

A comparative study of Thai and foreign tourists' satisfaction and experience and how they influenced the tourists to revisit Chiang Rai

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Abstract

This research was aimed at 1) studying and comparing the satisfactions of Thai and foreign tourists who visited Chiang Rai; 2) studying and comparing the travel experiences of Thai and foreign tourists who visited Chiang Rai and; 3) investigating whether their satisfaction or travel experiences had more influences on their decision to revisit Chiang Rai. The participants in this study were 400 Thai and foreign tourists and a questionnaire survey was used as the instrument. The data analysis was conducted using percentage, mean, standard deviation, one-way ANOVA and multiple linear regression determined at .05 level of significance. Findings demonstrated that the participants had a high level of satisfaction, especially in terms of history and archeological sites. The participants' overall travel experiences were also highly rated, especially in terms of escapism (namely, they felt like being themselves). Both groups of participants rated highest in the prospect of revisiting Chiang Rai (namely, in future, they will return to Chiang Rai for a visit again). Testing the hypothesis, the researcher discovered that the participants' place of origin, age, monthly income, duration of stay and frequency of travel were not different when it came to satisfaction. However, their age and monthly income differently determined their travel experiences, statistically at .05 level of significance. Their differences in place of origin, duration of stay and frequency of travel did not however affect the participants' travel experiences in Chiang Rai. Investigating the influences of the participants' satisfaction and experience on their tendencies to revisit Chiang Rai, the researcher learned that travel experience accounted for 41.40% with escapism as the most influential factor. Satisfaction, on the other hand, accounted for only 30.00% with society and culture as the most influential factor. The difference was statistically significant at .05.

Keywords: *Satisfaction, Experience, Revisiting, Tourists, Chiang Rai*

Introduction

Nowadays, the trends for global tourism have changed. The United Nations World Tourism Organization (UNWTO) predicted that in 2020, there would be 1,600 million international tourists all over the world. East Asia and Pacific regions would make popular destinations and Southeast Asian countries would receive more and more tourists as new destinations. According to the 2017 global statistics, there were 1,322 international tourists, an increase of 83 million or 6.7% from 2016. 671.1 million tourists, an increase of 8.4%, went to European countries while 323.7 million went to Asia-Pacific, an increase of 5.8%. North America received 206.6 million visitors or a 2.9% increase whereas Africa and the Middle East welcomed 62.1 (7.8% increase) and 58.3 (4.8% increase) million visitors, respectively (UNWTO, 2018).

Tourism industry is crucial to the economy of Thailand. Whenever the country faces economic crises, tourism plays a very important role in making income and helping resuscitate the economy more swiftly than any other manufacturing and service industries. As a result, tourism is a key strategy for Thailand's economic development, a major source for foreign currency earning, job opportunities and wealth distribution to different parts of the country. It also significantly contributes to the development of infrastructure and transport as well as trade and investment (Ministry of Tourism and Sports, 2017). Based on the 2017 statistics of international tourists by UNWTO, although Thailand received 32.6 international visitors (number 9 in the world), it ranked highest in terms of income from tourism with

the growth of 14.7%. In 2016, the country earned 49.90 billion US dollars, the top three in the world, after the US and Spain. From the growth, the Ministry of Sports and Tourism (2018) revealed the overall picture of international tourism in 2018 that throughout the year, 35,381,210 visitors came to the country, an increase of 8.77% compared to the previous year, contributing to the gross income of 1,824,042.35 trillion Baht, an 11.66% increase from the previous year. The three highest number of tourists were from China, Russia and Malaysia, respectively.

Regarding tourism in the North of Thailand in 2017, it was reported that over 26 million tourists visited the region, contributing to the income from tourism and business of over 1.14 hundred billion Baht. The expenses per head were approximately 2,165 Baht. In 2018, Tourism Authority of Thailand set a goal for tourism income growth at 8.7% or approximately 1.34 hundred billion Baht. The target group included senior citizens, new gen, female travelers and families (Thansettakij, 2018). Chiang Rai (henceforth CR) is a big, important Northern city, after Chiang Mai where there are beautiful and diverse tourist attractions, ranging from art and culture, traditions and nature such as mountains and waterfalls. Public transport (land, water and air) is convenient and connected to neighboring countries. The convenience both in terms of geographical setting and public utility system that can accommodate visitors has made CR a popular destination for tourists all year round. In addition, the incident of Tham Luang Forest Park has put a spotlight on the province.

