



A Study on the Impact of Cultural Attraction on the Intention of Chinese Visitors Revisiting Thailand

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Abstract:- Before the outbreak of COVID-19, China was the largest source of tourists to Thailand. With the relaxation of the epidemic prevention policy of the Chinese government, it is expected that outbound tourism between China and Thailand will gradually recover in the near future. Therefore, it is necessary to study the factors affecting Chinese tourists' revisit of Thailand for the recovery of the tourism industries of China and Thailand. With push-pull theory, taking Chinese tourists who have travelled to Thailand as the research object, this paper constructs a model of the relationship between cultural attraction and tourism revisit intention by means of a questionnaire survey. Taking cultural attraction as the independent variable and tourists' revisit intention as the dependent variable, this paper analyses 358 questionnaire data points through SPSS24.0 and Amos24.0 software. The results show that cultural attraction has a significant impact on Chinese tourists' revisit intention. The study finds that the attraction of material culture has the greatest impact on Chinese tourists' revisit intention, followed by the attraction of spiritual culture, and the attraction of institutional culture is the weakest, indicating that tourists' perception of Thai culture is more reflected in material culture and spiritual culture and that the perception of institutional culture is weak.

Keywords: Chinese Visitor; Thailand's Tourism; Cultural Attraction; Revisit Intention

Introduction

Tourism is a comprehensive industry that also plays an important role in driving Thailand's economic development. According to the official data provided by the Tourism Authority of Thailand, before the outbreak of the COVID-19 epidemic, Thailand received 39.8 million international visitors in 2019, including a total of 10.98 million Chinese visitors, with a year-on-year increase of 4.2%, accounting for about a third of the total inbound international visitors. In 2019, Chinese visitors spent about 5.5 trillion baht in total in Thailand. As the contributor of the majority visitors to Thailand, China is the main market that stimulates the growth of Thailand's tourism industry. The tourism industry plays an important role in connecting Sino-Thai economic and cultural exchanges. As a bridge of spreading civilization, exchanging culture, and developing friendships, tourism is the best way to bring people closer. It can increasingly deepen the all-around cultural, economic, technological, and environmental cooperation among different civilizations, nationalities, and countries. Closer tourism cooperation can enhance people-to-people exchanges and mutual learning of civilizations.

Revisit intention refers to the likelihood that a traveler will return to a destination to participate in

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activities (Baker et al., 2000). As market competition becomes increasingly fierce, the number of retourists, as an important component of destination tourists, has become an important indicator to judge the life cycle and development potential of a destination (Oppermann, 1998), which has a certain impact on the sustainable development of a destination. On the other hand, revisitors can bring better cost-effectiveness and economic profits to the destination. Shoemaker et al. (1999) pointed out that revisitors can often bring huge economic benefits to the destination because the cost of maintaining the old market is less than that of developing new markets. Early researchers studied the factors affecting tourists' revisit intention from the perspective of time, cost, etc. For example, Darnell et al. (2001) believed that the time interval had an important impact on revisit intention. The shorter the time interval from the last visit, the stronger revisit intention they will have. Some researchers have also discussed the influence of consumers' external characteristics, such as gender, age, and income, on their revisit intention. Subsequently, researchers gradually shifted the influencing factors from consumers' external characteristics to psychological factors, and these influencing factors were also most concerned by researchers, such as satisfaction (Assaker et al., 2013), destination image, and local attachment (Stylos et al., 2017), tourism motivation (Jang et al., 2007), etc. Later, more research began to focus on tourists' psychological factors, such as tourism motivation, tourism experience, satisfaction, perceived attractiveness, and destination image (Fajian, L., Jinyan, X., & Nan, W., 2019). Changes in factors affecting revisit intention, the location of the study case, the angle, the method, etc., may lead to completely opposite conclusions. Therefore, this paper chooses Chinese tourists who have been to Thailand as the research object, taking cultural attraction as the independent variable and revisit intention as the dependent variable, to explore the relationship between the two. For Thai tourism departments and enterprises, it is crucial to fully understand the influencing factors of tourists' revisit intention, formulate corresponding tourism policies, and then continue to attract Chinese tourists, which is crucial to the sustainable development of Thailand's tourism industry.

