

IDENTIFICATION THE FACTORS THAT INFLUENCE REVISIT INTENTION IN CREATIVE TOURISM OF THAILAND: A CONCEPTUAL FRAMEWORK

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ABSTRACT

This research aims to construct a conceptual framework for exploring the factors influence revisit intention in creative tourism of Thailand. Thailand has abundance culture and natural resources for tourists to enjoy and learn new knowledge. Therefore Thailand is suitable to be creative tourism country. Creative tourism will build dissimilar perception of tourist in activities for identity of destination. This research employed the pull and push factor to be foundation and reviewed many related research for construct the conceptual framework. The author found that destination image as pull factor and experience as push factor most significantly influence on revisit intention and there is satisfaction factor as mediator as well.

Keywords: Creative tourism, Revisit intention

Introduction

Nowadays, the tourism development has been driven by the benefit of economic (Phang et al., 2010, Liu et al., 2013). In addition, Tourism and hospital industry has become a major economic activity and the mostly extended industry in almost every country over the world (Yang, 2010, Williams,

2006) especially Thailand. Therefore, Thailand has continually promoted varieties of tourism activities to attract and to impress tourists around the world to visit. Tourists not only increase entrepreneur income but also generate our national income. So, government provides a huge of budgets to promote tourism industry in order to attract tourists to visit.

Table 1 : Example the number of international tourists arrival to Thailand

	2009	2010	2011	2012	2013
China	777,508	1,122,219	1,721,247	2,786,860	4,705,173
Japan	1,004,453	993,674	1,127,893	1,373,716	1,537,979
Europe	4,059,988	4,442,375	5,101,406	5,650,619	6,307,503
America	853,380	844,644	952,519	1,083,433	1,170,642
Total	14,149,841	15,936,400	19,230,470	22,353,903	26,735,583

Source: Department of Tourism, Ministry of Tourism and Sports.

According to the table 1, Thailand had had the growth of tourist numbers and the tourists over the world around 26.74 million visits to Thailand in 2013 which more than in 2012, is 22.35 million. European tourists are the number one of international tourists to visit in Thailand especially Russian tourists. However, increasing rate of Chinese tourists had been the most in last 3 years, from 2.79 million in 2012 to 4.71 million in 2013. However, the statistics of visiting of tourists in creative tourism destination does still not occur the state agency who response it.

In the past, many countries had made an effort to attract a number of tourists visiting. They had unconsciously neglected such tourists who damaged the environment. As, they only hope for getting benefit of economics and being wealthy country. When the problems of the natural resources occurred, they had endeavored to transform their policy and support the new pattern of tourism which increasingly contemplate solving the problems and preserving the natural resources. That is a creative tourism.

The creative tourism is the new pattern which

is developed from cultural tourism. Richards and Raymond (2000) who is the first persons identified the definition of creative tourism is the opportunity of visitors develop their potential about creativity through course and learning which has characteristic in destination where they visit. Because creative tourism has applied creative economy which composes of the use of knowledge, education, creativity, cultural roots, accumulating knowledge of society, include environment to develop tourism, Dachum (2013) stated that the creative tourism is acceptable that is sustainable tourism and it is still new for Thailand.

Thailand has several advantages in being creative tourism country. Thailand has abundant resources and distinguished cultural roots, so Thailand can attract many tourists to visit. The place where is classified to be creative tourism destination by Designated Areas for Sustainable Tourism Administration (DASTA) and Wisudthiluck et al. (2012) is DASTA area 4 compose of Historic Town of Sukhothai and Associated Historic Towns, Si Satchanalai District, and Kamphaeng Phet Province, including DASTA area 5 which cover in loei province. Both areas

conform creative tourism attributes consist of Each engaging the other, Cross – cultural engagement / cultural experience, Spirit of place / deep meaning / understanding of the specific cultural of the place, Hand on experience, Exchange information / transformation and transformative experience, More participate than observe, Co creating tourism experience, Authentic both process and product / genuine experience, Memorable / I hear and I forget; I see and I remember; I do and I understand, and Tailor made approaches Wisudthiluck et al. (2012).

However, if any destination is only known and there is no demand to visit, it is not any meaningful to urge economics. So visit intention will be recognized as one of the essential factor to help entrepreneur survivals, to generate tourism industry growth and to flourish our economics because foreign currency inflows are the major financial source for Thailand economy. Visit intention is a part of customer behavior which FRATU (2011) showed that customer behavior is a very important in analysis want and need of tourists to attract tourist to travel country with using every marketing activities. After the tourist visit, they will be satisfied or unsatisfied on destination. If they are satisfied, they may be come back to travel again or tell their friends by word of mouth. These behaviors of the tourists are the customer loyalty which is becoming the key factor for business survival and industry growth (Huang et al., 2006).