Relevant previous studies on the influences of factors on tourism were mostly conducted on satisfaction. Comparative studies of satisfaction and travel experience as influences on revisiting a destination have not been done. Personally, I believe that to consider revisiting a destination, travel experience is more influential than satisfaction and this explains the motivation of this research. This comparative study will be of great use for a development plan for tourists to revisit CR as the province has one of the most remarkable resources, multicultural features and many world-renowned tourist attractions. It is hoped that the findings of this study will be further used as a guidance for tourism development and policy making in CR.

Objectives of the Study

The study aims to

- 1) study and compare the satisfactions of Thai and foreign tourists who visited CR;
- 2) study and compare the travel experiences of Thai and foreign tourists who visited CR and;
- 3) investigate whether their satisfaction or travel experiences had more influences on their decision to revisit CR.

Research Hypotheses

1. Tourists to CR with different personal factors will have a different satisfaction level;
2. Tourists to CR with different personal factors will have a different travel experience;
3. Travel experience will have more influences on tourists' revisiting CR than satisfaction.

Research Scope

400 Thai and foreign tourists who visited CR in January - February, 2019.

Expected Outcome and Use

1. Findings will demonstrate the differences between the satisfaction and travel experience of Thai and foreign tourists who visited CR and how the two factors influenced their decision to revisit the province.
2. Findings can be used further as a guidance for tourism development plans and policies by relevant local organizations to create good experience and satisfaction for future visitors, leading to the revisit of CR.

Literature Review

Based on the literature review of theories, concepts and relevant documents, both national and international, the following points were summarized:

1. Tourist satisfaction

Kotler (2000) defines that satisfaction is a personal feeling when an individual is happy or disappointed, deriving from their comparing perception and expectation of intended results. When perception meets expectation, a customer will feel satisfied. DuBrin (1997) proposes that satisfaction is considered the most fundamental expectation. If one's work exceeds minimum expectation, it is called delight. As for the ideas of service accessibility and factors related to satisfaction, Penchansky and Thomas (1981) posited 5 categories: availability of service, accessibility of service, accommodation of service, affordability of service and acceptability of service. To measure tourist satisfaction, Hunseyin and Sarvanaz (2014) conducted a study and measured European tourists' satisfaction towards Jordan's tourism industry based on five categories: tourist attractions and shopping; food; accommodation and restaurants; ambiance and safety; and public transport.

2. Travel experience

Iamlaopakdee (2005) argues that holiday and travel experience lies in consumers' feelings. Emphasis on creating experience for tourists means creating perception, feeling, behavior and value to them based on knowledge and understanding of tourism products/services. Travel experience consists of 3 main components. First, functional experiences are the satisfaction acquired from service or travel based on the worthiness of money spent such as quality of tour guide services. Second, social experiences are the values gained by tourists who participate in making contributions to society. Finally, emotional experiences are the feelings and values that tourists have when they feel that their travel experiences are unique. In addition, Sameer, Dia and Khaled (2009) conducted an experimental economics study to measure the travel experience on a cruise ship based on 14 sub-categories under 4 main categories. They were educational aspect (3 factors: learning, knowledge building, and authentic experience), entertainment aspect (4 factors: cruise ship activities, enjoyment, activity fun and cruise ship enjoyment), aesthetic aspect (3 factors: interesting cruise ship structural pattern, design of details on the ship and charming activities) and relaxing aspect (4 aspects: ability to be themselves, different feelings, ability to think of someone important and unique treatment).

