

A STUDY OF FACTORS INFLUENCING CHINESE SPA SERVICE TOURISTS TO REVISIT BANGKOK, THAILAND

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Abstract

Tourism is one of the most crucial sectors for Thailand which accounts for 9-10% contribution to GDP. Before the year of 2015, Tourism Authority of Thailand (TAT) launched a strategy of wellness tourism to capture more tourists traveling to Thailand. Since Chinese tourists are the largest group who travel to Thailand, TAT wants to target those high-value Chinese tourists to generate more revenue for Thai economy PRNewsWire (2013). Therefore, it is essential to study the factors influencing Chinese tourists' revisit intention and how they perceive the pertinent elements which associated with revisit intention.

This research focused on the relationship among destination image, service quality, brand trust, destination satisfaction and destination revisit with respect to Chinese spa tourists. This study aimed to analyze the influencing factors which affect tourists' revisit to spa stores to provide some knowledge for further empirical studies with respect to their revisit intention. By knowing these critical factors would help TAT and wellness providers to promote novel marketing strategies and attract more Chinese customers travel Thailand for wellness services that would boost Thailand's economy to some extent.

The questionnaire data was collected from 400 Chinese tourists who get services from spas while traveling in Thailand. Data was analyzed using Structural Equation Model (SEM). The results of this study revealed that destination image, service quality, brand trust and destination satisfaction have relationships with revisit intention.



Introduction

With the rapid development of our world, health care providers have access to encounter people from different countries. Globalization narrows the countries' distance, making people have more channels to receive more information all over the world and also make it possible for people to have better health care and have health and wellness services swiftly.

Wellness tourism is a combination of all relationships and phenomena, attributing to travel and accommodation by people whose primary purposes are to maintain or improve their health (Mueller & Kaufmann, 2001). Based on The Global Wellness Tourism Economy, wellness tourism has the potential to grow by 9.9 % every single year in the next five years, which is almost two times of the whole industry (16% of total tourism incomes). This research also emphasizes that more than 50 % of growth in wellness tourism in the year of 2017 would come from the Asian, Latin American, Middle Eastern and North African markets. Thailand now is also promoting all sorts of health and wellness tourism. In 2014, Tourism Authority of Thailand (TAT) launched a marketing strategy by referring a study on tourism, which states that health and wellness will become a niche market to prove its market share in the next few years.

When it comes to Chinese wellness tourists, in 2015, TAT has demonstrated the results of an in-depth Chinese market study, which aims to better target marketing and promotional strategies towards Chinese tourists. The study showed that activities for Chinese tourists are mainly on shopping, and

enjoying a Thai massage, spa or a game of golf (TAT, 2015). This research confirmed that wellness tourism is popular among Chinese tourists and can be a promising market to promote Thai tourism. The President of the Thai Spa Association, Mr. Krod Rojanastien, also claims that wellness tourism is prevalent among the Chinese tourists who have high spending abilities. (TAT, 2013).

Moreover, China's economy has been rapidly growing not only in industrial production but also in social development. China ranks the second largest economy in the world (Gustin, 2010). It is also the second largest customer market according to Purchasing Power Parity (PPP), rising at a double-digit pace since the 1990s (Sun 2007, Fraser & Raynor, 1996). Furthermore, there is no doubt that Chinese tourists play the significant role in Thailand tourism. In 2014, Chinese ranks the top, exceeding far more than the tourists from other countries.

Xin (2013) pointed out that 70 % of Chinese are in sub-health condition and only 15 % of the total populations are considered as healthy people while another 15 % of Chinese people are unhealthy. In the meantime, Chinese people concern more about their health, and the increasing income enables them to pay for health care services. Hence, Thailand can expand its global wellness tourism market in China.

In the research on activities showed that Chinese tourists are interested in Thailand, Yoopetch and Shannon (2003) claimed that traditional Thai massage is one of the critical reasons for the Chinese to travel to Thailand. Xin (2013) also pointed out that Thailand is the "Spa center of Asia" showing the vital status



of spa in Thailand's wellness tourism. In an activity launched by TAT in 2015, Chinese tourists voted for their favorite Thai spa and showed that they are very interesting in spa (TAT, 2015). Therefore, according to the strategy implemented by TAT and the most important points the researcher mentioned above, Thai massage and spa are two crucial components for Thailand wellness tourism while China is a novel and untapped market for Thailand to promote spa services. In this research, the researcher would aim to Thai massage, and relevant factors such as destination image, service quality, brand trust, destination satisfaction and destination revisit to analyze the influencing factors that have impact on Chinese customers' retention.