Customer loyalty is paid attention from academic world and business world to develop marketing strategies for businesses (Som et al., 2012). As a foundation of marketing, customer loyalty is connected to business performance which creates more 85% of profit in hospitality industry from 5% of increasing in customer retention. Moreover, acquisition of new customer costs more than maintenance and retention of existent customer (Zhang et al., 2014). Likewise, tourism context want the tourist revisit in destination, tourism research then try to find out how to encourage the tourists would like to revisit intention.

Many researches study about the antecedence of revisit intention in general tourism context (e.g.

Quintal et al., 2010; Gallarza et al., 2013; Chou, 2013; Mohamad et al., 2013). However, there are few researches which study about creative tourism as explained what creative tourism is. Particularly, it could hardly find research about studying the factor affect to revisit intention in creative tourism (Hung et al., 2014) Thus, the two important things composed of definition of creative tourism and the factor affect to revisit intention are interesting to find out as previous researches that attempt to combine between creativity and tourism for tourism scholars and identify the definition of it form as creative tourism (Richards, 2011) and to explore the factors which influence on the tourist's satisfaction and revisit intention. The result of this, the author can further understand characteristic of creative tourism, and confidently defined which one the creative tourism is. Moreover, the author can know what the factors which affect on the tourist's satisfaction and revisit intention in creative tourism are, and choose appropriate marketing to encourage tourists satisfy and intend to revisit. Eventually, it will continually effect to business survival and industry growth.

Research Questions

1. What is the definition of creative tourism?
2. What are the factors effects on tourists revisit intention in creative tourism of Thailand?

Objectives

To construct conceptual framework by reviewing the factors that influence on tourists revisit intention in creative tourism of Thailand.

Contribution to knowledge

This research contributes in academic arena by investigating the factors influence tourists revisit intention. However, the result is constructed in the conceptual framework. So, others researcher or interest person can do testing significant relationship among the factors in this conceptual framework with the sample in creative tourism destination. The consequence after test statistics already, it will lead to implication as a guide

in determining strategic in tourism business that pay attention in creative tourists. In addition communities also apply such result to plan, manage and encourage the tourist revisit in their destination which they can create their revenue and preserve the natural resource as well.

Literature Review

Creative Tourism

Creative tourism is a new travel paradigm which objective to solve the problems in preceding tourism context. For Thailand, It is new for Thai people and they don't deeply understand how the creative tourism is and how to apply it to develop the tourism in Thailand becoming creative tourism. So the author will investigate the definition of creative tourism and define it.

Richards and Raymond (2000, p.18) firstly identified definition of creative tourism is "Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken" Later, Raymond (2007, p.145) modified definition of creative tourism which had got experience from creative tourism development in New Zealand is "A more sustainable form of tourism that provides an authentic feel for a local culture through informal, hands - on workshops and creative experiences. Workshops take place in small groups at tutors' homes and places of work; they allow visitors to explore their creativity while getting closer to local people." Richards (2011, p.1237) also modified definition of creative tourism is "participative, authentic experiences that allow tourists to develop their

creative potential and skill through contact with local people and their culture."

The United Nations Educational, Scientific and Cultural Organization (UNESCO, 2006, p.3) also identified definition of creative tourism is "Creative tourism is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture."

Wisudthiluck et al. (2014, p.178) identified definition of creative tourism that "Giving importance to the engagement of tourists and hosts by providing opportunities for tourists to participate in various activities and learn from authentic, hands - on experience in the local community."

Thus, following sentences above, the author summarize definition of creative tourism is the tourism integrates with creativity in which provide creative activity and present exclusive product and service. Such creative activities concern the engagement between tourists and hosts to participate in several activities and it provide the authentic experiences that tourist can develop their creative ability and skill through learning from local people and culture.

Thailand has many creative tourism destinations but it is not widely known. Tourism Authority of Thailand (2014) launched pocket books; I am a creative tourism, which gathers information of 20 creative tourism destinations. Such destinations are voted from the tourist to be the most of the trip to create their inspiration. They are located all over Thailand and there are different activities for creative tourist.