Objectives of Research

To use a survey way to find the relationship between cultural attraction and the intention of Chinese visitors revisiting Thailand.

Literature Reviews

Push-pull Theory

The Push-pull Theory was initially used to study population migration and mobility. E.C. Ravenstein conducted a pioneering study on the mobility of population migration in 1881 (Lee, E. S. (1966). Dann, G. M. (1977) was the first researcher to apply the Push-pull Theory to tourism research in 1977. He believed that the push factor refers to the internal factor that induces visitors to travel, including fantasy, classification, and other five ones, and the pull factor is the factor that affects visitors' selection of tourist destinations, including the resources of tourist destinations, the integrity of supporting facilities, etc. Klenosky, D. B. (2002) pointed out that the Push-pull Theory can explain the frequent mobility of visitors. Dean, D., & Suhartanto, D. (2019) applied the Push-pull Theory to collect data from 369 visitors from five tourist attractions in Indonesia and prove that the pull factors have an



impact on consumers' revisit. Said, J., & Maryono, M. (2018) thought that tourist motivational factor is the push factor for visitors to make travel decisions. All these show that the Push-pull Theory had long been applied by researchers to the studies of tourism affairs and phenomena and can play a good role in guiding the study of the revisit intention of Chinese visitors.

Cultural attraction

The evaluation indicators of attraction of tourist destinations are mostly chosen based on the basic attributes of tourist destinations, mainly including a beautiful environment, convenient transportation, cultural deposits, service facilities, etc. In 2007, based on a survey of 6,405 American visitors, Kim, H., Cheng, C. K., and O'Leary, J. T. (2013) divided cultural attractions into four types: festival and musical attractions, commercial recreation parks, local festivals, and fairs, as well as knowledge/aesthetic seeking attractions. Minghua, Y., (2009) grouped culture into three levels: material culture, institutional culture, and spiritual culture. Bihu, W., (2016) expounded that in-depth exploration of cultural resources in tourist destinations has become an important way to attract visitors. Chunhua, S., & Guiqing, L., (2018) constructed the cultural semiotic system of tourist destinations from material culture, institutional culture, and spiritual culture according to Lotman's cultural semiotic types (Juri Lotman's Semiotic Theory). Shuangrong, L., & Jinjin, Z., (2022) divided cultural attraction into the semiotic attraction of material culture, the semiotic attraction of institutional culture, and the semiotic attraction of spiritual culture in the study of tourist cultural attraction of ancient villages. Based on studies of the above-mentioned scholars, this paper divides cultural attraction into three dimensions: the attraction of material culture, the attraction of institutional culture, and the attraction of spiritual culture.

Revisit intention

The concept of revisit intention (RI) is acknowledged in academia. It refers to the possibility of visitors revisiting the destination after leaving. Some scholars call it revisit intention or intention to return/revisit. Anxi, G., et al. (2018) defined revisit intention as the possibility of visitors returning to the destinations for activities. Wuling, Z., (2010) defined revisit intention from the angle of products, so it refers to the mental disposition of visitors to re-experience after consuming tourist services or products during a period of time and approving of them emotionally and cognitively. Furthermore, some scholars pointed out that revisit intention should be evaluated from multiple angles and dimensions. Lin et al. (2009) also grouped the dimensions of revisit intention as recommendation, revisit, and refusal to change. Huang, S., & Hsu, C. H. (2009) also found that the effects of travel motivation, past experience, and perceived constraint have an impact on visitors' revisit attitudes after doing a study on visitors traveling to Hong Kong. Lai, Y. H. R., Chu, J. Y. & Petrick, J. F. (2016) believed that perceived value, service quality, and satisfaction play a significant role in visitors' revisiting of theme parks. Lu, H. Y. (2021) found self-efficacy and social influence are important factors that increase seniors' revisit intentions. Shizhen, B., Sheng, W., & Zhongxun, W., (2021) found that the tourist market becomes more competitive due to the increasing number of tourist attractions and the rise of outbound tourism, and visitors' revisiting is a crucial contributor to enhancing the competitiveness of tourist destinations. Visitors' revisiting can effectively reduce the market cost, increase economic benefit, keep visitor sources stable and bring positive effects on visitors' reputation for tourist destinations. Visitors' revisit intention is an important indicator of the business development of tourist destinations. Based on the