Literature review and hypotheses

Wellness tourism

In recent years, wellness tourism is one of the fastest developing tourism service sectors, capturing the attention of consumers and investors. Global Spa Summit (GSS) (2010) defines wellness tourism as people going outside to join activities that involve the maintaining or improving their health and well-being as well as the seeking of distinctive, real experience or local experience or available therapies. Besides, wellness tourism targets travelers who seek for healthier lifestyles and want to improve health conditions (International Medical Travel Journal, 2014). Wellness tourism mainly focuses on the whole relationships and phenomena resulting from journey and accommodation by

whose primary motive is maintaining or improving health condition (Mueller & Kaufmann, 2001). Wellness tourism mainly focuses on the whole relationships and phenomena resulting from journey and accommodation by whose primary motive is maintaining or improving health condition (Mueller & Kaufmann, 2001). The reasons for the Asian countries ranks as the global leader in wellness tourism according to Laing and Weiler (2008) are because of various factors, such as natural resources, beautiful sights, and landscapes that harmonize with wellness tourism as well as the lower cost of healthcare package. Bangkok, Seoul, New Delhi, and Singapore are the most popular destinations for health and wellness tourism around the world (Connell, 2006). In Asia, spa providers primarily focus on conventional and spiritual massages and hot spring therapies (Puczko & Bachvarov, 2006).

Destination image

In most cases, destination image is defined as the perception of individual or group toward a destination (Jenkins, 1999). Moreover, Tasci and Gartner (2007) pointed out that "destination image is a correlated system of notions, ideas, feelings, imagery, and intentions toward a destination" that suggests multiple dimensions (cognitive, affective, conative) of this framework but also their effects on the tourism destination decision making. A whole or complete image is formed by the interaction of those factors (Gartner, 1993). Gnoth (1997) proposed that perception reveals the image of the destination, affects tourist behavior intention, impacts on tourist travel



destination choice and also customers' decision-making process and willingness of choice (Tasci & Gartner, 2007).

When it comes to marketing perspective, Lee et al. (2005) and Chen and Tsai (2007) suggested that a positive destination image has impacts on customer's trip quality. Lai et al. (2009) found that customers' image of the firm has the influence on their value perception. A number of researches point out that destination image affects customers' perception of the value (Ryu et al., 2008). Besides, several types of research have investigated customers' behavior and pointed out that destination image is fundamental (Chon, 1990), and this image perception has an influence on travelers' satisfaction (Prayag and Ryan, 2012). Tourism image is beneficial towards customers' satisfaction (Bigne et al., 2001).

H1: Destination image has a positive relationship with destination satisfaction.

Service quality

Nowadays customers put more emphasis on the service quality. With the progress of globalization, competition has become more intensified, and the increasing demand to satisfied customers, the factors of quality control, service quality and effectiveness in wellness service are very significant (Friedenberg, 1997). Providing low-quality services and dissatisfying customers are the indicators of a variety of important actions (McDougall & Levesque, 1994) that would cause a switching behavior and also have impact on other people's quality perceptions (Bendall-Lyon & Powers, 2002). When it comes to health care credentials, customers prefer to look

for some hints that imply the quality of service they would like to get from a provider. Organizations' economic outcome may also be influenced by enhancing service quality because satisfaction from customer is closely associated with profitability. In health care market, the quality is measured by asking customers' experience. Enhancing customer's perception of service quality has been the main issue for health managers, policy makers and academics in these years (Otani & Harris, 2003). Also, service receiver's perceptions towards health care quality are crucial for health care organizations' revenue due to its impact on satisfaction and organization's profitability (Santouridis & Trivellas, 2010; Koska, 1990).

H2: Service quality has a positive relationship with destination satisfaction.

Brand trust

Sirdeshmukh et al. (2002) investigated that trust is regarded as customer's expectation which is embedded in service provider. Prior research had shown that trust consists of three factors. Barclay and Smith (1997) noted that customer viewpoint dependence on service providers' capacity is the first factor of trust. At the same time, they consider capacity to be the level of perception that partners assess one another skills, abilities and knowledge needed for good performance.

Furthermore, trust is necessary for a brand to be not only reliable and dependable but also honest and trustworthy (Wang, 2002). This is because customers incline to select products that they trust and rely on.



Mistrust can reduce customer commitment and the possibility to choose. Building brand trust is significant for customers to obtain and evaluate information from the product.