3. Behavioral intention

Lennon, Weber and Hemson (2000) propose that consumers' behavioral intention can reflect a prediction of future purchasing or servicing behavior. Behavioral intention can be used as an appropriate prediction when the assessment of internal sources of information is conducted. Internal sources of information include personal experiences or experiences of others through words of mouth about tourism and service organizations. Also, there are external sources of information such as printed advertisement. When a consumer has understanding about the information, he/she can decide on what product they should buy or what service they should use. Positive behavioral intention can be encouraged with campaigns, advertisements and efficient support. Those can have a great impact on consumers, leading to their behavioral intention related to each information source. High behavioral intention will lead to a high probability of intended action. All in all, one's intention to behave according to one's plans is the start of behavior. Intention will drive a person to behave (Pender, 1996). Therefore, in tourism, if one can understand factors that influence tourists to revisit a destination, one will be able to predict the tourists' behavior and intention to revisit accurately.

For this research, the research framework is shown in Figure 1.

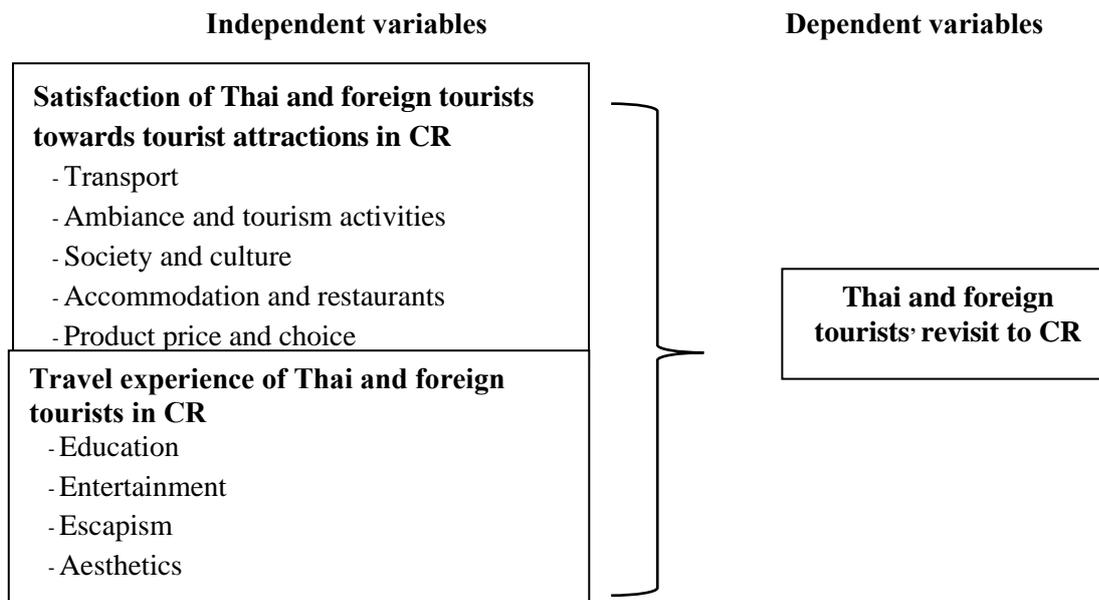


Figure 1 Research framework

Research Methodology

The study “A comparative study of Thai and foreign tourists’ satisfaction and experience and how they influenced the tourists to revisit Chiang Rai” is a survey study in which the fieldwork data was collected as a cross sectional study. That is, the data was collected once during a specific period of time. The instrument used was a questionnaire. The participants were Thai and foreign tourists who visited CR during January-February 2019, all of whom were over 20 years of age. The research methods were as follows:

Subjects and sample group

The subjects of the study were calculated based on 2,610,452 tourists to CR. The sample group was determined using Yamane’s principle (1973). 400 participants were then randomly selected. The quota was used to equally divide Thai and foreign tourists, 200 for each. For the purpose of data collection, convenience selection was adopted for the distribution of questionnaire.

