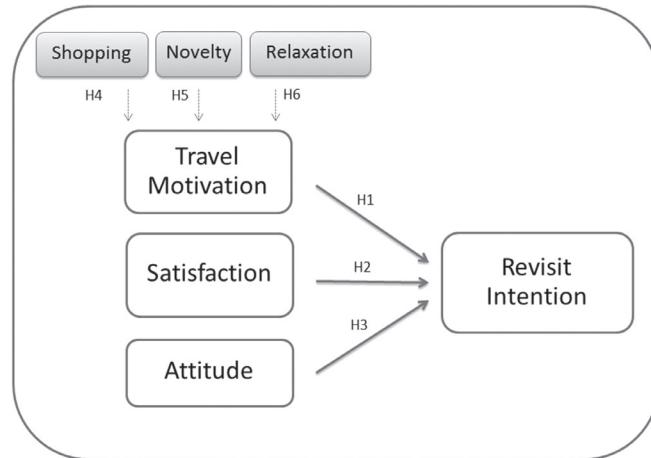


Figure 1: The proposed framework

### ***The relationship of travel motivation and revisit intention***

In travel motivation studies, many studies try to identify the sources of tourists' motivation, the TCL and the TCP were used to explain the founded factors of motivation, relaxation, and novelty were placed on the core layer according to the TCP (Lee & Pearce, 2003). Crompton (1979) also placed relaxation and escape (novelty) as socio-psychological motives, relating to the push factors which many researchers argued that it's the drive of travel motivation (Kim & Lee, 2000; Moutinho, 1987) and pull factor is only the stimulus of destination attraction (Cha, MaCleary, & Uysal, 1995). Therefore, the first hypothesis is;

**H1:** Travel motivation significantly effects tourist's revisit intention.

### ***The elements of travel motivation***

Three elements of travel motivation were selected for evaluating relationship between the travel motivation and revisit intention in this study. Based on the previous study "novelty" was indicated as the major reason driving tourists travel to the new place, but the study of Toyama and Yamada (2012) indicated that "novelty" could also drive tourists revisit places they have been before. "Relaxation" was also selected based on being universally-accepted as travel motivation (Huang, 2007; Yoon & Uysal, 2005), referring to the theory of the TCP, relaxation also was placed in the core layer, and representing the important motive of the travel



motivation. Moreover, in this study, relaxation also represented the activities tourists enjoy along the trip they travel in Thailand like the spa and massage. “Shopping” was added for a specific characteristic of Thailand, since shopping is a travel activity which can be classified as the basic factor influencing travel behavior (Siri et al, 2012). Moreover, Rosenbaum and Spears (2009) also accepted that shopping is a motive driven demand for tourism; and Rittichainuwat (2008) supported that shopping is a great travel determinant influence on the likelihood of Thailand revisit intention.

### ***The relationship of Satisfaction and revisit intention***

The satisfaction of tourist for past travels can be representative for measuring both subjective and qualitative evaluations of the destinations past experience (Baker & Crompton, 2000). Many researchers used satisfaction as the determinant of customer behavior and the behavior of intention (Rittichinuwat et al., 2001; Yoon & Uysal, 2005). There were many studies supported that if tourists are satisfied with the experiences of past travels, they would likely visit the destination again and willing to recommend the destination to others (Toyama & Yamada, 2012; Yoon & Uysal, 2005); therefore the second hypothesis formed as;

**H2:** Satisfaction of a past visit positively affects tourist revisit intention.

### ***The relationship of attitude and revisit intention***

Since the theories of the TRA and the TPB have been used to explain the relationship of attitude and behavior intention, and there are many studies proved that attitude is one of the effective variables form behavior intention (Fishbein and Ajzen, 1977; Shih & Fang, 2005) therefore, the following hypothesis was developed for testing effect of attitude and revisit intention.

**H3:** Tourist attitude has a positive effect toward tourist revisit intention.

### ***The differences of travel motivations between the first time visitors and the repeat visitors***

According to the previous studies, it was found that the motivation driving tourists to travel between the first time and repeat visitors were different (Rittichainuwat et al., 2008). The researchers indicated that the travel motivation that drives first time comers is “novelty”, while the motivation drives revisit tourists is about the satisfaction; such, “value of money”. In this



research, there are three elements inside the travel motivation; shopping, relaxation, novelty. Consequently, this research would investigate whether there are any significant differences in the three elements between the first time and repeat visitors. Therefore, the hypotheses have been set as follows;

**H4:** There is a significant difference of “shopping” as a travel motivation between the first time visitors and the repeat visitors.

