



AN EXAMINATION OF DESTINATION COMPETITIVENESS AND TOURIST
EXPERIENCE FROM THE INTERNATIONAL TOURISTS' PERSPECTIVE: THE
IMPLICATIONS FOR INTERNATIONAL TOURIST ADVOCACY TOWARDS
THE DESTINATION



A Thesis Submitted in Partial Fulfillment of the Requirements
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By
MR. Comtas TASSAWA

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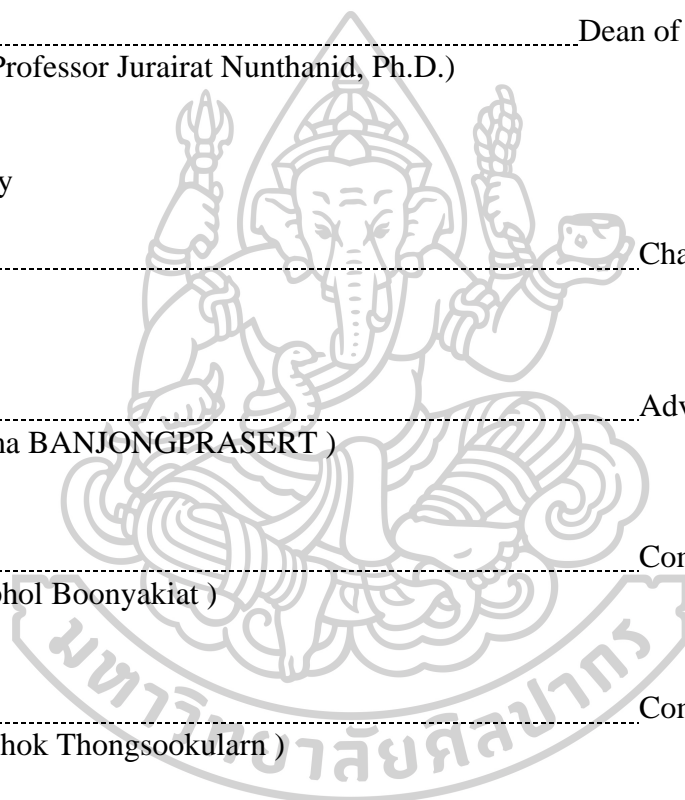
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THESIS ADVISOR : DR. JANTIMA BANJONGPRASERT

This thesis investigates the relationship of destination competitiveness and tourist experience in the destination advocacy building process. A conceptual framework was developed to examine the model relationships, which was validated with the empirical data set. This study aims to demonstrate the causal relationships of destination competitiveness (core resources, supporting resources, destination management, and situational conditions), tourist experience (cognitive, affective and behavioral experience), tourist trust, and tourist satisfaction (cognitive and affective satisfaction) on destination advocacy in the international tourism context. With reference the research results, destination advocacy are strongly affected by consistent tourist perspective factors.

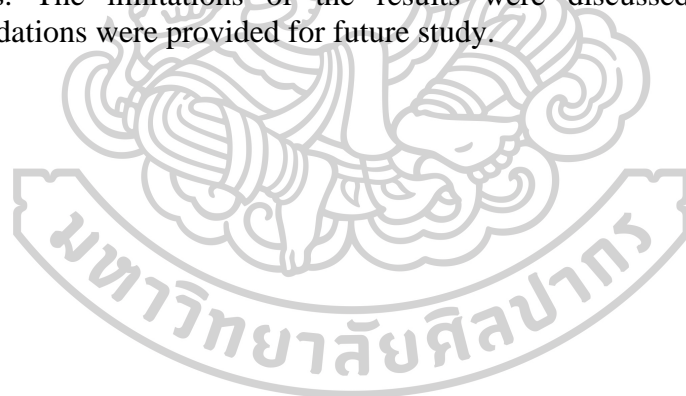
Three research objectives were derived to guide the entire research and examine how the important concepts in the destination advocacy building process. The first objective was to investigate the conceptualizations of destination competitiveness, tourist experience, tourist trust, satisfaction, and destination advocacy. And the study also focuses on the link between the antecedents and destination advocacy. The second objective is to develop instruments and validate the data-collection instrument of destination competitiveness (core resources, supporting resources, destination management, and situational conditions), tourist experience (cognitive, affective, and behavioral experience), tourist trust, tourist satisfaction (cognitive and affective satisfaction), and destination advocacy. And the third objective is to contribute to the body of knowledge on destination advocacy through a theoretical contribution of this research and provide the practical implications to international tourist destinations.

Measurement development is one of the major objectives and research contributions of this study. A quantitative approach was used to achieve this objective. The developed instrument based on literature reviews and preliminary verification by three relevant experts in tourism field, and the quantitative methods were questionnaire survey and construct analysis. The collected data was analyzed by using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). A measurement scales were finalized by employing 15 items to measure 4 dimensions of destination competitiveness, 11 items to measure 3 dimensions of tourist experience, 7 items of tourist trust, 8 items to measure 2 dimensions of tourist satisfaction, and 5 items of destination advocacy. Thus, the developed measurement could contribute to theoretical implications.

The data was collected from 603 international tourists and

analyzed by Structural Equation Modeling analysis (SEM). The structural model was used to assess the hypothesized relationships between latent variables for achieving the first objective of this study. Two exogenous variables consist of destination competitiveness and tourist experience. A full construct model was tested and then simplified by dropping insignificant causal relationships for reducing the model complexity. Most of the time, the simplified model showed a better fit than the full model. Thus, the simplified overall structural model was achieved and used for hypotheses testing.

This study contributes to the theoretical advancement by connecting the destination attributes and tourist perspective during the destination advocacy building stage. This result identified the major antecedents influencing destination advocacy, which accounted a strong total variance. Destination advocacy was directly affected by destination competitiveness, tourist experience, tourist trust, and tourist satisfaction. Tourist experience was the most necessary factor influencing destination advocacy. Finally, tourist trust and satisfaction were tested as the mediators between the relationships of destination competitiveness, tourist experience and destination advocacy. The results revealed that both tourist trust and satisfaction partially mediated the relationships between the independent variables and dependent variable. The findings were interpreted in the relation to the previous studies and social background. Based on the present study, the practical implications and the theoretical contributions were presented to the destination operators and the academic researchers. The limitations of the results were discussed and the important recommendations were provided for future study.