Therefore, in health care service market, trust means customer's assurance that service would reach their anticipation (Moliner, 2009). When customer holds high trust, it means that customer strongly believes that service would attain its expectations. On the contrary, low degree of trust means customers perceive that service would be lower than its anticipation. On the perspective of service provider, trust shows positive efforts to reduce cost. Thus brand trust is essential for providers to pay attention to manage.

H3: Brand trust has a positive relationship with destination satisfaction.

Destination satisfaction

Satisfaction in health care industry is usually associated with the quality of health care. In particular, satisfaction is a perception of care (psychological health) or contributes to other perceptions and aspects. For instance, customers with satisfaction are more willing to conform to providers suggestions and cooperate or remain to choose the same providers. Therefore, satisfaction is a very critical element to manage and enhance perceived qualities. On the other hand, it can also be regarded as an independent variable which forecasts consumer behaviors (with the assumption that different satisfactions influence people's behavior) (Ware et al., 1977). In particular, with the fierce competition in health care market at present days, satisfaction is not only an indicator to

manage service quality but also an important factor to capture customers.

Based on Kirsner and Federman (1997), customer satisfaction in wellness service is an interactive process which clients perceive the quality by experiencing health and wellness services. In previous research, satisfaction is suggested as a good indicator of repeat purchase intentions (Petrick, 2002). Satisfaction reveals the level which people consider that an experience results in positive perceptions (Rust and Oliver, 1994). Therefore, satisfaction is a comprehensive affective response by using product or service (Oliver, 1981). Besides, Fornell (1992) also proved that satisfaction is a premise of trust, revisit and repurchase intention.

H4: Destination satisfaction has a positive relationship with revisit intention.

Revisit intention

Revisit intention is a critical study topic in tourism destinations which has been mentioned as a significant factor of behavioral intention (Jani and Han, 2011). Tourists' behaviors compose of destination choice, post assessment and future behavioral intentions (Chen and Tsai, 2007). The subsequent evaluations are regarded as visitors' perceptions and satisfaction, however, the future behavioral intentions indicates the willingness to revisit the same destination and recommend it to others (Hume et al., 2007; Ryu et al., 2010).

In this study, behavioral intention refers to the phenomena of purchasing wellness services but not consider it as a frequency in the wellness tourism. In the previous

service-related marketing research, repurchase, revisit intention and willingness to recommend others are usually utilized as the measurements (Ramkissoon & Uysal, 2011; Som,

Marzuki, Yousefi, & AbuKhalifeh, 2012). Marinkovic et al. (2014) also pointed out that revisiting destination and positive word of mouth results to a crucial source of profitability.

Conceptual framework

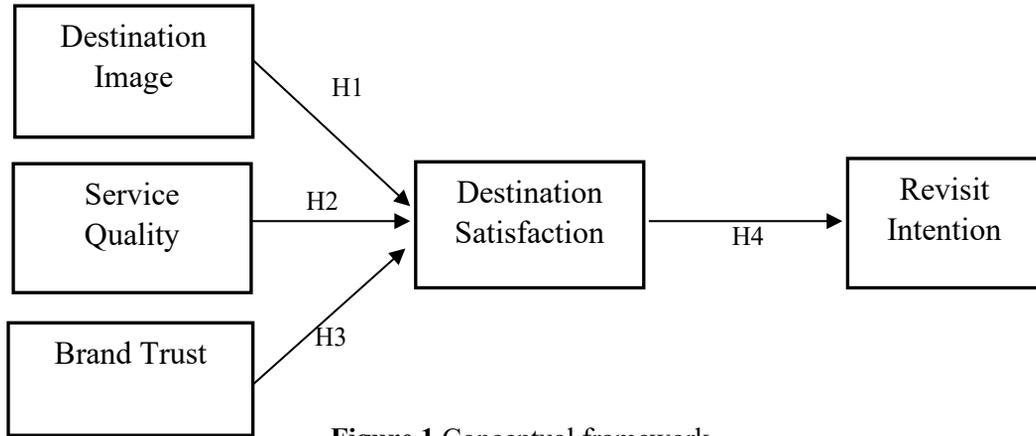


Figure 1 Conceptual framework

Population and sample

The target population of this study is Chinese tourists who seek wellness services in Thailand. According to Sing Sian Yer Pao Daily News (2014), 50 percent of Chinese tourists went to Thailand to seek for wellness service which is 2,312,000 out of the 4,624,000 total Chinese tourists.