Instrument

In this research, a questionnaire was deployed to collect the data. It was divided into the following 5 parts:

Part I: questions about personal information of the participants

Part II: questions about satisfaction of tourists towards attractions in CR, with a scale of 5 4 3 2 1, meaning highest, high, average, low, lowest. The scores were then set for the mean score calculation and the level of satisfaction was dependent on the range of class interval. The formula is as follows:

highest score (5) – lowest score (1)

5 In this research, the mean score equaled 0.80 and satisfaction was divided into the following 5 levels for the interpretation of the scores:

<u>mean scores</u>	<u>satisfaction level</u>
1.00-1.80	lowest

1.81-2.60	low
2.61-3.40	average
3.41-4.20	high
4.21-5.00	highest

Part III: questions about travel experience of tourists in CR, with a scale of 5 4 3 2 1, meaning highest, high, average, low, lowest. The scores were then set for the mean score calculation and the level of travel experience was dependent on the range of class interval. The formula is as follows:

highest score (5) – lowest score (1)

5 In this research, the mean score equaled 0.80 and travel experience was divided into the following 5 levels for the interpretation of the scores:

<u>mean scores</u>	<u>satisfaction level</u>
1.00-1.80	lowest
1.81-2.60	low
2.61-3.40	average
3.41-4.20	high
4.21-5.00	highest

Part IV: questions about tourists' intention to revisit CR, with a scale of 5 4 3 2 1, meaning highest, high, average, low, lowest. The scores were then set for the mean score calculation and the level of intention to revisit was dependent on the range of class interval. The formula is as follows:

highest score (5) – lowest score (1)

5 In this research, the mean score equaled 0.80 and intention to revisit was divided into the following 5 levels for the interpretation of the scores:

<u>mean scores</u>	<u>satisfaction level</u>
1.00-1.80	lowest
1.81-2.60	low
2.61-3.40	average
3.41-4.20	high
4.21-5.00	highest

Part V: Open-ended questions about suggestions for tourist site development. Participants were allowed to respond freely.

Testing the Instrument

The questionnaire, the main instrument of the study, were used in a try-out with a group of 30 people. The group was similar to the intended sample group. Reliability was sought using Cronbach's method (Kajornsilp, 1990). The results reported the following Alpha values:

1. Reliability value for questions about satisfaction was 0.847.
2. Reliability value for questions about travel experience was 0.763.
3. Reliability value for questions about intention to revisit was 0.879.

Data Analysis

1. Descriptive statistics (frequency, percentage and mean) were used to analyze general information of the sample group: satisfaction, travel experience and intention to revisit CR.

2. One-way ANOVA was used to compare the group's satisfaction with the travel experience based on their personal factors, including places of origin, age, monthly income, duration of stay and frequency of travel. The level of significance was determined at .05.

3. Multiple linear regression was employed to examine the influences the group's satisfaction and travel experience in CR had on their intention to revisit. The level of significance was determined at .05

Findings

1. In terms of personal information of the participants, it was found that the sample group consisted of 200 Thai tourists or 50% and 200 foreign tourists or 50%. In more details, there were 200 Thai tourists (50%), 80 Chinese tourists (20%), and 40 European tourists (10%). The remaining number was made up of 30 people from other Asian countries (7.5%), 30 people from Oceania (7.5%) and 20 people from North and Latin America (5%). In addition, most of the people, 290 to be exact (72.5%), stayed in CR for 3-5 days. 60 people (15%) stayed for 6-10 days. The majority of the group came to CR for the first time (184 people, 46%), followed by those coming for the second time (162 people, 40.5%), those coming for the third time (50 people, 12.5%) and those coming more than 3 times (4 people, 1%), as can be seen in Table 1.