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TABLE OF CONTENTS

	Page
ABSTRACT.....	D
ACKNOWLEDGEMENTS.....	F
TABLE OF CONTENTS.....	G
List of Tables	1
List of Figures	4
Chapter 1 Introduction	5
1.1 Chapter Introduction.....	5
1.2 Research Background.....	5
1.2.1 Foreign Tourism Development in Thailand.....	5
1.2.2 Background of the Study.....	8
1.3 Problem Statement.....	9
1.4 Objectives and Questions of the Study.....	10
1.5 Research Contributions.....	10
1.6 Structure of the Thesis.....	11
Chapter 2 Literature Review.....	13
2.1 Chapter Introduction.....	13
2.2 The Concept of Tourist Destination.....	13
2.2.1 Assessment of Factors Influencing Destination.....	14
2.3 Destination Competitiveness	15
2.3.1 Concepts and Definitions of Competitiveness	15
2.3.2 Theory of Competitiveness in Tourism Context	16
2.3.3 Destination Competitiveness for International Tourists.....	18
2.3.4 Core Resources.....	19
2.3.4.1 Endowed Resources.....	19
2.3.4.2 Created Resources	20

2.3.5 Supporting Resources	20
2.3.6 Destination Management.....	21
2.3.7 Situational Conditions	21
2.4 International Tourist Experience	23
2.4.1 Concepts and Definitions of Experience	23
2.4.2 Development of Tourist Experience.....	24
2.4.3 Theories on Tourist Experience	26
2.4.4 Cognitive Components	27
2.4.4.1 Personal Relevance.....	27
2.4.4.2 Unexpected Happenings.....	27
2.4.4.3 Cognitive Evaluation.....	28
2.4.4.4 Assessment of Value	28
2.4.5 Affective Component	28
2.4.5.1 Positive Affective Feelings.....	28
2.4.5.2 Adverse Affective Feelings.....	29
2.4.6 Behavioral Component.....	29
2.4.6.1 Involvement.....	29
2.4.6.2 Recollection.....	30
2.5 Trust in Destination	31
2.5.1 Concepts and Definitions of Trust in Destination.....	31
2.5.2 Previous Studies of Trust	33
2.6 Tourist Satisfaction	33
2.6.1 Concepts and Definitions of Tourist Satisfaction.....	33
2.6.2 Theory on Satisfaction.....	34
2.6.3 Satisfaction in Tourism Literature.....	36
2.7 Destination Advocacy.....	37
2.7.1 Concepts and Definitions of Advocacy.....	37
2.7.2 Customer Advocacy Literature	38
2.7.3 Advocacy in Tourism Literature	39

2.8 Theoretical Model and Conceptual Framework	42
2.8.1 Destination Loyalty Building: A Holistic Model	42
2.8.1 Conceptual Framework	44
Chapter 3 Research Procedures	45
3.1 Chapter Introduction	45
3.2 Research Philosophy	45
3.3 Sample Size	46
3.4 Data Collection	47
3.5 Study Area	47
3.6 Research Hypotheses	48
3.6.1 Path Analysis	48
3.6.2 Mediating Effects	52
3.7 Measurement Scales and Instruments	54
3.7.1 Independent Variables	54
3.7.1.1 Measurement of Destination Competitiveness	54
3.7.1.2 Measurement of Tourist Experience	55
3.7.2 Mediating Variables	56
3.7.2.1 Measurement of Trust in Destination	56
3.7.2.2 Measurement of Tourist Satisfaction	56
3.7.3 Dependent Variable	57
3.7.3.1 Measurement of Destination Advocacy	57
3.8 Content Validity	58
3.9 Pilot Test Results	62
3.9.1 Descriptive Information of Pilot Test Samples	62
3.9.2 Reliability Tests	64
3.9.3 Exploratory Factor Analysis	65
3.9.3.1 Dimensionality of Destination Competitiveness	65
3.9.3.2 Dimensionality of Tourist Experience	67

3.9.3.3 Unidimensional Structures of Tourist Satisfaction, Tourist Trust and Destination Advocacy	68
3.9.3.4 Model Construct Reliability Test	70
3.9.3.5 Summary of Pilot Test.....	72
Chapter 4 Results and Findings	74
4.1 Chapter Introduction	74
4.2 Sample Characteristics.....	74
4.2.1 Demographic Profile	74
4.2.2 Origin and Trip Profile	76
4.2.3 Descriptive Statistic Analysis.....	77
4.3 Data Cleaning and Screening.....	80
4.3.1 Missing Value.....	80
4.3.2 Data Normality.....	80
4.4 Reliability Test of Measurement Scale.....	82
4.5 Criteria of the Model Construct.....	84
4.5.1 Criteria of Exploratory Factor Analysis	84
4.5.2 Criteria of Convergent Validity.....	85
4.5.3 Criteria of Discriminant Validity	86
4.5.4 Criteria of Goodness-of-Fit Indices.....	86
4.6 Construct Validity of the Measurement Model	88
4.6.1 Destination Competitiveness.....	88
4.6.1.1 Exploratory Factor Analysis of Destination Competitiveness	88
Factor Rotation of Destination Competitiveness.....	89
4.6.1.2 Convergent Validity of Destination Competitiveness.....	91
4.6.2 Tourist Experience	92
4.6.2.1 Exploratory Factor Analysis of Tourist Experience.....	92
Factor Rotation of Tourist Experience	93
4.6.2.2 Convergent Validity and Model Fit Indices of Tourist Experience	94
4.6.3 Tourist Trust.....	96

4.6.3.1 Exploratory Factor Analysis of Tourist Trust	96
4.6.3.2 Convergent Validity and Model Fit Indices of Tourist Trust.....	97
4.6.4 Tourist Satisfaction.....	97
4.6.4.1 Exploratory Factor Analysis of Tourist Satisfaction	97
Factor Rotation of Tourist Satisfaction	98
4.6.4.2 Convergent Validity and Model Fit Indices of Tourist Satisfaction	99
4.6.5 Destination Advocacy	100
4.6.5.1 Exploratory Factor Analysis of Destination Advocacy.....	100
4.6.5.2 Convergent Validity of Destination Advocacy	101
4.6.6 Overall Measurement Model.....	102
4.6.7 Structural Modeling.....	106
4.6.7.1 Structural Model of Tourist Trust.....	106
4.6.7.2 Structural Model of Tourist Satisfaction	107
4.6.7.3 Structural Model of Destination Advocacy	107
4.6.7.4 Overall Structural Model.....	108
4.6.8 Path Analysis.....	111
4.6.9 Hypotheses Testing	114
4.6.10 Mediating Effects Result.....	117
4.6.10.1 Mediating Effect of Tourist Satisfaction on Destination Advocacy	117
Destination Competitiveness	117
Tourist Experience.....	117
Tourist Trust	118
4.6.10.2 Mediating Effect of Tourist Trust on Destination Advocacy... Tourist Experience.....	118
4.7 Summary	119
Chapter 5 Discussions and Implications	120
5.1 Chapter Introduction.....	120
5.2 Dimensionality of Research Variable Concepts	120