The sample size for this study is based on the formula recommended by Yamane (1973) as below:

$$n = \frac{N}{(1 + N)e^2} \quad (1)$$

Therefore, with e=5%, the sample size for this study is:

$$n = 2,312,000 / (1 + 2,312,000 * 0.05)$$

$$n = 399.93$$

$$n \approx 400$$

The sample size is about 400 tourists who travel to Thailand seeking for wellness services.



Data collection process

Since the target respondents are Chinese people, thus Chinese as the priority language was used in this questionnaire. The data was collected by the researcher waited outside the spa stores distributing questionnaire. However, 117 respondents refused to fill in the questionnaires and eventually got 400 samples of Chinese tourists who were traveling in Thailand for spa services in 2016. Before distributing the questionnaire, the researcher asked them whether they had experienced wellness service or not, and gave out questionnaires to respondents who had experienced before. The researcher selected five wellness service providers namely Health Land Spa and Massage; Let's Relax; Bhawa Spa; Lavana Bangkok Spa; Wat Pho Thai Traditional Massage School according to the recommendation to Chinese tourists from a famous Chinese website Sohu in 2016.

Questionnaire design

The questionnaire was divided into six parts.

In the first part, respondents were asked for their gender, age, level of education, income, and type of wellness care.

In the second part, the questionnaire was used to measure the destination image from respondent which include safety, climatic conditions, etc.

In the third part, the questionnaire was used to measure the service quality from respondent which include safety, climatic conditions, etc.

In the fourth part, the questionnaire was utilized to ask questions about brand trust, such as the honesty, customers' benefits, problem solving, etc.

In the fifth part, the questionnaire was utilized to measure tourist's satisfaction.

Lastly, in the sixth part, the respondents were asked about their revisit intention.

Data analysis

Part 1, nominal and ordinal scales were used to evaluate the demographic data which the researcher applied SPSS to measure the data.

Part 2-6 utilized the five-point Likert scale to assess the data which the researcher used AMOS to measure the data.

The researcher analyzed the statistics to illustrate general profile of demographic information and used descriptive statistics to show the impact of those factors by mean scores. Then the SEM was utilized to demonstrate the relationship between destination image, service quality, brand trust, destination satisfaction and tourist's revisit intention. The results would display as follows.

Results

Descriptive analysis

Table 1 Frequency and percentage of respondents of demographic factors (n=400)

| Variables | Categories | Frequency | Percent (%) |
|------------------------|---------------------------|-----------|-------------|
| Gender | Male | 158 | 39.5 |
| | Female | 242 | 60.5 |
| Age group | Less than 20 years old | 10 | 2.5 |
| | 20-30 years old | 177 | 44.3 |
| | 31-40 years old | 97 | 24.3 |
| | 41-50 years old | 91 | 22.8 |
| | 51-60years old | 22 | 5.5 |
| | Above 60 years old | 3 | .8 |
| | Elementary school | 6 | 1.5 |
| | High school | 103 | 25.8 |
| Education level | Bachelor degree | 227 | 56.8 |
| | Master degree or higher | 64 | 16.0 |
| | less than 2,000 RMB | 2 | .5 |
| Monthly income | 2,000 RMB– 3,999 RMB | 35 | 8.8 |
| | 4,000 RMB– 4,999 RMB | 61 | 15.3 |
| | 5,000 RMB– 6,999 RMB | 140 | 35.0 |
| | 7,000 RMB– 8,999 RMB | 89 | 22.3 |
| | 9000 RMB or more | 73 | 18.3 |
| Marital status | Single | 170 | 42.5 |
| | Divorced | 69 | 17.3 |
| | Married | 157 | 39.3 |
| | Widowed | 4 | 1.0 |
| Travel time | The first time | 253 | 63.3 |
| | More than one time | 147 | 36.7 |
| Type of service | Aromatherapy body massage | 130 | 15.0 |
| | Traditional Thai massage | 243 | 28.0 |
| | Therapeutic massage | 23 | 2.6 |
| | Foot reflexology | 104 | 12.0 |
| | Body scrub | 98 | 11.3 |
| | Facial treatment | 49 | 5.6 |
| | Thai herbal compress | 91 | 10.5 |
| | Thai herbal stream sauna | 9 | 1.0 |
| | Hand reflexology | 25 | 2.9 |
| | Floral bath | 22 | 2.5 |
| | Body wrap | 19 | 2.2 |
| | Back and shoulder massage | 6 | .7 |
| | Thai massage with herb | 5 | .6 |
| | Warm herbal bath | 45 | 5.2 |
| | Qi | 0 | 0 |

Table 1 illustrated that the main group of the respondents were single female who were mainly 20-30 years old, holding bachelor's degree, earning ¥7,000–

¥8,999 monthly. They were in Thailand for the first time, preferred to choose traditional Thai massage.