Table 1 Number, percentage and personal information of the sample group

Personal information	Number	Percentage
1. Countries of origin		
1.1 Thai tourists	200	50.0
1.2 Foreign tourists	200	50.0
2. Regions		
2.1 Thailand	200	50.0
2.2 Asia	30	7.5
2.3 China	80	20.0
2.4 Europe	40	10.0
2.5 North and Latin America	20	5.0
2.6 Oceania	30	7.5
3. Length of stay in CR		
3.1 1 – 2 days	35	8.0
3.2 3 – 5 days	290	72.5
3.3 6 – 10 days	60	15.0
3.4 over 10 days	15	3.8
4. Frequency of visit to CR		
4.1 First visit	184	46.0
4.2 Second visit	162	40.5
4.3 Third visit	50	12.5
4.4 Fourth visit and more	4	1.0

2. Regarding the tourists' satisfaction from their visit to CR, it was found that the overall satisfaction was high (mean = 4.09). The foreign tourists' satisfaction was higher than that of their Thai counterparts. The group showed most satisfaction in the social and cultural aspect (mean = 4.21), followed by product price and choice (mean = 4.16), accommodation and restaurants (mean = 4.12), transport, ambiance and tourism activities (mean = 4.08), respectively. In more details about the top 5 satisfactory factors, the factor that the group found most satisfactory was the cost of living/expenses in CR (mean = 4.35). It was followed by history and archeological sites (mean = 4.29), transport services (mean = 4.24), cultural art and local traditions (mean = 4.24), beauty of tourist sites (mean = 4.21), cleanliness and safety of accommodation (mean = 4.18), respectively, as can be seen in Table 2.

Table 2 Mean and satisfaction level of Thai and foreign tourists in CR

Aspects of satisfaction	Mean of tourists' satisfaction			Satisfaction level
	Thai	Foreign	Mean	
1. Public transport	4.12	4.05	4.09	High
1.1 Services	4.25	4.23	4.24	Highest
1.2 Prices	4.03	4.07	4.05	High
1.3 Convenience of local transport	4.01	4.00	4.00	High
1.4 Availability of public transport system	3.97	3.90	3.94	High
2. Ambiance and tourism activities	4.08	4.08	4.08	High
2.1 Type and diversity of tourism activities	4.15	4.08	4.12	High
2.2 Beauty of tourist sites	4.15	4.28	4.21	Highest
2.3 Environment and atmosphere	4.11	4.09	4.10	High
2.4 Cleanliness of tourist sites	4.03	4.01	4.02	High
2.5 Safety	4.08	4.04	4.06	High
2.6 Nightlife	3.99	3.99	3.99	High
3. Society and culture	4.25	4.17	4.21	Highest
3.1 Local culture and traditions	4.21	4.28	4.24	Highest
3.2 History and archeological sites	4.32	4.28	4.29	Highest
3.3 Attitudes and friendliness of local people	4.11	4.14	4.12	High
3.4 Unique way of life	3.93	4.00	3.96	High
4. Accommodation and restaurants	4.14	4.10	4.12	High
4.1 Variety of accommodation	4.11	4.08	4.10	High
4.2 Cleanliness and safety of accommodation	4.12	4.24	4.18	High
4.3 Reasonability of accommodation costs	4.07	4.22	4.14	High
4.4 Quality of accommodation and facilities	3.92	3.96	3.94	High
4.5 Variety of food	4.00	3.97	3.98	High
4.6 Food and drink costs	4.10	4.11	4.10	High
4.7 Cleanliness of food and drinks	4.22	4.14	4.18	High
5. Product price and choice	4.15	4.18	4.16	High
5.1 Affordability of cost of living/ expenses in CR	4.42	4.29	4.35	Highest
5.2 Variety of local products	4.14	4.10	4.12	High
5.3 Quality of local products	4.10	4.15	4.13	High
Mean	4.06	4.12	4.09	High

3. For the tourists' travel experience in CR, it was found that the overall experience was rated as high (mean = 4.16). The foreign tourists' experience was rated higher than that of their Thai counterparts. The sample group rated entertainment highest (mean = 4.19), followed by escapism (mean = 4.18), aesthetics (mean = 4.15) and education (mean = 4.14), respectively. In more details about the top 5 travel experiences, the participants rated getting to be themselves highest (mean = 4.29), followed by having exciting and new experiences (mean = 4.27), experiencing new atmosphere and tourist sites such as fascinating royal temples (mean = 4.26), escaping from daily routines (mean = 4.25) and seeing the beauty of tourist sites and nature (mean = 4.21), respectively, as can be seen in Table 3.