studies of scholars, this paper defines revisit intention as the possibility of visitors returning to the destinations for activities, namely the possibility that visitors would like to return to the destinations for a trip. It refers to the possibility or mental disposition of visitors to revisit the same destination under the influence of relevant services, activities, and other factors of the destination or country, which is evaluated from the three angles such as satisfaction, recommendation, and revisiting.

Research Design

Chinese tourists are also experiencing Thai culture in the process of traveling to Thailand. The degree of tourists' perception of Thai culture determines the attractiveness of Thai tourism culture. With reference to Shuangrong, L., & Jinjin, Z., (2022) division of tourism cultural attraction dimensions of ancient villages and combined with the characteristics of Thailand, this paper divides Thailand's tourism cultural attraction into three dimensions, namely, the attraction of material culture, attraction of institutional culture and attraction of spiritual culture. This paper constructs three dimensions and 12 items of evaluation indicators for the attractiveness of Thai tourism culture. See Table 1 for details. At the same time, according to the research of Luo Dan(2021) and Jianjun, G., (2022), revisit intention is set as three items. See Table 2 for details.

Table 1 Evaluation Indicators of Thailand's Cultural Attraction

Variables		Symbols	Item	Content description
Cultural attraction	The attraction of material culture	A1	Architecture landscape	Traditional buildings, streets, and temples of Thailand
		A2	Display of cultural relics	Display of Thailand's historical relics
		A3	Traditional handicraft	Thailand's traditional handicrafts and production process or knowledge demonstration
		A4	Special food	Thailand's special delicacies
	The attraction of institutional culture	B1	People's code of conduct	No littering, civilized behavior, a country of smiles, etc.
		B2	Folk custom system	Thailand's customs, such as marriage customs and adult ceremony
		B3	People's lifestyle	Way of Thailand's locals to participate in social management, organization way, etc.
		B4	Public security	Local public security in Thailand



Variables	Symbols	Item	Content description
attraction of spiritual culture	C1	Buddhist culture	Buddhist culture
	C2	Traditional art	Local traditional art performance in Thailand
	C3	Local language	Thailand's local language
	C4	Traditional festival	Local traditional festivals, such as Songkran Festival and Makha Puja Day

Table 2 Evaluation Indicators of Revisit Intention

variables	Symbols	Item content
Revisit intention	D1	Be satisfied with Thailand's tourism
	D2	Recommend relatives and friends to travel to Thailand
	D3	Revisit Thailand if possible