Table 2 Mean and standard deviation of variables (n=400)

| Variable | Mean | Std.Deviation | Level of agreement |
|--------------------------|------|---------------|--------------------|
| Brand image | 3.66 | 1.26 | Agree |
| Service quality | 3.83 | 1.09 | Agree |
| Brand trust | 3.62 | 1.19 | Agree |
| Destination satisfaction | 3.8 | 1.25 | Agree |
| Revisit intention | 3.91 | 1.22 | Agree |

Table 2 showed that all the factors met the criterion of level of agreement. The result revealed that brand image (mean = 4.17), service quality (mean = 3.87), brand trust (mean = 3.65), destination satisfaction (mean = 4.02), and revisit intention (mean = 3.50). In addition, relationships between service quality and destination image, brand trust and destination satisfaction, and the relationship between destination satisfaction and revisit intention regarding the Chinese spa service tourists to revisit Bangkok, Thailand is interactive and active. In other word, all the variables are the pertinent elements influencing Chinese tourists' revisit, and they have impacts on each other.

Validity testing

The validity of this study was evaluated via convergent validity and discriminant validity. Hair et al. (1998) suggested that construct validity can be estimated by exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). EFA is a method to assess the unidimensionality of the research constructs to prove the items convey the same ideas. Moreover, CFA originated from structural equation modeling (SEM), which is a stricter measurement of unidimensionality (Garver & Mentzer, 1999). Therefore, CFA was applied to ensure and sometimes refined the results of unidimensionality that got from the EFA to check the validity of the constructs.

Table 3 Convergent validity of factors

| | KMO measure of sampling | approx. Chi-square | BTS df | Sig. |
|--------------------------|-------------------------|--------------------|--------|------|
| Destination image | .918 | 1564.044 | 28 | .000 |
| Service quality | .950 | 3015.614 | 45 | .000 |
| Brand trust | .905 | 1671.326 | 10 | .000 |
| Destination satisfaction | .913 | 2049.845 | 10 | .000 |
| Revisit intention | .909 | 1783.428 | 10 | .000 |

The valid constructs showed the degree of the variables that can explain the concept (Sekaran & Bougie, 2010). The validity construct is valid once the factors reach the standards of Kaiser Meyer Olkin (KMO) value ≥ 0.5 ; p-value of Bartlett Test of Sphericity (BTS) ≤ 0.05 ; factor loading value (for each

indicator) ≥ 0.5 (Hair et al., 2006; Lai & Chen, 2011; Malhotra, 2007). If all the variables can meet the indexes of construct validity, the construct is established. In this study, the convergent validity of all factors is qualified with the standards of convergent validity.

Table 4 Discriminant validity of factors

| | RI | DS | BT | SQ | DI |
|----|--------------|--------------|--------------|--------------|--------------|
| RI | 0.876 | | | | |
| DS | 0.609 | 0.898 | | | |
| BT | 0.454 | 0.618 | 0.864 | | |
| SQ | 0.632 | 0.687 | 0.628 | 0.786 | |
| DI | 0.574 | 0.731 | 0.531 | 0.686 | 0.720 |

The approach used to measure discriminant validity is to compare the shared variance within constructs from each construct in AVE. The discriminant validity is established between two constructs as long as the AVE of each construct is greater than the shared variance (Anderson & Gerbing, 1988). In this table, all the factors are acceptable with the assessment of discriminant validity. Therefore, the all the constructs are established.

The reliability of variables was evaluated basing on the value of the Cronbach α coefficient. The reliability of a variable illustrates the degrees to which the measurement scale of the variable corresponds to the concept of the variable (Sekaran & Bougie, 2010). The Cronbach α coefficient refers to the level of the internal integrated reliability. Normally, the Cronbach α is acceptable when the value is greater than 0.6 and regarded as good when it exceeds 0.8. The 0.6 are suggested as cut-off point by Hair et al., (2006) and Lai and Chen, (2011).

Reliability analysis

Table 5 Reliability for variables

| Variables | Cronbach α |
|--------------------------|-------------------|
| Destination image | 0.893 |
| Service quality | 0.942 |
| Brand trust | 0.935 |
| Destination satisfaction | 0.954 |
| Revisit intention | 0.943 |

This table illustrates the reliability for each variable which shows all the variables are above 0.8 that are good-fit and high reliable of the research model.