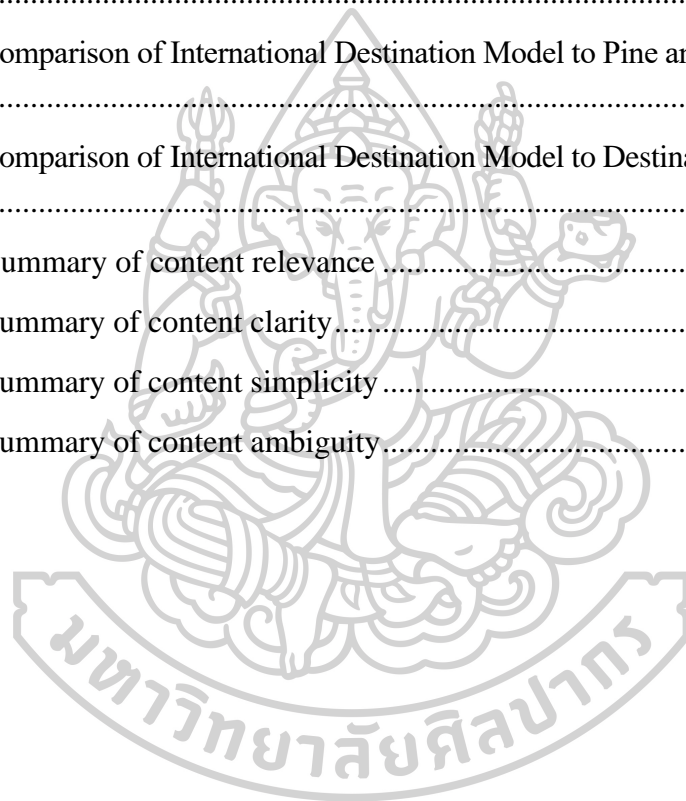
5.2.1 Destination Competitiveness	120
5.2.2 Tourist Experience	124
5.2.3 Tourist Trust	126
5.2.4 Tourist Satisfaction.....	127
5.2.5 Destination Advocacy	127
5.3 Structural Relations	129
5.3.1 Structural Relation of Tourist Trust	129
5.3.2 Structural Relation of Tourist Satisfaction.....	130
5.3.3 Structural Relation of Destination Advocacy.....	131
5.4 Moderating Effects	133
5.5 Summary	134
Chapter 6 Conclusion and Implications.....	135
6.1 Chapter Introduction	135
6.2 Achievement of Research Objectives	135
6.3 Research Contributions.....	136
6.3.1 Theoretical Contributions.....	136
6.3.2 Practical Contributions	138
6.4 Research Implications.....	139
6.4.1 Theoretical Implications.....	139
6.4.2 Practical Implications	140
6.5 Research limitations and Suggestions for Future Study	143
6.6 Overview Research and Conclusion	144
Appendices.....	146
Tourism Destination Questionnaire	147
CVI Form: Measurement Scale Item	151
REFERENCES	194
VITA.....	196

List of Tables

Table 1. 2002-2016 Number and Income of Foreign Arrivals in Thailand	6
Table 2. The world's most popular cities for 2016 by telegraph	8
Table 3. Definitions of Destination Competitiveness	16
Table 4. Existing Studies of the Components of Destination Competitiveness.....	19
Table 5. Definitions of Tourist Experience	23
Table 6. Overview of Definitional Approach Studies in Tourist Experiences.....	25
Table 7. The previous studies of consumer experience in tourism field.....	30
Table 8. Definitions of Trust	32
Table 9. Definitions of Satisfaction.....	34
Table 10. Cognitive and Affective Satisfaction	35
Table 11. The Previous Studies of Advocacy in Consumer Products and Destinations.	41
Table 12. Key Research Philosophy and Implications of Positivism	45
Table 13. Measurement of Destination Competitiveness.....	54
Table 14. Measurement of Tourist Experience	55
Table 15. Measurement of Tourist in Destination.....	56
Table 16. Measurement of Tourist Satisfaction.....	57
Table 17. Measurement of Destination Advocacy	57
Table 18. Summary of Content Validity	60
Table 19. Demographic Profile of Pilot Test Samples (n=101).....	62
Table 20. Summary of Reliability Test	64
Table 21. Exploratory Factor Analysis of Destination Competitiveness (n=101)	66
Table 22. Exploratory Factor Analysis of Tourist Experience (n=101).....	67
Table 23. Exploratory Factor Analysis of Unidimensional Structures (N = 101).....	69
Table 24. Model Construct Reliability Test.....	70
Table 25. Summary of Research Measurement Development.....	72

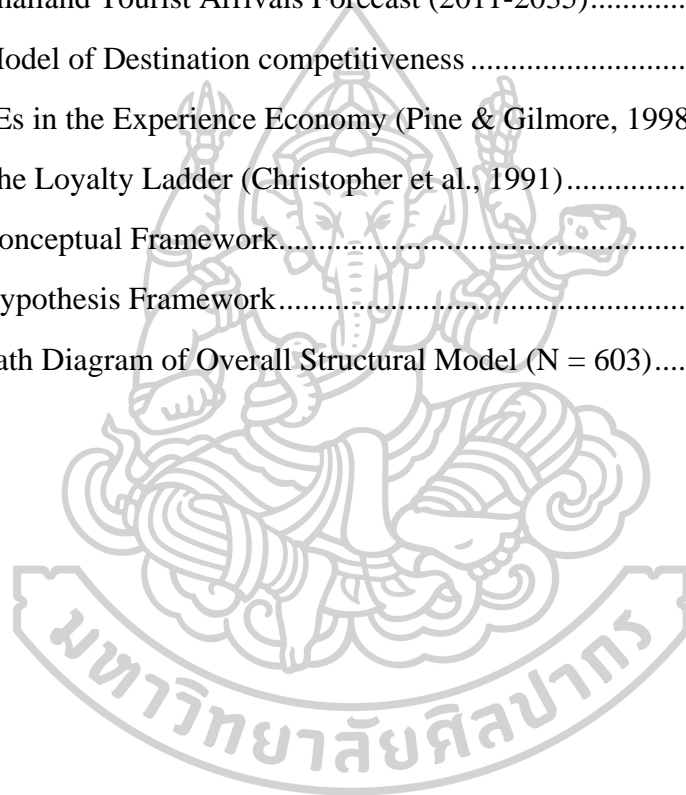
Table 26. Demographic Profile of Respondents (n=603)	75
Table 27. Origin of Survey Respondents (n=603)	76
Table 28. Mean Score and Standard Deviation of Variables (n=603)	77
Table 29. Univariate Normality Test (n=603).....	81
Table 30. Item-total Correlation and Coefficient Alpha (n=603)	83
Table 31. Summary of EFA Selection Criteria	85
Table 32. Summary of Convergent Validity Criteria.....	85
Table 33. Summary of Discriminant Validity Criteria.....	86
Table 34. Summary of Absolute Fit Indices	87
Table 35. Exploratory Factor Analysis of Destination Competitiveness	88
Table 36. Factor Rotation of Destination Competitiveness	90
Table 37. Convergent Validity and Model Fit Indices of Destination Competitiveness	91
Table 38. Correlation Matrix between Latent Variables of Destination Competitiveness.....	92
Table 39. Exploratory Factor Analysis of Tourist Experience.....	92
Table 40. Factor Rotation of Tourist Experience.....	94
Table 41. Convergent Validity of Tourist Experience.....	95
Table 42. Correlation Matrix between Latent Variables of Tourist Experience.....	96
Table 43. Exploratory Factor Analysis of Tourist Trust.....	96
Table 44. Convergent Validity of Tourist Trust.....	97
Table 45. Exploratory Factor Analysis of Tourist Satisfaction.....	98
Table 46. Factor Rotation of Tourist Satisfaction.....	99
Table 47. Convergent Validity of Tourist Satisfaction	100
Table 48. Correlation Matrix between Latent Variables of Tourist Satisfaction	100
Table 49. Exploratory Factor Analysis of Tourist Trust	101
Table 50. Convergent Validity of Destination Advocacy	102
Table 51. Overall Measurement Model (N= 603).....	102
Table 52. Correlation Matrix of the Overall Measurement Model	105
Table 53. Structural Model of Tourist Trust (N= 603)	106