Table 3 Mean and level of travel experience of Thai and foreign tourists in CR

Aspect of travel experience in CR	Mean of travel experience of tourists			Level of experience
	Thai	Foreign	Mean	
1. Education	4.08	4.20	4.14	High
1.1 Getting to learn the local culture and traditions of CR	4.16	4.21	4.18	High
1.2 Getting more accurate and useful information on tourist sites in CR	4.12	4.19	4.16	High
1.3 Considering the trip as one of the most impressive trips in life	4.13	4.20	4.16	High

Aspect of travel experience in CR	Mean of travel experience of tourists			Level of experience
	Thai	Foreign	Mean	
2. Entertainment	4.14	4.25	4.19	High
2.1 Getting to experience the beauty of tourist sites and nature	4.15	4.27	4.21	Highest
2.2 Having fun from tourism activities	4.07	4.24	4.15	High
2.3 Experiencing unique and charming tourism activities	4.08	4.24	4.15	High
3. Escapism	4.08	4.29	4.18	High
3.1 Getting to be themselves in this trip	4.25	4.33	4.29	Highest
3.2 Having exciting and new experiences from this trip	4.26	4.28	4.27	Highest
3.3 Escaping from daily routines	4.25	4.26	4.25	Highest
4. Aesthetics	4.22	4.09	4.15	High
4.1 Experiencing new atmosphere and tourist sites such as fascinating royal temples	4.28	4.25	4.26	Highest
4.2 Seeing unique local art and culture	4.00	3.93	3.96	High
Mean	4.11	4.20	4.16	High

4. For a revisit to CR, the study revealed that there was the highest likelihood of the tourists revisiting CR (mean = 4.34). The foreign tourists were more likely to pay another visit to CR than their Thai counterparts would. The highest rated statement was “In future, I intend to revisit CR for sure” (mean = 4.40). It was followed by the statements, “Next time I revisit CR, I will come with my friend or my partner” (mean = 4.38) and “For my future trip, CR will be my top choice” (mean = 4.25), as can be seen in Table 4.

Table 4 Mean and likelihood of Thai and foreign tourists revisiting CR

Aspect of revisiting CR	Mean of tourists' revisit to CR			Possibility of revisit
	Thai	Foreign	Mean	
1. In future, I intend to revisit CR for sure	4.33	4.46	4.40	Highest
2. For my future trip, CR will be my top choice	4.22	4.28	4.25	Highest
3. Next time I revisit CR, I will come with my friend or my partner	4.36	4.42	4.38	Highest
Mean	4.30	4.39	4.34	Highest

5. Results of testing the first hypothesis: Tourists to CR with different personal factors will have a different satisfaction level. It was found that the factors of places/countries of origin, age, monthly income, duration of stay and frequency of travel generated a higher P-value than the statistical level of significance (0.05). Therefore, the main hypothesis (H_0) was not accepted. To elaborate, the sample group had different personal factors in terms of places/countries of origin, age, monthly income, duration of stay and frequency of travel but did not have a different satisfaction level, as concluded in Table 5.

Table 5 Summary of result of hypothesis I testing

Personal variables	\bar{X}	S.D.	F	P - value	Result
1. Countries of origin	4.09	.312	1.083	0.369	Not significant
2. Age	4.08	.310	1.311	0.258	Not significant
3. Monthly income	4.08	.344	.216	0.930	Not significant
4. Duration of stay	4.07	.312	1.590	0.191	Not significant
5. Frequency of travel	4.09	.312	1.493	0.216	Not significant

6. Results of testing the second hypothesis: Tourists to CR with different personal factors will have a different travel experience. It was found that the factors of age and monthly income had a lower P-value than the statistical level of significance (0.05). Therefore, the main hypothesis (H_0) was rejected. However, the factors of countries of origin, duration of stay and frequency of travel generated a higher P-value than the statistical level of significance (0.05). Therefore, the main hypothesis (H_0) was accepted. That is, the tourists in CR with different age and monthly income had different travel experience at the statistical level of significance (.05) whereas the factors of countries of origin, duration of stay and frequency of travel did not affect the tourists' travel experience, as illustrated in Table 6.