After Dann, G. M. (1981) applied the push-pull theory to tourism research, this theory has been widely applied. According to the summary articles of Hongmei, Z., & Lin, L., (2005) on tourism motivation, among tourists' tourism motivation, the "push" factor is internal, which is a motivational factor or demand caused by imbalance or tension. It promotes the generation of tourism desire. "Pull" factor is external, which is an inducement. It is related to the attractions and the attributes of the destination. It is generated by tourists' cognition of the target and affects the choice of destination. Yilin, L., (2016), in her study of the perception of Canadian culture and its differences for Chinese tourists visiting Canada, found that it is a major factor in tourists' abroad that involves physical, institutional, and spiritual factors. Shuang, F., & Rodgers, B., (2022), in their study of the competitiveness of tourist destinations in Chiang Mai, Thailand, found that tourist resources, namely, core resources and attractants, are the main elements that shape tourist thrust and largely influence tourists' choice of destination. Chiang Mai retains many precious and well-established historians and has more than three hundred monasteries in and around. Builds coalesce with the bright historical culture of northern Thailand. The song Gan knot, the water lamp day, allows tourists to experience local traditional holiday practices. A study by Daying, S., & Linmin, C., (2022) found that Chinese tourists to Tai Chi had a particularly strong perception of Buddhist culture and a strong interest in local traditional culture. Through the literature research, we find that tourists travel to foreign countries and want to feel the foreign culture, which is an intrinsic thrust from tourists, and the cultural attractant of tourism purposes, in turn, serves as an important pull for tourists abroad. From this, the paper proposes the following hypotheses, and the hypothetical model is shown in Figure 1.



H1: Cultural attraction plays a positive role in the intention of Chinese visitors revisiting Thailand

H1a: Attraction of material culture plays a positive role in the intention of Chinese visitors revisiting Thailand

H1b: Attraction of institutional culture plays a positive role in the intention of Chinese visitors revisiting Thailand

H1c: Attraction of spiritual culture plays a positive role in the intention of Chinese visitors revisiting Thailand

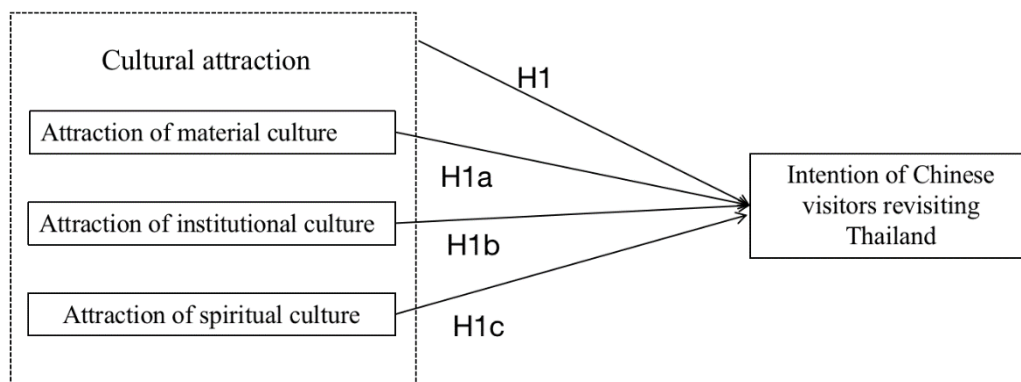


Figure 1 A Theoretical Model

Research Methodology

Data collection

This paper conducts a questionnaire survey for Chinese visitors who have been to Thailand at least once. The questionnaire mainly includes two parts: basic information of the respondents and perception scale of the attraction of Thailand's tourist culture having an impact on Chinese visitors' decision to revisit Thailand. The perception degree is quantified according to a 5-point Likert scale, from the very dissatisfied to the very satisfied, 1 to 5 points respectively. A total of 400 questionnaires were distributed, and 358 valid questionnaires were recovered, with an effective rate of 89.5%.

Descriptive statistical analysis

1. Gender

It can be seen from Table 3 that male visitors are outnumbered by female visitors among the respondents, including 155 male visitors, accounting for 43.3% of the total visitors, and 203 female visitors, accounting for 56.7% of the total visitors.



Table 3 Gender Statistical Table

Item	Item classification	Number of visitors (visitor)	Percentage (%)
Gender	Male	155	43.3
	Female	203	56.7

2. Age

According to Table 4, the respondents are mostly visitors aged 25 to 55, with 283 visitors in total, accounting for 79% of the total visitors, and 40% of 283 visitors are visitors aged 25 to 35, showing that Thailand's tourism is quite attractive to young people. 40 respondents are visitors aged 16 to 24, accounting for 11.2% of the total visitors, and 35 respondents are visitors aged more than 55, accounting for 9.8% of the total visitors, showing that few younger or older visitors travel to Thailand.