Table 2: 20 Creative tourism destination in “I am a creative tourism” pocket book

No.	Province	Creative activity in destination
1	Kanchanaburi	Herbal Class
2	Chiang mai	Elephant learning class
3	Chantaburi	Fisherman's way of life class
4	Udonthani	Ban chiang potter class
5	Yasothon	Garland made from Popped rice class
6	Phatthalung	Shadow show class
7	Kalasin	Weave silk class
8	Samutsakorn	Ceramic class
9	Chiang rai	Embroider by Mong ethnic style class
10	Samutsonkhrum	Coconut palm sugar class
11	Krabi	Hua Thong Boat model class
12	Sukhothai	Handicraft with fermentation in mud
13	Ang thong	Little doll ceramic class
14	Trat	Producing hat made of bamboo class
15	Chiang mai	Drawing on batik class
16	Nakonsrithammarat	Producing product made of Saltmarsh bulrush class
17	Chiang mai	Producing dabber and massage class
18	Lamphun	Producing mat class
19	Chiang rai	Jiao Ku Lan learning class
20	Trat	Producing soap made of mangos teen

Source: Tourism Authority of Thailand (2014)

Each creative tourism destination will provide activities as a class for learning custom, culture, and way of life in community. So, the motives of this tourists group are novelty seeking and authenticity experience from learning in activities in destination. Target group in creative tourism is the tourist group who want to get direct experience to create and produce the product in activity class by using their creativity. When the demand of this tourist group is satisfactorily responded, they will revisit destination again. Such consequence conform the research of Kim et al. (2010) that the creative tourists tend to revisit in the same destination when they participate in interesting activities and be satisfied.

Revisit Intention

The concept of revisit intention is developed from behavioral intention which can be defined as an

intention for planning to perform a certain behavior. Tourist behavior is mainly driven by behavioral intention and satisfaction in destination (Gulid and Lertwannawit, 2013). FRATU (2011) showed that customer behavior is a very important in analysis want and need of tourists to attract tourist to travel in the country with using every marketing activities. Then the tourists decide to travel there, each country try to build positive satisfactions in activities more and more for attracting tourists' revisit intention. The higher satisfaction with service quality has impact on tourist decision to revisit the destination in the future (Liu et al., 2013).

After visiting in destination, destination loyalty is paid attention both academics and businesses to develop using suitable strategy. Revisit intention is one of destination loyalty which still is the interested topic in competitive market of tourism destination (Som

et al., 2012). Antecedent factor of revisit intention has more than 30 factors which are used to test the relationship between these factors and revisit intention (Som et al., 2012, shanka et al., 2010), for example, service quality (Gallarza, 2013), experiential marketing (Liu et al. 2013), destination trust (Chen and Phou, 2013), and etc. The most tourism research measures revisit intention by asking tourists that "Would you like to tour this destination again (Ko and Liu, 2010)" or "I am willing to return to this destination in the future (Som et al., 2012). However, the creative tourism is a new context and there is no one studies about revisit intention in creative tourism of Thailand. So, the author will investigate that what the antecedent factors effect on revisit intention in creative tourism of Thailand.

In generally, the motivation factors compose of two factors which are a pull motivation factor and a push motivation factor (Lertputtharak, 2013). Many researches which study about revisit intention or destination loyalty found that the important antecedent factors influence revisit intention are destination image as pull factor (e.g. Chou, 2013; Chen and Phou, 2013; Zhang et al., 2014; Mohamad et al., 2013; Choi et al., 2011) and experience as push factor (e.g. Som et al., 2012; Taplin, 2013; Ko and Liu, 2010; Maroofi and Dehghan, 2012; Yu and Goulden, 2006; Yksel and Yksel, 2007). In addition satisfaction is found that it is mediator among such pull factor, push factor and revisit intention (e.g. Chou, 2013; Chen and Phou, 2013; Maroofi and Dehghan, 2012; Yksel and Yksel, 2007). So, the author then employ destination image is the pull motivation factor and use experience is the push motivation factor. Moreover, there is satisfaction as mediator in my conceptual model as well. They are explained below.