The goodness of fit test

CFA utilizes the Maximum Likelihood (ML) estimation method to measure the constructs of destination image, service quality, brand trust, destination satisfaction and revisit intention respectively as well as the whole model (Bollen, 1989; Hair, Anderson, Tatham,

& Black, 1998). To evaluate the complete model, the researcher applied chi-square/df, GFI, AGFI, NFI, IFI, CFI, RMSEA to assess this research model in SEM.

In this research, the researcher also evaluated the reliability in CFA. The standard error, critical ratio, and p value were utilized to assess the significance of the estimate. If all these values are positive, this means the estimate is positive (Garson, 2007). Critical ratio is evaluated via regression weight divided by the standard error.

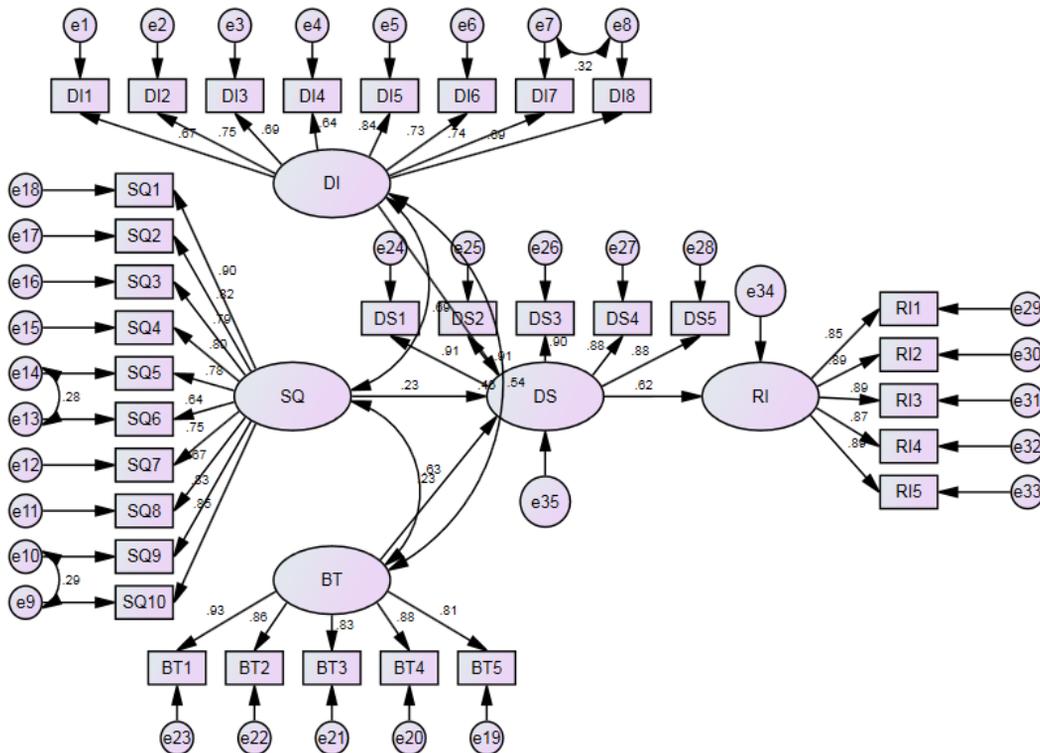


Figure 2 Result of structural model

Table 6 Goodness of fit test for variables

| χ^2 | DF | χ^2/df | GFI | AGFI | NFI | IFI | CFI | RMSEA |
|----------|-----|-------------|-------|-------|-------|-------|-------|-------|
| 765.011 | 485 | 1.577 | 0.900 | 0.884 | 0.934 | 0.975 | 0.975 | 0.038 |

This table illustrates the CFA of the structural model. The χ^2 is 765.011 and df is 485. The χ^2/df is 1.577, which is no more than the criterion of 3, and the GFI is 0.900, NFI is 0.934, IFI is 0.975, CFI is 0.975 which all exceed the standard of

0.9, while, AGFI is 0.884 which is below 0.9, but it is also acceptable when the values at 0.8-0.9 (Teece, Pisano, Shuen, 1997). In addition, the RMSEA is 0.038, which is below 0.05 considered as good fit. Therefore, all the criteria meet the standard of acceptable.