Table 4 Age Statistical Table

Item	Item classification	Number of visitors (visitor)	Percentage (%)
Age	Aged 16 to 24	40	11.2
	Aged 25 to 35	136	40
	Aged 36 to 44	86	24
	Aged 45 to 55	61	17
	Aged more than 55	35	9.8

3. Whether to travel with a group

According to Table 5, 146 visitors take a package tour, accounting for 40.8% of the total visitors, and 212 visitors don't take a package tour, accounting for 59.2% of the total visitors, indicating that non-package tour is the main form for Chinese visitors to travel to Thailand.

Table 5 Statistical Table of the Number of Chinese Visitors Traveling with a Group

Item	Item classification	Number of visitors (visitor)	Percentage (%)
Whether to travel with a group	Yes	146	40.8
	No	212	59.2

4. Income

According to Table 6 Statistical Table of Individual Monthly Income of Chinese Visitors, 86 visitors earn less than 4,000 yuan every month, accounting for 24% of the total visitors; the largest number of visitors, namely 227 visitors earn 4,000 to 10,000 yuan every month, accounting for 63.4% of the total visitors; and only 45 visitors can earn more than 10,000 yuan every month, accounting for 12.6% of the total visitors. We all know that Thailand is relatively low in consumption as a developing country, which is also an important reason for Chinese middle-income people to travel to Thailand.



Table 6 Statistical Table of Individual Monthly Income of Chinese Visitors

Item	Item classification	Number of visitors (visitor)	Percentage (%)
Individual monthly income	Less than 4,000 yuan	86	24
	4,000 to 6,000 yuan	114	31.8
	6,000 to 10,000 yuan	113	31.6
	more than 10,000 yuan	45	12.6

Note: 1 yuan is approximately equal to 5 baht

5. Distribution of educational background

According to Table 7 Education Background Structure of Chinese Visitors, the largest number of visitors, namely 196 visitors have an associate or undergraduate degree, accounting for 54.7%; 20.4% of visitors have a master's or doctorate's degree; 19% of visitors receive high school or secondary vocational education; and the smallest number of visitors receive junior high school education or below, only accounting for 5.8%, showing that visitors who travel to Thailand have a relatively high education background.

Table 7 Education Background Structure of Chinese Visitors

Item	Item classification	Number of visitors (visitor)	Percentage (%)
Education background	Junior high school education or below	21	5.8
	High school or secondary vocational education	68	19
	Associate or undergraduate degree	196	54.7
	Master's or doctor's degree	73	20.4

6. Statistics of the frequency of traveling to Thailand

According to Table 8, the largest number of visitors, namely 145 visitors have only been to Thailand once, accounting for 40.5%; 108 visitors have been to Thailand 2 or 3 times, accounting for 30.2%; 61 visitors have been to Thailand 4 or 5 times, accounting for 17%; and 44 visitors have been to Thailand more than 6 times, accounting for 12.3%, showing that there is plenty of room for an increase in the revisit rate of Chinese visitors.

Table 8 Statistical Table of the Frequency of Chinese Visitors Traveling to Thailand

Item	Item classification	Number of visitors (visitor)	Percentage (%)
Frequency of traveling to Thailand	1 time	145	40.5
	2 or 3 times	108	30.2
	4 or 5 times	61	17
	6 times or more	44	12.3



Analysis of data reliability and validity

This paper analyzes the reliability and validity of each item of cultural attraction and revisits intention by using SPSS24.0 and AMOS 24.0 and extracts 4 common factors according to the eigenvalue. Each factor has a load capacity of more than 0.6, showing that all 4 dimensions can be effectively reflected by each measurement indicator, of which Cronbach's α coefficients of all the dimensions are higher than the standard value of 0.7, showing that there is a good internal consistency of each measurement question in a single dimension. The composite reliability (CR) is higher than the standard value of 0.7, and the average variance extracted (AVE) is higher than the standard value of 0.5, showing that there is a relatively good convergent validity of this model, as shown in Table 9.