Table 54. Structural Model of Tourist Satisfaction (N= 603).....	107
Table 55. Structural Model of Destination Advocacy (N= 603).....	107
Table 56. Overall Structural Model (N= 603).....	108
Table 57. Path Analysis of the Overall Structural Model (N = 603)	113
Table 58. Summary of Research Hypotheses (N = 603).....	116
Table 59. Mediation Test	119
Table 60. Comparison of International Destination Model to Ritchie and Crouch’s Model	120
Table 61. Comparison of International Destination Model to Pine and Gilmore’s Model	124
Table 62. Comparison of International Destination Model to Destination Loyalty Model	128
Table 63: Summary of content relevance	167
Table 64: Summary of content clarity.....	170
Table 65: Summary of content simplicity	173
Table 66: Summary of content ambiguity.....	176



List of Figures

Figure 1. Thailand Tourist Arrivals Forecast (2011-2035).....	7
Figure 2. Model of Destination competitiveness	22
Figure 3. 4Es in the Experience Economy (Pine & Gilmore, 1998).....	26
Figure 4. The Loyalty Ladder (Christopher et al., 1991).....	40
Figure 5. Conceptual Framework.....	44
Figure 6. Hypothesis Framework.....	52
Figure 7. Path Diagram of Overall Structural Model (N = 603).....	112



Chapter 1 Introduction

1.1 Chapter Introduction

This chapter summarizes the background on the research problem, objectives, and contributions, provides critiques on past literature and proposes a research introduction that guides the studies of this dissertation. The first chapter of this thesis further describes the field of international tourism and tourism development in Thailand. Thereafter, potential theoretical and practical contributions are discussed. The chapter concludes with a structure of the thesis.

1.2 Research Background

1.2.1 Foreign Tourism Development in Thailand

The World Tourism Organization (UNWTO) projected that by 2020, there would be an unprecedented number of more than 1.5 billion international travelers. (World Tourism Organization, 2016). From the points of view of tourism marketers and destination managers, tourists are significant contributors in spending and consuming, as well as to the economic value of the tourism industry. And the focus should not only be on local customers. Thanks to globalization the world has become a “global village”, and this change impacts people both at local and global levels in terms of the economy, society, politics, and cultural activities which cross national boundaries (Mihajlovic, 2014). Tourism was a phenomenon issue present in society about two centuries ago when people from the high socio-economic strata of society were able to visit different destinations for leisure purposes. Afterwards, tourism became a key factor in the world economy; in 2016 travel and tourism was responsible for about 10% of global GDP (US\$ 7.6 trillion) and generated 292 million jobs (World Travel & Tourism Council, 2017). The World Tourism Organization (2016) pointed out that the indisputable characteristic of countries and regions, or the specific features and elements, were able to become the most attractive destinations for tourists.

The international tourism industry has undergone rapid growth, especially during the second half of the 20th century. It emerged owing to various factors such as the technological, economic, political and social changes that occurred after World War II. International arrivals have begun to increase by than 10 fold in many countries such as China, Australia, Japan, Republic of Korea, Singapore, and Thailand (V. Smith, 1998; Weaver & Oppermann, 2000). Page and Dowling (2002) said that “a greater propensity of the world’s population is now travelling and engaging in holidays in their new-found leisure time”. This will prove that international tourism has increasingly been considered a key component of global change and development, in fields such as international transportation, tourism infrastructure, international marketing strategies, and the growth of tourism industry (Var, Toh, & Khan, 1998).

Table 1. 2002-2016 Number and Income of Foreign Arrivals in Thailand

year	Number of Arrivals	Increase (%)	Income (million Baht)	Increase (%)
2016	32,588,303	8.91%	1,640.23	11.33%
2015	29,881,091	20.44 %	1,447.16	23.39%
2014	24,809,683	-6.54 %	1,147.65	-4.93 %
2013	26,546,725	18.76 %	1,207.15	22.69 %
2012	22,353,903	16.24 %	983.93	26.76 %
2011	19,230,470	20.67 %	776.22	30.94 %
2010	15,936,400	12.63 %	592.79	16.18 %
2009	14,149,841	-2.98 %	510.25	-11.19 %
2008	14,584,220	0.83 %	574.52	4.88 %
2007	14,464,228	4.65 %	547.78	13.57 %
2006	13,821,802	20.01 %	482.3	13.12%
2005	11,516,936	-1.15%	367.4	-9.50%
2004	11,650,703	8.58%	384.4	12.44%
2003	10	-9.26%	309	9.55%
2002	10.80		323.5	

Source: Department of Tourism Thailand (2017); National Statistical Office (2012)