**H5:** There is a significant difference of “novelty” as a travel motivation between the first time visitors and the repeat visitors.

**H6:** There is a significant difference of “relaxation” as a travel motivation between the first time visitors and the repeat visitors.

## Research Methodology

This study was designed by using questionnaires technique with convenience sampling method. The data was collected from East Asian tourists who have already traveled in Thailand by approaching respondents at departure zones of Suvarnabhumi airport, the airport rail link from the Makkasan station to the Suvarnabhumi station, and the tourist attractions in Thailand. The questionnaire was constructed based on the studies of Huang (2007), Ritichainuwat; 2001, 2008, and Siri et al (2012), as a self-administered format in two languages; English and Chinese, and was divided into demography and research questions parts. All items in research questions part were assessed with seven-point Likert scale scheming from strongly disagree “1” to strongly agree “7”. The English questionnaire set was translated into Chinese questionnaire version by the academic scholar and the Chinese questionnaire version also was translated back into English for validity checking. According to the sample size, Hair et al. (2006) stated that the larger sample size of 200 is needed for the study research, and the sample size of 300 is good enough; therefore, 300 questionnaires with extra 40 sets were distributed in this study, and 308 valid questionnaires were returned; representing 90% of the response rate.

## Reliability Analysis

To measure the reliability coefficient of internal consistency, Cronbach's alpha value is placed for being considered, the criteria have been set to be acceptable if  $0.6 \leq \alpha < 7$



(Hair et al., 2006). Regarding to table 2, the Cronbach's Alpha of Travel Motivation, Satisfaction and Attitude show that figures in good condition for the reliability of research instruments, and the Revisit Intention showed the excellent condition of factor reliability, therefore all factors in the research are reliable to be conducted.

Travel Motivation	Cronbach's Alpha	No. of Items
Novelty	0.870	6
Shopping	0.797	4
Relaxation	0.844	6
Average 3 elements	0.896	16
Cronbach's Alpha		No. of Items
<b>Satisfaction</b>	0.862	4
<b>Attitude</b>	0.751	5
<b>Revisit Intention</b>	0.901	3

Table 2: Summary of Cronbach's Alpha

## Data Analysis and Result

### Target Respondents and demographic information

Gender	Frequency	Percentage
Male	134	43.5 %
Female	167	54.2 %
GLTB	7	2.3 %
<b>Total</b>	308	100 %

Age	Frequency	Percentage
30 years and younger	149	48.4 %
31- 45 years	106	34.4 %
46- 60 years	48	15.6 %
61 years and older	5	1.6 %
<b>Total</b>	308	100 %

Marital status	Frequency	Percentage
Single	163	52.9 %
Married	132	42.9 %
Divorce/Widow/Widower	13	4.2 %
<b>Total</b>	308	100 %



Country of residence	Frequency	Percentage
China	194	63.0 %
Hong Kong	26	8.4 %
Korea	25	8.1 %
Malaysia	21	6.8 %
Singapore	19	6.2 %
Taiwan	14	4.5 %
Indonesia	5	1.6 %
Myanmar	2	0.6 %
Vietnam	1	0.3 %
Brunei Darussalam	1	0.3 %
<b>Total</b>	<b>308</b>	<b>100 %</b>

How many time visiting	Frequency	Percentage
1 <sup>st</sup> time	172	55.8 %
2 times	68	22.1 %
3 times	20	6.5 %
4 times	9	2.9 %
5 times	11	3.6 %
6 times	1	0.6 %
7 times	18	5.8 %
10 times	2	0.6 %
20 times	1	0.3 %
25 times	3	1.0 %
30 times	2	0.6 %
<b>Total</b>	<b>308</b>	<b>100 %</b>

Table 3: Demographic information

### ***Hypotheses Testing***

The overall objective of this research is to investigate the relationship between the independent variables; travel motivation, satisfaction, attitude, and dependent variable which is revisit intention of East Asian tourists who travel to Thailand, and to identify the travel motivation between newcomers and repeat visitors; therefore, to assess the strength of those relationships, and compare the first visitor and repeat visitor, the methods and finding were reported as below:

### ***Pearson Correlation***

After the data regarding the model was entered, the results show that travel motivation significantly effects tourists' revisit intention, since the Pearson Correlation between the two variables shows a moderate positive correlation and was more than 95 percent content



that the relationship between travel motivation and revisit intention was not due to chance,  $r_{(306)} = .630$ ,  $sig < .001$ , thus H1 is supported. The results also show that the relationship between satisfaction of past visits and tourist revisit intention has a fairly strong positive correlation,  $r_{(306)} = .673$ ,  $sig < .001$ , therefore, H2 is supported. Lastly, the relationship between attitude and revisit intention was tested and the result showing moderate positive correlated,  $r_{(306)} = .578$ ,  $sig < .001$ , thus H3 is supported.