Results of hypotheses testing

Table 7 Results of hypotheses testing

| Hypothesized path | Standardize d estimate | Standard error | C.R.(t-value) | P | SMC (R ²) |
|-------------------|------------------------|----------------|---------------|-----|-----------------------|
| DS <--- DI | 0.463 | 0.074 | 7.863 | *** | .647 |
| DS <--- SQ | 0.233 | 0.066 | 4.186 | *** | |
| DS <--- BT | 0.227 | 0.05 | 4.874 | *** | |
| RI <--- DS | 0.623 | 0.047 | 12.91 | *** | .389 |

This table shows all the standardized estimate are positive which means the group whose latent means were not constrained to zero and had a higher mean on all the latent variables than the reference group. Furthermore, the results showed the critical ratios are all above 1.96 which are above the standard of 1.96. The P values also all exceeded 0.001 which are all above the value of 95%. The SMC are 0.647 and 0.389 of the observed variance revisit intention are explained by all the other factors.

From all the analyses above, the constructs are all meet the standards of acceptance, so this conceptual model is established.

Conclusion

According to the results, majority of the respondents were single females who are mainly on 20-30, holding bachelor's degree, earning ¥7,000–¥8,999 monthly. They visited Thailand for the first time and preferred to choose traditional Thai massage. In addition, relationships between service quality and destination image, brand trust and destination satisfaction, and the relationship between destination satisfaction and revisit intention concerning the Chinese spa service tourists to revisit Bangkok, Thailand is interactive and positive.



Discussion

In this study, the purpose is to analysis results of the relationships among service quality and destination image, brand trust, customer satisfaction and revisit intention regarding the Chinese spa service tourists to revisit Thailand. In hypothesis 1, this study has found that destination image is the most critical feature that influences Chinese spa service tourists to revisit. Destination image also has a relationship with destination satisfaction which is consistent with the previous studies of Mohamad et al. (2014), and Cretu and Brodie, (2007). In hypothesis 2, this research showed service quality has relationship with satisfaction which demonstrates the beta of 0.233 and the p-value is below 0.001. It is consistent with many empirical researches (Baker & Crompton, 2000; Brady & Robertson, 2001). In hypothesis 3, the result of this study has suggested that brand trust has a relationship with destination satisfaction. The empirical study of Hart and Johnson (1999) implied that brand trust has a positive relationship with satisfaction. In hypothesis 4, the result of the study has found that destination satisfaction has a relationship with revisit intention. Many academic researchers suggested that destination satisfaction has an impact on revisit intention (Chen, 2008; Petrick, 2002). Chen (2008) stated that satisfaction has an impact on customer's intention.

Implications

The destination image is the most crucial factor that can lead Chinese spa service tourists to be satisfied with the destination, which can eventually lead to the revisit intention of this group of people in this research. In this study, the trend of younger age is becoming more

apparent so that Thailand can build an energetic image. Moreover, this study revealed that Chinese spa service tourists concern Thai food as the most important feature when they evaluate destination image. For the spa services providers, they can also serve some Thai food that Chinese spa service tourists like most and fine tune the flavor that are closer to the habit of Chinese people. In addition, spa services providers not only can maintain the equipment but the outside environments of the stores regularly to build better destination image thoroughly. Therefore, the TAT can recommend some restaurant to customize the flavor of Thai food which can better enjoy and satisfy Thai food in Thailand. Besides, TAT can negotiate with the government to optimize the infrastructures that can bring better experiences in Thailand and also take effort to establish a relaxed and enjoyable impression to the tourists. For instance, it can cooperate with Chinese popular social media called "Weibo" to promote Thailand propaganda advertisements which concern with the idea of relaxation and the beautiful natural landscapes.

Service quality plays a significant role in various service industries that also include in spa services tourism. According to the results, it is the second strongest factor that influences satisfaction. In this study, women are the largest group to receive spa services, so Chinese women may be more inclining to have spa services. The most significant reason for Chinese spa service tourists to evaluate service quality is seeking customers' feedback constantly. The spa services providers may ask Chinese tourists to leave their emails for the spa to follow up after the service and get the suggestions from customers. The friendliness is the second vital reasons for Chinese spa service tourists. The spa



providers can take a regular course of the manners for their staff. It can enhance the service quality and the experiences of Chinese spa service tourists. They can also ask their customers to rate the therapists who provide the services for them. In accordance with the scores, the spa providers can set the reward and punishment system to evaluate their staff, increasing the hourly rate of the good performance staff while declining the service frequencies of the lower rated therapists. Therapists serve the same standard services are the third significant attributes arousing Chinese spa service tourists' concerns. The spa providers should train their staff on schedule and testify their performances after training. Moreover, they can also ask their staff to supervise the performances of one another and report the bad performances staff to get some rewards. On the other hand, for TAT, it can play the crucial role of supervision to track the service quality performance from customers or assign staff to experience spa stores to get real experiences to provide standardized service quality instructions to this emerging industry.