The Thai tourism sector has been growing steadily for two decades. In 1990, 5.29 million international travelers visited Thailand and spent 110,572 million Baht. From 2002 to 2016, the number of international tourists increased by 7.99 percent annually and the increasing of foreign tourist spending was 10.06 percent per annum on average (Department of Tourism Thailand, 2017; National Statistical Office, 2012). The number of foreign tourists in the past decade still remains high as shown in Table 1. Along with the fast development of the Thai tourism industry, UNWTO predicted that Thailand would capture more than 37 million international arrivals or nearly 10 percent of the entire Asia Pacific market in 2020 (Tourism Authority of Thailand, 2005). The annual statistics of Thailand tourism accounted 32,588,303 tourists in 2016 which was an increase of 8.9 percent in the previous year, the top arrivals by nationality being China, Malaysia, South Korea, Japan and Laos (8,757,466/ 3,533,826/ 1,464,218/ 1,439,629/ 1,409,456 respectively) (Department of Tourism Thailand, 2017). Since 2017, Thailand has positioned itself as the tourism hub of Southeast Asia by offering and promoting new tourism markets as well as niche markets including sport, medical, wellness, lady, honeymoon and wedding tourism. This is in line with the Market Plan 2017: Thailand 4.0 strategy, which purposed to transform the country into a value-based economy driven by creativity, technology and innovation. The sustainable tourism plan was also promoted as 'Preferred Destination' which hopes to attract quality leisure international tourists by embodying 'Thainess' and Thai culture into tourist promotion (TATNEWS, 2017).

Recently, the Thai economy slowed down when compared to the previous four years, especially in the export sector, due to the exports of goods not benefitting from broad improvement in foreign demand as well as many Thai producers facing production constraints. Only the tourism sector has registered strong growth throughout the recent years. In 2016, the whole tourism sector made 2,510,779 million Baht and only foreign tourism generated 1,641,268 million Baht (66 percent

of total tourism value). This amount was slated to equal 17 percent of Thailand's total GDP in 2016 (Bangkokbiznews, 2017). To respond to the economic changing challenge, many provinces in Thailand have been ranked and categorized based on their tourism potential, such as infrastructure, accessibility, attractiveness, and the number of tourist attractions in the province.

Thailand's tourism market has great potential for development as Thailand offers a rich array of natural tourist attractions and diversity of cultures (Department of Tourism, 2015). It is important for the tourism business and government to focus on a country's competitive position — both in its weakest and strongest points — in order to increase tourism economic growth (Dwyer, Forsyth, & Rao, 2000). The Thai tourism industry is currently considered a huge money- generating market with great growth potential from 14 million international arrivals in 2009 to 32.5 million international arrivals in 2016. In addition, in 2015 Thailand was ranked sixth in countries earning the most from tourism (Ministry of Tourism and Sports, 2015; Tourists' Surveys, 2016). Thailand's Ministry of Tourism and Sports expected that the international travelers would expand rapidly and there would be more than 67 million international arrivals in 2030 (Ministry of Tourism and Sports, 2015).

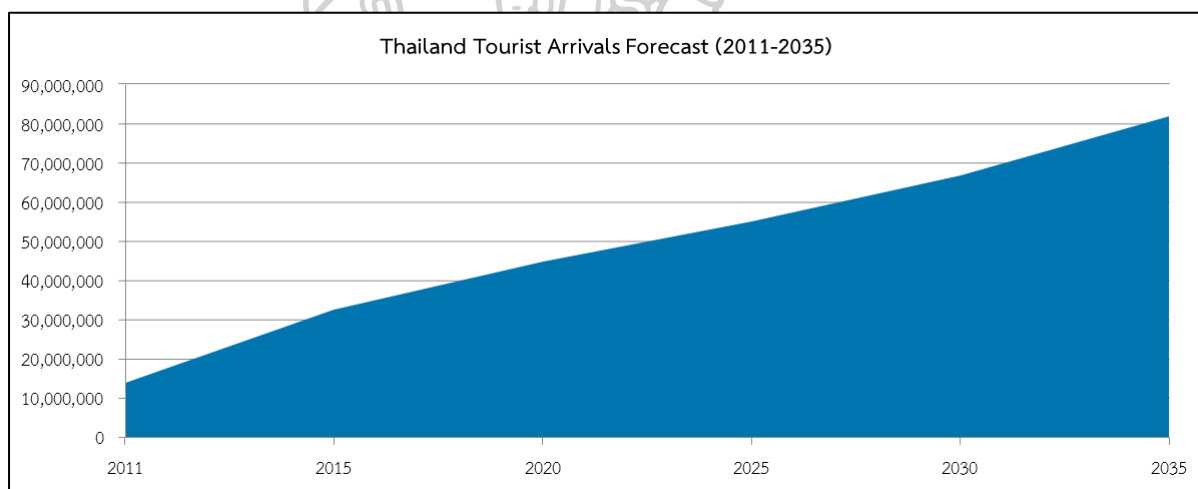


Figure 1. Thailand Tourist Arrivals Forecast (2011-2035)

Source: Ministry of Tourism and Sports

In 2013, Bangkok was ranked as one of the top destinations which earned highest revenue with 443.3 billion Baht after New York, London and Paris (Thiumsak, 2016). Acting as the gateway to Thailand, Bangkok has two international airports comprising Don Meuang International Airport and Suvarnabhumi international Airport, the latter being one of the busiest airports in the world. Under phase three, Suvarnabhumi International Airport's capacity will handle up to 90 million passengers and 6.4 million tons of cargo annually (Bangkokpost, 2016).

More recently, the tourism industry in Thailand has been concentrated in and around Bangkok, due to Bangkok offering hospitality and convenience to respond to the needs of tourists who are looking for various activities. Bangkok has its own

distinctive characteristics and many famous traveling attractions. Bangkok is also the gateway to the rest of Thailand as 80 percent of all international travelers who visited Thailand came through Bangkok (Tourism Authority of Thailand News Room, 2006). In 2016, Bangkok claimed the title as the most popular city for international travelers according to MasterCard Global Destinations Cities Index, the Telegraph, and CNN's 10 most popular cities for travelers in 2016 (CNN, 2016; Mastercard Global Destinations Cities Index, 2016; The Telegraph, 2016). The number of international tourists grew by 78.71 percent from 2012 and the growth rate increased 12.57% when compared with the previous year.

Table 2. The world's most popular cities for 2016 by telegraph

No.	Cities	Number of travelers	Growing rate
1	Bangkok, Thailand	21.47 million	12.57%
2	London, England	19.88 million	5.3%
3	Paris, France	18.03 million	10.9%
4	Dubai, U.A.E.	15.27 million	9.07%
5	New York, U.S.A.	12.75 million	3.9%

1.2.2 Background of the Study

According to tourism literature, several researchers have evaluated and examined destination attraction and its resources in order to increase the number of tourists. The most common perspectives discussed have been categorized into three different aspects: 1) the ideographic aspect, 2) the cognitive aspect, and 3) the organizational aspect (Lew, 1994). The ideographic aspect is associated with the supply component including destination attractions, resources, and environment in the tourism stakeholders' perspectives. The cognitive aspect is related to the demand component including tourists' evaluation, expectations, and experience from their own perspectives. Lastly, the organizational aspect is related to the linkage of spatial and temporal nature and management of destination attractions. However, any single aspect may not represent and evaluate the entire tourism system. Thus the combination of these approaches is recommended in order to increase the number of tourists and generate more tourism income.