Regarding the research question of finding the degree of individual factors in the travel motivation variable's impact on tourist's revisit intention, the three elements; novelty, shopping, and relaxation were tested for the relationship by the Pearson Correlation as follows results;

The relationship between “novelty” and “relaxation” toward the revisit intention were moderate positively correlated, since the results came as  $r_{(306)} = .602$ ,  $sig < .001$  for “novelty” and  $r_{(306)} = .586$ ,  $sig < .001$  for “relaxation”, however the results indicated that the relationship between “shopping” and the revisit intention is weak positively correlated;

Tourist Motivation Variables		Motivation	Satisfaction	Attitude	Revisit Intention
<b>Motivation</b>	Pearson Correlation	1	.737**	.608**	.630**
	Sig. (2-tailed)		.000	.000	.000
<b>Satisfaction</b>	Pearson Correlation	.737**	1	.602**	.673**
	Sig. (2-tailed)	.000		.000	.000
<b>Attitude</b>	Pearson Correlation	.608**	.602**	1	.578**
	Sig. (2-tailed)	.000	.000		.000
<b>Revisit Intention</b>	Pearson Correlation	.630**	.673**	.578**	1
	Sig. (2-tailed)	.000	.000	.000	

\*\*.Correlation is significant at the 0.01 level (2-tailed).

Table 4: The Relationship of Tourist Motivation Variables and Revisit Intention



Travel Motivation Elements		Novelty	Shopping	Relaxation	Revisit Intention
Novelty	Pearson Correlation	1	.514**	.583**	.602**
	Sig. (2-tailed)		.000	.000	.000
Shopping	Pearson Correlation	.514**	1	.381**	.331**
	Sig. (2-tailed)	.000		.000	.000
Relaxation	Pearson Correlation	.583**	.381**	1	.586**
	Sig. (2-tailed)	.000	.000		.000
Revisit Intention	Pearson Correlation	.602**	.331**	.586**	1
	Sig. (2-tailed)	.000	.000	.000	

\*\*.Correlation is significant at the 0.01 level (2-tailed).

Table 5: The Relationship of Travel Motivation Element and Revisit Intention

### Independent Samples T-Test

Comparing and finding the statistical mean between the differences of two sample groups, *t*-test is the method allows researchers to use the numerical data as two different groups examining the likelihood of the associated level on the relationship between variables (Saunders et al., 2006). In this research, the Independent Sample *t*-test was conducted to evaluate the relationship between the group of travelers; first time visitor and the repeat visitor.

After the data were entered, the result of shopping element was significant,  $t_{(306)} = -2.25$ ,  $sig = .025$ , the result indicated that “shopping” influences travel motivation to revisit intention more on repeat visitor than the first time visitor; therefore, H4 is supported. For the novelty element, the *t*-test was not significant,  $t_{(306)} = -1.66$ ,  $sig = .097$ ; thus, the result shows that the travel motivation as “novelty” between first time and repeat visitors are not different. Thus, H5 is not supported. Lastly, the test of relaxation element was significant,  $t_{(306)} = -3.39$ ,  $sig = .001$ , the result indicated that “relaxation” is the factor affect revisit intention in group of repeat visitor more than the first time comer. Thus, H6 is supported



<b>Shopping</b>	Mean	SD	N
First time visitor	5.08	1.121	172
Repeat visitor	5.37	1.149	136

<b>Novelty</b>	Mean	SD	N
First time visitor	5.90	0.855	172
Repeat visitor	6.06	0.874	136

<b>Relaxation</b>	Mean	SD	N
First time visitor	5.79	0.876	172
Repeat visitor	6.08	0.811	136

Table 7: Means Summary of three elements of travel motivation between first time and repeat visitors

<b>Shopping</b>	Mean Difference	Sig.**
1 <sup>st</sup> time visitor and Repeat visitor	0.29	0.025**
<b>Novelty</b>	Mean Difference	Sig.
1 <sup>st</sup> time visitor and Repeat visitor	0.16	0.097
<b>Relaxation</b>	Mean Difference	Sig.
1 <sup>st</sup> time visitor and Repeat visitor	0.33	0.001**

Table8: Summary T-test of three elements of travel motivation between first time and repeat visitors

## Discussions and Conclusion

According to H1, the result shows that travel motivation has an effect toward revisit intention. Regarding to three dimensions of travel motivation; shopping, novelty, and relaxation, all three dimensions also have a positive effect toward revisit intention; however, according to the factor means, “novelty” was the most influential factor, agreed by the respondents, followed by “relaxation”, and “shopping”. Besides, H2 was supported; hence, the satisfaction of the past visit positively affects tourist revisit intention. In addition, the result of H3 showed that the attitude has a slightly positive effect toward tourist’s revisit intention comparing with satisfaction and travel motivation variables.