Table 6 Summary of result of hypothesis II testing

Personal variables	\bar{X}	S.D.	F	P - value	Result
1. Countries of origin	4.16	.269	3.394	0.500	Not significant
2. Age	4.15	.260	3.340	0.006*	Significant
3. Monthly income	4.17	.307	2.133	0.012*	Significant
4. Duration of stay	4.14	.270	3.713	0.052	Not significant
5. Frequency of travel	4.16	.307	2.885	0.056	Not significant

* the statistical level of significance = .05

7. Results of testing the third hypothesis: Travel experience will have more influences on tourists' revisiting CR than satisfaction. The findings show that travel experience accounted for 41.40% of the influences on tourists' revisiting CR with escapism being the most influential variable. On the other hand, satisfaction merely accounted for 30%, with society and culture being the most influential variable at the statistical level of significance (.05). The findings agreed to the hypothesis as presented in Table 7.

Table 7 Summary of findings of travel experience having more influences on tourists' revisiting CR than satisfaction

Independent variables	Adjusted R Square (R^2)	Percentage	P - value
Tourists' satisfaction	0.300	30.00	0.000*
Tourists' travel experience	0.414	41.40	0.000*

* the statistical level of significance = .05

Conclusion and Discussion

Research objective I: Studying and comparing the satisfactions of Thai and foreign tourists who visited CR

The findings suggest that overall, the tourists were highly satisfied. To elaborate, they were most satisfied with the aspect of society and culture. This corresponds with the study by Chancharat and Nakornthab (2013) in which the local way of life, beautiful tourist sites and the local people's friendliness were the most satisfactory aspects for tourists. In addition, it could be because CR has beautiful and unique art and culture. There is also a wide range of local products such as traditional outfits, cloth bags, patterned, handmade cloth sacks, local food (Northern Thai sausage, pork snack, Northern Thai green chilli dip), beverages (tea and coffee) and fruits. The products are affordable because CR is suitable for growing many winter plants and does not have any transport cost. These factors, along with the CR residents' friendliness and hospitality, generate positive feedback from tourists.

Research objective II: Studying and comparing the travel experiences of Thai and foreign tourists who visited CR

It was found that overall, the sample group rated their travel experience in CR highly. In more details, the group rated the entertainment aspect highest. This is probably because CR has a wide variety

of tourist sites and resources that can create fun and relaxed experiences for its tourists such as natural sites, tourism activities, local customs and Lanna traditions, temples and other interesting archeological sites as well as coffee shops and restaurants. These are fun and entertaining experiences for visitors. The findings agree to Iamlaorpakdee's study (2005) which argued that travel experience would remain in the consumers' feelings. Therefore, emphasis on creating visitors' experience equals to creating their perception, feeling, behavior and value based on the knowledge and understanding of tourism products/services, especially in terms of emotional experiences. That is, the visitors can gain unique experiences from the activities they do.

Research objective III: Investigating whether their satisfaction or travel experiences had more influences on their decision to revisit CR

The study suggests that overall, the sample group showed the highest intention to revisit CR. To elaborate, the highest rated statement was "In future, I intend to revisit CR for sure." On testing the third hypothesis (travel experience will have more influences on tourists' revisiting CR than satisfaction), the findings show that travel experience accounted for 41.40% of the influences on tourists' revisiting CR with escapism being the most influential variable. On the other hand, satisfaction merely accounted for 30%, at the statistical level of significance (.05). This agrees to the proposed hypothesis and the study of Eugenio-Martin and Avila-Foucat (2005) where it was reported that the repeat visits occurred because the tourists had fun with their trip and tended to introduce the destination to their friends or acquaintances. For the visitors to CR, their experiences with unique local art and culture and their visits to charming sites such as Wat Rong Khun, Baandam Museum and Wat Rong Suea Ten, must have left a strong impression on them. The travel experience, hence, encouraged them to revisit CR in the future again.