Destination attributes (e.g. cultural, natural, social resources, facilities, infrastructures, and services) have been considered as the main components of the tourism system. While the destination characteristics refer to the supply side, tourists still need a variety of products or destinations in order to reach tourism development goals (Gunn, 1994).

The cognitive component referred to the demand side in tourism development. Destination is the tourist-perceived area that is visited by travelers. Tourists have their own perceptions and encounter heritage spaces in different cultural perspectives (Ashworth, 1998). Consequently, it has been recommended that the success of destination tourism development might be achieved if the demand component matches the supply side.

Another component is the linkage of spatial and temporal natures and management of destination attractions. It also relates to the organizations, government, and other related firms' activities including destination policy, planning and development, and environmental management (J. R. B. Ritchie, & Crouch, G. I.,

2000). In order to generate tourism revenue and develop a tourism system, this component is necessary to enhance and maintain a destination tourism system. Also, successful tourism development would generate more social and economic welfare for the destination communities.

1.3 Problem Statement

The growth of worldwide tourism competition has aggressively encouraged focus on tourism strategies, management, and market plan. For many countries, to create a tourism strategy is now considered an important issue for practitioners and researchers. All past studies that endeavor to understand international tourist behavior are based on evidence that the tourist's future behavior can be influenced by external factors. In other words, dedicated factors in marketing, product innovation and service improvement would have been in vain. For tourism practitioners, the sustainable tourist industry is a matter of concern as important as the company's benefits in terms of revenue and post-positive outcomes of travelers. Tourism practitioners can implement theoretical study for generating those benefits.

The main goal of a tourist destination is to bring in tourists who can create social and economic benefits to the local people and destination. From the researchers and scholars' perspectives, tourism advocates are necessary to destinations since they are likely to return and bring in potential new visitors to generate destination revenue. Some marketing studies found the relationship of consumer experience and satisfaction as an antecedent of repurchasing behavior and positive word-of-mouth intention. In tourism and hospitality research, the satisfaction and destination advocacy of the tourists will be higher when tourists get involved with tourists' perspectives. Many tourism studies revealed the consequences from the supply-side perspectives or industry practitioners' perspectives, but many others focused on the demand-side perspectives or the travelers' perspective. The purpose of this research is to study both supply and demand-side factors that influence destination advocacy. As the significance of tourism policy was expressed by Farsari (2007): "Policy and especially its implementation is a relatively understudied field compared to other aspects of tourism such as marketing and the competitiveness of destinations. However the study of the development and application of policies for tourism and their implications can make important contributions to tourism research."

According to existing literature in tourism advocates, Beritelli (2011) said that what is currently needed to improve tourism advocacy is the individual factor, while many studies focused on destination image as the antecedent of satisfaction, trust and destination advocacy (Beerli, 2004; Jalilvand, Samiei, Dini, & Manzari, 2012; M. Mohamad, Ghani, N.I.A., Mamat, M., & Mamat, I., 2014; Nghiem-Phu, 2014; Setiawan, 2014; Whang, 2015), but the results could not refer to the tourist's own attitude. They could only express destination characteristics. There is a lack of studies discussing the causal relationship between destination competitiveness, tourist experience, tourist satisfaction, trust in destination and destination advocacy. Accordingly, researchers need to discover the factors called destination competitiveness and tourist experience (Dwyer & Kim, 2010; Mechinada, Serirat, Popaijit, Lertannawit, & Anuwichanont, 2010; Mechinda, 2009; Murphy, 2000; Poon,

1993) which have an effect on satisfaction, trust in destination and destination advocacy for contributing to fulfilling the tourism research gaps.

To conclude, the following sequence could be constructed: destination competitiveness, international tourist experience, trust in destination, tourist satisfaction and destination advocacy. Destination competitiveness is an antecedent of tourist satisfaction and represents the supply side. Meanwhile, international tourist experience is also an antecedent of tourist satisfaction and represents the demand side. Tourist satisfaction in turn has a positive impact on destination advocacy. The success of international destination strategy should be guided by an analysis of destination advocacy and its interplay with destination competitiveness, international tourist experience, tourist satisfaction and trust in destination.

1.4 Objectives and Questions of the Study

To examine the tourist behavior is the key objective of consumer and tourism studies. This is performed in order to investigate and explain international tourists' future behavior through the destination for generating the destination income as the principle of the national revenue. The primary objective of this research is to investigate the nature and characteristics of destination and tourist-related elements required for successful destination advocacy in the international destination context. The author examines which unique resources and capabilities international tourist-centric destination should develop and deploy to pursue destination advocacy. The author also examines international tourist-oriented components in order to explore its influence on the destination advocacy. Furthermore, this thesis provides the operationalization of a set of destination and tourist-related elements that can be applied across different international tourism context. Thus, the research questions of this study will be explained as the following:

- 1) What are the antecedents of destination advocacy to an international destination and how do they influence destination advocacy?
- 2) What are the research instruments for destination competitiveness, tourist experience, satisfaction, trust in destination and destination advocacy used in the proper context of international destination?
- 3) How do the research findings contribute and implicate in the theoretical and practical ways for the international destination context?

This study addresses these research purposes through an empirical examination of the international tourists in Thailand. The examination adopts quantitative method through a self-administered questionnaire for achieving the research objectives. The research method will be discussed in Chapter 3 and the achievement of research objectives will be addressed in Chapter 6.

1.5 Research Contributions

The research contributions of the present study are discussed from both practical and theoretical aspects.

Since Thailand tourism industries have been generating and expressing an increase in arrival, this study is essential for tourism practitioners to understand which factors should be focused on in term of gaining the tourist revisiting and the positive suggestions to others, what kinds of destination competitiveness tourists prefer when they visit Thailand, what types of tourist experiences international travelers have when they spend time in Thailand, and what kinds of the consumer value tourists have after they experience tourism in Thailand. Furthermore, by understanding potential foreign tourists' psychology in the tourist experience, destination competitiveness, tourist satisfaction, and trust in destination, and discovering the variables influencing tourists' destination advocacy to Thailand, these can benefit tourism practitioners empirically as they plan the strategies suitable for foreign tourists. This study can especially help tourism entrepreneurs gain a complete advantage over international tourists and understand their unique attributes.