According to the differences of travel motivation between first time and repeat visitors, three hypotheses in this study were tested in order to find out the significant difference of travel motivation between the two groups. The results show that repeat visitors have motivation to return to Thailand because of “relaxation” and “shopping” comparing with the first time visitors. Meanwhile, the result shows that both groups of respondents have no significant difference regarding “novelty” toward intention to revisit Thailand. Nevertheless, according to this study, “novelty” is the most driving element of travel motivation.

In conclusion, although “novelty” is most motivating factor that affects tourist revisit intention, the repeat visitors tend to focus more on “relaxation” and “shopping” when they want to revisit Thailand. This finding is consistent with Toyama & Yamada (2012) who found that tourists want to go to new place or participate in new activities in the familiar destination. Moreover, this study has confirmed the study of Huang (2007) and Rittichainuwat (2008) that the travel motivation has an effect toward revisit intention. Likewise, the result of this study enhanced the study of Quintal & Polczynski (2010), Rittichainuwat et al. (2001), Toyama & Yamada (2012), and Yoon & Uysal (2005) that satisfaction is the important factor driving tourists return to the same destination.

This paper was conducted to reveal travel motivation of East Asian tourists toward their revisit to Thailand, as well as to investigate the differences of travel motivation between first time and repeat visitors; in order to suggest the direction of Thailand’s destination image. The first main objective was to identify East Asian tourists’ motivation; the result indicated that the satisfaction is the most factor drive revisit intention, followed by the travel motivation, and attitude, respectively. In addition, it was found that among the travel motivation factors; “novelty” was the most influenced factor of return intention, therefore; “novelty” is the key important, keeping tourists return to Thailand. The second objective was to examine the differences of travel motivation between first time and repeat visitors. The results showed that repeat visitors viewed “relaxation” and “shopping” as factors drive them to return to Thailand than the first time visitors. The third objective was to describe Thailand’s destination image with the aspect of “novelty”, “relaxation”, and “shopping”. According to the perspective of repeat visitors, they tend to perceive Thailand as the destination for “relaxation” and “shopping”



more than the first time visitors, therefore it's possible to conclude that not only "novelty" that bring tourists keep visiting Thailand, "relaxation" and "shopping", especially in the view of repeat visitors, could be the potential factors foster East Asian tourists return to Thailand and could be the new elements represent Thailand destination image.

## Recommendations

Regarding to this study, the tourists' satisfaction is the most influenced factor toward tourist revisit intention; therefore, the marketers should develop and improve tourism products and services in order to contribute more satisfaction in term of value of money to the visitors. Besides, the marketers could develop new strategies for Thailand destination image by creating new activities or events for tourists to participate. This is to stimulate tourists to discover more on what to do when they travel in Thailand. From the study, it was found that travelers return to Thailand not only because of the "novelty" or the "satisfaction", but "relaxation" and "shopping" are also the potential motivators, encouraging them to revisit Thailand, since "relaxation" and "shopping" were focused by the repeat visitors as the motivation driving them return to Thailand. Consequently, new campaign should promote travelling to Thailand as a pleasant opportunity for shopping as well as leisure in order to attract people who have already traveled to Thailand to return again. Lastly, not many studies mentioned about "attitude" of tourists toward Thailand revisit intention, this study would confirm that "attitude" is also another possible factor to persuade tourists to return to Thailand. Therefore, market players should create the positive attitude toward Thailand destination image by launching a promotion campaign or advertising accordingly.

## Limitation

This research aims to focus on East Asian tourists; who are from eastern sub-region of Asian continent, and including AEC members countries; however, Chinese tourists are the major respondents during the time period of this study. Consequently, bias regarding to the sample size might take place in the result and this could reflect the inadequacy of result generalizability of the study.



## Future study

Firstly, the underlying factors relating to the travel motivation in this study rely mainly on novelty, relaxation, and shopping; however, the future study can examine other elements. Secondly, the future research could be conducted with a larger sample size. In addition, this research studied only on travel motivation, satisfaction, and attitude; hence the future study could investigate further on the differences of influencing factors toward the revisit intention.





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