Destination Image

There are many prior researches study about destination image and defined that destination image is a pull motivation factor to attractive the tourist to visit (Jittangwatthana, 2012) which is important in decision making of tourist and post travel behavior (zhang et al., 2014). Factor which attract the tourist to visit

or travel the each country is destination image that composed of beautiful scenery, natural resources, customs and culture, hospitality of the service providers, unique and tasteful food, the quality of food, the warm and friendliness of the local, and entertainment (Pratminingsih et al, 2014, Salleh et al., 2013). Pratminingsih et al. (2014) stated that these factors are the positive destination image to motive tourist visiting which they will also directly positive influence to satisfaction. Additional, Balkaran and Maharaj (2013) revealed that the important things to attract tourist are a need to have various activities and combine its together such as sightseeing, shopping, entertainment, gaming, culture, and recreation. So, destination image was the most important characteristic to motive visitor or traveler come back the destination in the future, including modern environment and weather and natural attractions were the main factors to revisit intention (Som et al., 2012). Finally, Mohamad et al. (2013) studied the relationship between destination image and post - trip behavior intention by collecting data from 168 international tourists who visited in Malaysia. They found that Destination image which compose of real adventure, wildlife, natural scenic beauty has direct effect on destination loyalty and suggested that the destination should focus on natural scenic landscape and provide the difference from neighbor country. The author is interested in creative tourism context, so the components of destination image are scenic beauty, and historical and cultural attractions (Choi et al., 2011). Therefore, the following two hypotheses are proposed:

H1: Destination Image has a positively direct effect on revisit intention

H2: Destination Image has a positively direct effect on satisfaction

Experience

Experience is a push motivation factor because the tourists need to seek newness and difference in their journey (Jittangwatthana, 2012) which conform to Jang and Feng (2007)' research. Then, they show that the tourists need to seek novelty in their journey which it affect to revisit intention in mid-term

and long term. Experience is any feeling that consumer get while the consumer do any activities and pay attention to get joyful in each activities (Yang, 2010). So, customer satisfaction is relevant to customer expectation to get service quality as well as in the past experience or better than the past or the expectations which influence to repurchase intention (Huang et al., 2014, and Chen and Phou, 2013). Yang (2010) showed that it not only depend on the objective experience but also depend on tourist's mind in each moment because they want get special things to meet satisfaction in any moment. Moreover, Kim (2014) showed that memory tourism experiences affect to the future decision making and revealed that tourist prefer to do things more than just observing the things. He state that the memory tourism experiences are composed of the eight dimensions which are hedonism, refreshment, novelty, social interaction and local culture, involvement, knowledge, meaningfulness, and adverse feeling. Experience of creative tourism will create a new pattern of participation between the tourists and the hosts and make multi feeling to tourists as well (Ihamlki, 2012). Tan et al. (2013) proposed that creative tourism has six categories which are basic, social, intellectual, novelty, excitement, and challenge. So the components of experience in this research are novelty, social interaction and local culture, knowledge, meaningfulness, excitement, and challenge. Based on extant literature the following relationship was hypothesised:

H3: Experience has a positively direct effect on satisfaction

Satisfaction

There are a lot of authors studied about satisfaction's tourist. Chou (2013) found that tourism image, consumption experience, recreational benefit have positively influence on satisfaction. The key result of satisfaction is behavior loyalty so recognizing and understanding such the result will help to manage destination and lead to increase revenues and profits for tourism provider (Dmitrovic et al., 2009). Satisfaction influences positive or negative word of mouth which is substantially associated

for destination reputation (Mohamad et al., 2013, Dmitrovic et al., 2009), attitudinal loyalty (Li and Petrick, 2010), and behavior intention (Berezina et al., 2012). In addition, Jang and Feng (2007) show that satisfaction influence on revisit intention in short term and satisfaction with attraction has positively impact on revisit intention (Quintal and Polczynski, 2010). Tourist satisfaction relies on tourist perception in which the tourists perceive difference service quality in the destination (Supitchayangkool, 2012). If tourists is satisfied in destination, it not only lead the tourist coming back in the future but also lead the tourist willing to pay more and recommend the destination to others (Dmitrovic et al., 2009). Raza et al. (2012) showed that service consistency that is one dimension of service quality also has positive strongly impact on satisfaction. Moreover, the classical quality – value – satisfaction – loyalty chain can better interpret tourism behavior and it showed that satisfaction is a mediator factor between antecedent factor and behavior intention (Gallarza et al. (2013). Therefore, the author will investigate how satisfaction affects to revisit intention, including mediator function of satisfaction between destination image and revisit intention, and between experience and revisit intention. According literature reviews above can set the hypotheses that:

H4: Satisfaction has a positively direct effect on revisit intention

H5: Satisfaction is the mediator factor between destination image and revisit intention