Table 9 Analysis of Reliability and Validity

Variables	Item No.	Parameter significance estimation			Standardized coefficient	Cronbach's α	CR	AVE
		Unstd.	S.E.	P				
The attraction of material culture	A1	1.000	-	-	0.817	0.879	0.887	0.667
	A2	0.971	0.045	***	0.843			
	A3	0.934	0.044	***	0.842			
	A4	0.805	0.043	***	0.76			
The attraction of institutional culture	B1	1.000	-	-	0.721	0.817	0.821	0.535
	B2	1.003	0.066	***	0.761			
	B3	1.022	0.07	***	0.721			
	B4	1.066	0.074	***	0.715			
The attraction of spiritual culture	C1	1.000	-	-	0.74	0.858	0.855	0.594
	C2	1.029	0.062	***	0.78			
	C3	1.112	0.064	***	0.811			
	C4	1.051	0.065	***	0.754			
Revisit intention	D1	1.000	-	-	0.736	0.858	0.843	0.525
	D2	0.974	0.064	***	0.688			
	D3	0.946	0.063	***	0.728			

Note: *** means $p < 0.001$

Test of model's goodness of fit

According to Table 9, χ^2/df is 2.863, which is less than the standard value of 3, showing that the model's goodness of fit is good; GFI, CFI, NFI and NNFI are all higher than the standard value of 0.9; RMR is 0.021, which is less than 0.05; and RMSEA is 0.061, which is less than 0.08. Therefore, each indicator meets the general research standard, which indicates that the model has a good fitting degree and goodness of fit for further empirical analysis.



Table 10 Index of Model's Goodness of Fit

Indicator	χ^2/df	GFI	RMSEA	RMR	CFI	NFI	NNFI
Stand	<3	>0.9	<0.08	<0.05	>0.9	>0.9	>0.9
Value	2.863	0.956	0.061	0.021	0.976	0.954	0.968
Result	qualified	qualified	qualified	qualified	qualified	qualified	qualified

AMOS24.0 is used to calculate the path coefficient of the structural equation model, which reflects the relationship among latent variables and the effect degree. In addition, the C.R value is also calculated. According to the previous literature practice and relevant scholars' views, C. R (Critical Ratio) is an important standard to judge whether the standardized coefficient is significant in the structural equation model. When its absolute value is higher than or equal to 1.96, it shows that there is a significant difference at the significance level of 0.05. See Table 11 for the specific path coefficients, C.R values, and hypothesis verification.

Table 11 Analysis Results of Model's Paths

Hypothesis	Path	Non-standardized coefficient	Standard error	CR	p-value	Standardized coefficient	Hypothesis verification
H1a	The attraction of material culture → revisit the intention	0.47	0.045	10.388	***	0.583	True
H1b	The attraction of institutional culture → revisit the intention	0.383	0.065	5.9	***	0.348	True
H1c	The attraction of spiritual culture → revisit the intention	0.327	0.039	8.366	***	0.446	True

Note: *** means $p < 0.001$, ** means $0.001 < p < 0.01$

According to the relevant standardized path coefficients and P values shown in Table 11, the 3 hypotheses raised in the above-mentioned study are proved one by one. As a result, the 3 hypotheses H1a, H1b, and H1c are true. The hypotheses about the three dimensions of cultural attraction have been verified, so it is concluded that hypothesis H1 has also been verified.

Discussion

This paper takes cultural attraction as the independent variable and revisits intention as the independent variable. Through quantitative testing and analysis, it is concluded that the three dimensions of cultural attraction, the attraction of material culture, the attraction of institutional culture, and the attraction of spiritual culture, have a significant impact on Chinese tourists' desire to revisit.