Consumer behavior research has attained increasing prominence in tourism and leisure literature over the past decade. In terms of its theoretical contribution, this study contributes to a theoretical enhancement of knowledge in the existing literature on destination advocacy. It also benefits researchers in term of tourism studies as contributing the measurement of tourist experience, destination competitiveness, tourist satisfaction, trust in destination, and destination advocacy, and the results present the proper model in theoretical contributions.

This study also pioneers the method of applying the concept and measurement of scale in tourism research. The concepts of experience, trust, satisfaction, and advocacy are commonly used in the product or service marketing research, but it is rarely mentioned in tourism literature. In the field of tourism, destination competitiveness is defined as the ability to sustain the competitive advantage of a nation or destination in order to meet the expectations of the international tourists while continually creating the opportunities and capabilities in competitive tourism environment. Brand competitiveness is an important component of the advocacy dimension and brand advocacy research suggests a strong positive link between brand competitiveness and future behavior intention. The literature concerning the relationship between destination competitiveness and tourist future behavior intention is missing in tourism research. This study aims to investigate and explain international tourists' future behavior through the destination competitiveness and other tourist's internal factors for generating the destination income as the principle of the national revenue.

1.6 Structure of the Thesis

This thesis is composed of six chapters and structured according to the following framework: chapter 1 – introduction; chapter 2 – literature review; chapter 3 – research methodology; chapter 4 findings and data analysis; chapter 5 – discussion and implications; and chapter 6 - conclusion and suggestions. Chapter one of this thesis organizes an overview of the study comprising the research background, the problem statement, research questions and objectives, research contributions, and structure of the thesis. Chapter two provides a review of the prior studies, especially

the variables of tourist experience, destination competitiveness, satisfaction, trust in destination, and destination advocacy. The research framework and research hypotheses are served in the second chapter as well. Chapter three structures the research methodology, including sample size and sampling method, data collection, and proposed research analysis method. Chapter four offers a preliminary data analysis and the hypotheses testing result, including the construct validity tested by confirmatory factor analysis (CFA) and the testing relationship among tourist experience, destination competitiveness, tourist satisfaction, and trust in destination effect on destination advocacy. Chapter five provides further discussions on the research findings and also evaluates the implications. The last chapter indicates the overview summary of the entire research and summarizes the theoretical implication, research limitations, and recommendations for future research.



Chapter 2 Literature Review

2.1 Chapter Introduction

This chapter summarizes the major studies on the significant concepts in the destination advocacy building process, provides critiques on the past literatures and then proposes a conceptual framework that guides the studies of this dissertation. The constructs in destination advocacy building process included in this study are destination competitiveness, tourist experience, tourist trust, tourist satisfaction, and destination advocacy. The second chapter consists of eight sections. After a brief introduction, the first section of the chapter provides the concept of tourism destination, customer and destination related factors. The second and third section focuses on the concepts of destination competitiveness and tourist experience as antecedent of destination advocacy. The fourth and fifth section gives a critique of literatures on tourist trust and tourist satisfaction. Section sixth provides a concept of destination advocacy as the dependent variable of the present study. Finally, a conceptual framework is provided according to the literature of each construct.

2.2 The Concept of Tourist Destination

Tourism has become a key factor in the world economy; travel and tourism gained about the 10% of global GDP (US\$ 7.6 trillion) and generated 292 million jobs in 2016 (World Travel & Tourism Council, 2017). This phenomenon has made academics and researchers to reconsider traditional tourism theories and concepts (Hall, Williams, & Lew, 2004). A predominance of the tourism theories and concepts are related to the supply aspects and economic impact of tourism destination (Hall et al., 2004). Tourism destination in the literature review demonstrates researcher approach the topic from different perspectives, but the most discussed perspectives are demand-side and supply-side approaches.

The concept of tourism destination is categorized by both demand-side and supply-side perspectives. From a demand-side perspective, a tourist destination is a place selected by tourists as an area to travel or visit. Seaton and Benett (1996) viewed a destination as the place people want to receive for housing, transporting, feeding and amusing. From a supply-side perspective, it is a place with concentrated tourist-type offers (Mika, 2012). Cooper, Fletcher, Gilbert, and Wanhill (1998) recognized a tourism destination as the focus of services and facilities built to meet the needs of the tourists. A review of the literature reveals some difficulties in defining a tourist destination. Such difficulties are associated with the multidimensionality and multidisciplinary nature of the tourism system (McIntosh, Goeldner, & Ritchie, 2003). McIntosh et al. (2003), for instance, defined tourist destination as “the sum of phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors”. Tourist destination also is defined as “a package of tourism facilities and services, which like any other consumer products, is composed of a number of multi-dimensional attributes” (Hu & Ritchie, 1993). The growth of tourism destination can be referred by the criteria of quantitative characteristics such as the number of the tourists, the amount of tourist

expenditures, the growth rate of business entities, and the rate of return on specific tourist offers as the economic benefits (Mika, 2012).

There are, however, many existing destination studies related to marketing and management. But destination is different from a product and service in business and academic fields. One of the major issues is seasonality; it is accurately predictable in term of market forecast and preparation. Destination is not only a concern of tourists, but the residents and labors are involved and participate in destination amenities as well. Hence, to integrate tourists' activities with the local activities and community is very crucial to create sustainable destination development.

In sum, tourist destination is about the desire to visit a place which constitutes the center of activities in that location (Davidson & Maitland, 1997). Tourist destinations stimulate and motivate visits; they are the places where tourism products are produced to be experienced by tourists. They are also the places where local people experience the impacts of tourism. Therefore, the boundaries of a tourist destination could be classified geographically, for example the whole country (national scale), or a region within the country (regional scale). In this study, the term will be used to represent the whole country of Thailand and the region of Bangkok.

2.2.1 Assessment of Factors Influencing Destination

Destination is considered as a uniquely complex product and service comprising an infrastructure, supporting resources, and destination's climate as well as core resources included natural and cultural attributes. Many organizations and companies are responsible for the promotion and development of local area as the tourism destination. Factors influencing tourism destination choices need to be determined. Destination is not only a tourism product; tourists would get offered an integrated experience. The number of tourists' attractions would be influenced by both characteristics of destination (e.g. social, cultural, resource factors) and tourist's internal elements (e.g. personal and psychological factors).

In consumer behavior studies, factors related to how people formulate decisions to spend their money, time, or effort on buying products are very complex. A consumer's decisions, experiences or attitude in buying, searching and evaluating of things that satisfy their needs is expressed as consumer behavior (S. A. Cohen, Prayah, G., & Moital, M., 2014). Tourist behavior is the direct consequence of the interaction between personal and environmental factors on a continuous basis (Vuuren, 2011). From the demand-side perspective, to attract customers or tourists with a destination is made up of the opinions, feelings, and beliefs about what they are going to gain from a destination. From the supply-side perspective, customers or tourists' attractiveness built from all the attractions show in a destination at a particular moment (Formica & Uysal, 2006).