Brand trust is of importance for the destination satisfaction which has impact on the ultimate revisit intention. In this study, it is the third greatest factor that affects satisfaction. In this study, the spa store can be trusted, considering as the first concern for Chinese spa service tourists. So, the spa providers can give some introductions to their stores and products so that the customers feel secured before they receive services. For some Chinese tourists who have experienced the services previously, they can rate and recommend spa stores in Chinese repetitious rating website Dazhongdianping, because many of the Chinese people nowadays are using this site as an essential reference to evaluate

service providers. In the same time, spa providers can encourage Chinese tourists to comment on that website in return for discounts and coupons. Also, when the therapists provide services, they can also explain some main points to the customers as well which would help to build the trustworthiness. The second important attribute is the therapists' concern about customers' benefits. Therefore, the therapists should ask the needs of customers and provide specific services for them. For TAT, it can recommend some better performances' spa stores which Chinese tourists favored and trusted most to Chinese tourists, thereby enhancing the service experiences and ask bad performances' spa stores to overhaul.

Destination satisfaction is a very crucial antecedent for Chinese spa service tourists' revisit intention which has been suggested in many academic researches. This study's result also showed that destination satisfaction has a relationship with revisit intention. The facilities are the strongest reasons that satisfy customers. Thus the spa providers should update their facilities from time to time and maintain the facilities appropriately. Furthermore, the TAT should form Thailand as an ideal destination, such as envoy a proper publicity ambassador for China region. The appropriate waiting time are also vital for Chinese spa service tourists, so spa providers should schedule adequate staff to provide services and offer some entertainments while customers are waiting for the services. So the spa stores should hire sufficient staff to serve customers. For those who wait over the committed time, the stores can give some discounts in case customers switch to other stores. For TAT, it have to supervise destination image, service quality and brand trust to reach customers' satisfaction ultimately. Thus



the researcher recommended that it can design an official application to put its propaganda advertisements and promoting activities in it, also TAT can invite well-performed spa providers to put their information in this application. After customers experienced, they can rate and comment according to the aspects of destination image, service quality, brand trust on that app which would more convenient for TAT to supervise and obtain feedback rapidly.

Revisit intention is an outcome that all the industries attempt to achieve including the spa services tourism. In this study, the Chinese spa service tourists showed the strongest intentions to revisit Thai spa services next time. Moreover, after experiencing the spa services in Thailand, a large amount of spa service tourists showed the intentions to experience again. Thus the spa providers can give discounts if customers receive the same services next time, and send the discount information to their emails regularly. On the other hand, by rewarding these returning customers, TAT can give some free journey chances for the loyal spa service tourists and cooperate with spa providers to offer free experience vouchers and spa products to active users and good commentators to encourage customers to revisit. In addition, Chinese spa service tourists also express the intention to revisit in the near future. Thereby, the researcher suggests that the TAT can suggest Ministry of Foreign Affairs to launch strategies to encourage spa service tourist's revisit such as apply a new VISA which is for tourists who can reentry Thailand several times in a short time which can make revisit more convenient.

Limitations & further research

This research attempted to illustrate how destination image, service quality, brand trust and destination satisfaction influence Chinese spa service tourists' revisit intention. However, it does not represent the universal phenomena that these factors can lead to tourists' revisit intention. Academics imply no efficient and general competitive model for all tourism destinations (Gomezelj& Mihalic, 2008). Therefore, it is evident that there are more factors influencing tourists to revisit intention. After analyzing more factors, the researcher can increase the generalization and representation.

However, this study only put emphasis on destination image, service quality, and brand trust and destination satisfaction influencing Chinese spa service tourists' revisit to Bangkok, Thailand. Therefore, the researcher recommends other factors like perceived price Korda and Snój (2007), marketing mix, perceived value, and destination familiarity to be investigated to make the research more complete. In addition, the questionnaire respondents were only in five spas in Bangkok. Thus, to take consideration of the preciseness, further researches need to include samples from other cities and spa stores with the different rate. Furthermore, future research may also use a longitudinal approach to investigate how the destination image, service quality, brand trust and destination satisfaction affect revisit intention.



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