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First, among the three dimensions of cultural attraction, the attraction of material culture has a significant positive impact on Chinese tourists' desire to revisit, with the standardized path factor reaching 0.583, which shows that attraction of material cultural attraction has the greatest impact on Chinese tourists' desire to revisit in the three dimensions. This shows that Chinese tourists are more attracted by traditional Thai buildings, street scenes, temple buildings, historical culture, food, and other material cultures. The maintenance and propaganda of traditional material culture can more effectively attract Chinese tourists to revisit. When Fangru (2017) studied the decision-making behavior of Chinese tourists in Thailand, he found that Chinese tourists in Thailand are very concerned about places of interest, temples, museums, and food in Thailand. The results of this study are similar.

Second, the attraction of spiritual culture also has a significant impact on Chinese tourists' revisit intention, with a standardized path factor of 0.446. This shows that Chinese tourists are attracted by Thai Buddhist culture, traditional festivals, traditional art, and other spiritual cultures. This is in line with Su Daying, S., & Linmin, C.,'s findings that Chinese tourists have a strong interest in Thai Buddhist culture and traditional festivals.

Among the three dimensions of cultural attraction, the attraction of institutional culture also has a significant positive impact on Chinese tourists' revisit intention, with a standardized path factor of 0.348. This shows that Chinese tourists will be attracted by the system culture of Thai local people, such as civility, customs, and social security. This shows that Chinese tourists will be attracted by the system culture of Thai local people, civility, customs, and social security. When Peng, X., (2019) studied Chinese tourists' perception of tourism in Thailand, he found that Chinese tourists were satisfied with the security, streets, and environmental sanitation in Thailand. Auekordaree, N., (2019) found that visitors to Thailand were more satisfied with the security and order of scenic spots and the service of service personnel in Thailand. The results of this study are similar to those of the two scholars. A good public security and hygienic environment improve the satisfaction of tourists, which can also attract tourists back to the place.

Summary and Suggestions

Summary

Visitors' revisit intention plays an important role in driving the sustainable and healthy development of tourist destinations, so academia and industry pay great attention to the study of visitors' revisit intention. With Chinese visitors traveling to Thailand as the research objects, this study proves the mechanism of the effect that cultural attraction has on revisit intention, reveals the factors that affect the intention of Chinese visitors revisiting Thailand, and draws the following main conclusions.

1. The three dimensions of cultural attraction, namely the attraction of material culture, the attraction of institutional culture, and the attraction of spiritual culture have a marked impact on the revisit intention of Chinese visitors, which proves that cultural attraction is also the main factor that affects the intention of Chinese visitors revisiting Thailand besides the cost performance and attraction of natural scenery.

2. Among the regression paths of three dimensions of cultural attraction, the standardized coefficient of attraction of material culture is the largest, followed by that of attraction of spiritual



culture and then the attraction of institutional culture, showing that visitors' perception of Thailand's culture is more reflected in material and spiritual culture, followed by institutional culture.

Suggestions

It can be seen from this study that cultural attraction has an obviously positive impact on visitors' revisit intention. According to the actually situation of Thailand, this paper puts forward the following suggestions.

1. The Tourism Authority of Thailand and tourist enterprises should vigorously publicize Thailand's culture and enhance visitors' perception of Thailand's culture. For example, some major Chinese cities should hold Thailand's Tourist Culture Festival to introduce Thailand's culture, including history, architecture, folk customs, traditional festivals, and the like, so as to enable Chinese people to know more about Thailand's culture and be more interested in Thailand's tourism.

2. Visitors attach more importance to material culture and spiritual culture, so the Tourism Authority of Thailand and tourist enterprises should focus on the protection of Thailand's traditional buildings, handicrafts, and art performances, give visitors more opportunities to be involved in traditional festivals and cultural activities of the locals and experience Thailand's traditional culture, as well as improve visitors' tourist participation and cultural perception, so as to increase their revisit intention.

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