Practical Implications

From the findings of the study, the following implications can be made:

1. On Thai and foreign tourists' satisfaction for CR attractions, it was found that the visitors found the aspect of history and archeological sites most satisfactory. Therefore, all the relevant parties should promote and provide accurate information on the history of the province. Signs at different sites should be available in both Thai and English to give visitors the right information and understanding about the sites. The following suggestions are given after having considered different factors:

1.1 Public transport: Tourists were most satisfied with transport services and as a result, relevant personnel should be educated about service provision such as taxi drivers, bus drivers, *tuk tuk* drivers, trishaw drivers and other public transport service providers. They should be trained in foreign languages, communication and service mind.

1.2 Ambiance and tourism activities: Tourists were satisfied with the types and variety of tourism activities. Therefore, more local activities should be developed to allow visitors to access them and concerns over cleanliness, environment and resource protection should be emphasized.

1.3 Society and culture: Tourists had the highest satisfaction for the history and archeological sites of CR; hence, public signs in Thai and English should be available at different sites to give tourists the accurate information.

1.4 Accommodation service and restaurants: Tourists were most satisfied with the costs of food and beverages. Therefore, a quality control of standard and cleanliness of food and drinks should be introduced. In addition, labels and price tags must be affixed and made visible in restaurants and service providing establishments at the sites.

1.5 Price and shopping: Tourists were most satisfied with the reasonable cost of living and expenses in CR. Therefore, there should be regulations to fix the prices of goods and services, appropriate for the economic conditions and to prevent the price increase without approval. There should also be a measure to protect consumers or tourists when they are cheated on or taken advantage of.

2. On Thai and foreign tourists' travel experience in CR, it was found that the tourists rated "getting to be themselves" highest. Therefore, new tourism activities should be promoted to give tourists unique experiences. The following suggestions are given after having considered different factors:

2.1 Education: It was found that the tourists rated the experience of getting to know local art and culture highest. So, knowledge about the art and culture of CR should be distributed in the form of pamphlets or online to tourists or visitors.

2.2 Entertainment: As the sample group reported that they enjoyed the experience of charming and unique tourism activities, activities promoting the unique tourism of CR should be done throughout the year such as Lanna Songkran festival, Than Salaka Pat, Poi Luang Festival, Thai nail dance and etc.

2.3 Escapism: The sample group voted most on the travel experience in CR that helped them escape from their daily routines, creating new activities that encourage such escapism should be encouraged.

2.4 Aesthetics: The sample group experienced "seeing unique local art and culture" most. Therefore, the information and publicity of CR's unique art and culture in foreign languages should be encouraged to allow visitors to gain more knowledge and better understanding.

3. On factors influencing Thai and foreign tourists to revisit CR, the statement most rated was "In future, I intend to revisit CR for sure." To assure this, tourism information about CR should be distributed more widely. Public transport, both air and land, conveniently connecting CR to neighboring countries should be developed. Local people should also be educated in terms of hospitality and being good hosts. Tourist attractions should be maintained and cared for. Safety management and maintenance for tourists should be conducted.

4. On travel experience having more influences than satisfaction, the research concluded that travel experience in relation to repeat visits accounted for 41.40%. That is because the travel allowed the sample group to experience new things and to learn the local art and culture of CR. As a consequence, more diverse tourism areas should be developed and new types of tourism should be promoted. Also, cultural tourism such as temples, archeological sites and objects, local art work and handicrafts should be continually developed.

Recommendations for Future Research

1. Other factors that may have influences on repeat visits to CR such as expectations, marketing elements and happiness should be studied.

2. More studies on target groups of foreign visitors should be conducted and results in terms of behavior and satisfaction based on regions should be compared for a clearer picture.

3. More studies regarding repeat visits should be conducted in other Northern cities such as Chiang Mai, Phayao, Nan or Mae Hong Son.

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