H6: Satisfaction is the mediator factor between experience and revisit intention

Conceptual Model

From literature review, most research found that satisfaction is a factor and mediator factor which significantly influences to revisit intention such as the research of Radder and Han, 2013; Chou 2013; Yang; 2010. Not only destination image has a direct effect to revisit intention (Mohamad et al., 2013, Salleh et al., 2013), but also satisfaction has a direct effect to revisit intention (Dmitrovic et al., 2009). Furthermore, Huang et al. (2014) showed that experience influences to satisfaction. Last,

attraction and destination Image has a direct effect on satisfaction (Pratminingsih et al., 2014). These factors will be tested in creative tourism destination

in Thailand. This study conducts conceptual framework as shown on figure below:

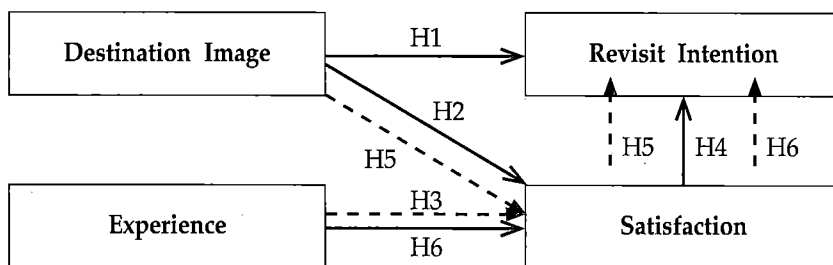


Figure 1 : Conceptual Framework

Table 3 : Summary of literature and related hypotheses

A summary of literature related to the proposed	Literature
H1: Destination Image → Revisit Intention	zhang et al. (2014); Som et al. (2012); Mohamad et al. (2013)
H2: Destination Image → Satisfaction	Pratminingsih et al. (2014); Chou (2013)
H3: Experience → Satisfaction	Yang (2010); Huang et al. (2014); Chen and Phou (2013); Chou (2013)
H4: Satisfaction → Revisit Intention	Jang and Feng (2007); Quintal and Polczynski, 2010)
H5: Destination Image → Satisfaction → Revisit Intention	Radder and Han (2013); Chou (2013); Yang (2010)
H6: Experience → Satisfaction → Revisit Intention	Radder and Han (2013); Chou (2013); Yang (2010)

Conclusion

This research intended to investigate the factors that influence revisit intention on tourist destination. The author reviewed and analyzed the literatures become to the conceptual framework. The key findings of the study include destination image, and experience are very important variables for revisit intention. The result from literature reviews found that destination image and experience have indirect effect to revisit intention which through satisfaction factor. Such result reflects that destination image and experience have direct effect on satisfaction factor as well. Moreover, the research found that both attraction and destination image, and satisfaction have direct effect on revisit intention. However, such relationship should be tested in quantitative method and deeply

explained in qualitative method. Especially in Thailand, creative tourism is not widely known because it is new generation of tourism. In addition, Thailand has abundance culture and natural resources for tourists to enjoy and learn new knowledge. So, finding out the factor which is the most important to attract tourist to visit in creative tourism can use the right marketing and get more tourists as well. In the future research, the author will explore others factors and test the conceptual model by using mixed - method, in - depth interview and questionnaire by collecting data from creative tourism destination in Thailand.

Discussion

This conceptual model is developed from the antecedent

factor of revisit intention in general tourism context. Most creative tourism research emphasize to study about tourist experience (e.g. Tan et al., 2013; Richards and Wilson, 2006; Agapito et al., 2013) which conform to this conceptual model as push factor. However, other creative tourism researches hardly find that destination image is the pull factor of creative tourist like this study. For mediating factor, this conceptual model employs satisfaction as proxy but another research employs memorability as proxy and suggested that memorability might be suitable more than satisfaction to predict behavior intention of tourist (Hung et al., 2014).

Limitation

This research just demonstrates the conceptual model which is not tested in quantitative and qualitative tools. However, the author recommends using mixed - method, qualitative and quantitative methods, to find out the factors which significantly influence on tourist' revisit intention. In qualitative method, the person who is interviewed have to be a qualified person that willing to provide or share the creditable information for research (Creswell, 2012). In quantitative method, the author suggest to use advanced statistics such as exploratory and confirmatory factor analysis, especially structural equation modeling. The author also recommends the structural equation modeling because it this technique runs all factors in once time. Moreover, Preacher and Hayes (2008) showed that structural equation modeling is the best estimation in mediation models because structural equation modeling programs are flexible.

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