From the literature, it can be considered that it is a difficult task to explain all the reasons and motivations behind the behavior and thought of tourists in order to attract those tourists to a destination, due to many different values such as personal, economic, cultural, educational, and social values that exist in every country in the

world. For Instance, value concepts used to find the significant effect as antecedents of destination advocacy are destination competitiveness, tourist experience, tourist satisfaction, and trust in destination. Candan (2013), Hassan (2017), and Chung (2015) have tested the effects of customer experience on brand advocacy in the different products and the results found significant direct effect (Candan, Unal, & Ercis, 2013; Chung, Oh, Kim, & Park, 2015; Z. Hassan, 2017). However, the factors related to individual choice in both consumer and tourist behavior are influenced by the offers of the supply side and the attraction expertise of the destination.

2.3 Destination Competitiveness

2.3.1 Concepts and Definitions of Competitiveness

The concept of competitiveness involves an interactive process of institutional, political, and social change. Competitiveness is a wide concept and can be considered in different perspectives. The model developed by M. E. Porter (1980) has been broadly studied in many various industries. The main propose of Porter's model is that a firm should find a better way to compete by continually improving the processes and products to create a competitive advantage. The extant literature investigated international competitiveness from 2 different perspectives: the micro (firm) and the macro (nation) perspectives. The micro-dimension of competitiveness refers to the competition among firms within a nation to gain national and international competitiveness, and the macro perspective refers to competition among nations (M. E. Porter, 1980, 1990; J. B. Ritchie & Crouch, 2003).

Competitive advantage is expressed in terms of competitors and customers. Sources of competitive advantages are essential assets and skills. An asset is viewed as a resource that is superior to those possessed by the competition, whereas a skill is an activity undertaken more effectively than the competition (J. Ritchie & Crouch, 2000). The concept of competitive advantage in the tourism context relates to both the comparative advantage theory and the competitive advantage theory. There are similarities and differences between these two theories. The comparative advantage theory is more concerned with the endowments of production (resources), where destinations could make their resources available for exploitation by local people and travelers. While this theory is mainly focused on inherited or endowed resources, the competitive advantage theory relates to the ability of a destination to use those resources to achieve long-term sustainable benefits (J. B. Ritchie & Crouch, 2003).

According to the definition of competitiveness, Feurer and Uysal (1994) defined competitiveness as "the ability to retain the competitive position of an organization by satisfying the expectations of customers and shareholders while constantly eliminating the threats and exploiting the opportunities which arise in the competitive environment". Competitiveness is also viewed as "producing more and better quality goods and services that are marketed successfully to consumers" (Newall, 1992). Therefore, competitiveness can generate and sustain the profit of organization by improving continually the capability of an organization and others. In a more developed approaches of tourism literature, destination competitiveness is defined as follows:

Table 3. Definitions of Destination Competitiveness

Definitions	Sources
“General concept that encompasses price differentials coupled with exchanged rate movements, productivity levels of various components of tourist industry and qualitative factors affecting the attractiveness or otherwise of a destination”.	Dwyer et al. (2000)
“Destination’s ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors”.	S. Hassan (2000)
“Destination competitiveness is an ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations”.	J. Ritchie and Crouch (2000)
“Ability of a destination to deliver goods and services that perform better than other destinations on those aspects of the tourism experience considered to be important by tourists”.	Dwyer and Kim (2010)
“A destination is competitive if it can attract and satisfy potential tourists, and this competitiveness is determined by both tourism specific factors and a much wider range of factors that influence the tourism service providers”.	Enright, Michael, and Newton (2005)

There seems to be a slight difference between the traditional products and services and the tourism context. Ritchie and Crouch (2000) proposed that a tourist can experience various destinations that are directly or indirectly in tourism competition, tourists’ perceptions toward destination performance will express a significant result in repeat returning or positive word-of-mouth (WOM) saying (J. Ritchie & Crouch, 2000). Thus, destination competitiveness must be studied according to its characteristics related to both the fundamental (e.g. natural, social and cultural resources) and supporting factors (e.g. infrastructure system, product and service sector).

2.3.2 Theory of Competitiveness in Tourism Context

Competitiveness in tourism literature has been defined as a “destination’s ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitor” (Z. Hassan, 2017). From a micro perspective, competitiveness is observed as a firm level phenomenon. Barney (1991) pointed a firm’s sustainable competitiveness as the implementation of a value-creating strategy, and potential competitors are unable to duplicate the strategy. From a macro perspective, it is a national concern and the main goal is to increase the real income of the nation (Mechinada et al., 2010). It also involves with all social, cultural, and

economic variables which may influence the performance of a nation in international market (Porter, 1990; Ritchie & Crouch, 2003).

Destination competitiveness, from the supply side and tourism industry players and policy makers' perspective, is more concerned with the national and economic benefits of the destination in terms of revenues, employment, taxation, and the sustainable growth of the destination competitiveness (Dwyer & Kim, 2010; Zainuddin, Radzi, & Zahari, 2013). Therefore, tourism is a fragmented industry comprised of various elements such as tourist attractions, activities, events, services and infrastructures, which build up the total appeal of the natural and man-made characteristics of the destination. In the field of tourism, competitiveness among territorial areas is usually not centered on the single directions of the tourist product (national resources, tourism services and management, transportation and facilities, hospitality, etc.), but on the tourism destination as an integrated set of facilities for the tourists (J. Ritchie & Crouch, 2000). Crouch and Ritchie (1999) defined the nature of the tourism product from a destination perspective as the combination of processes and assets, which are inherited (e.g. cultural, natural, social resources) and created (e.g. traditional architecture, infrastructures). A century later, Ritchie and Crouch (2003) also proposed an analytical model based on internal and external factors that are a key of destination area development. Destination competitiveness expresses the result of its ability and delivers goods or services which perform better than other destinations (Dwyer & Kim, 2010). Meanwhile, the definition of destination competitiveness defined by Ritchie and Crouch (2003) is slightly different which expressed more about tourists' expression and feeling as "the ability to increase tourism expenditure to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations." It can be concluded that the research finding from different results regarding the determinants of destination competitiveness shares some common features.

The model of destination competitiveness developed by Crouch and Ritchie (1999) links together between the micro and macro environment factors and consists of five components, including core resources and attractions, supporting resources, destination policy, planning and development, destination management, and qualifying and amplifying determinants. Each of these five components is further divided into sets of indicators. However, the model is complex for destination managers and marketers, encompassing many unweighted factors related to the destination competitiveness literature. J. B. Ritchie and Crouch (2003) indicated that "it is important to recognize that models are not perfect and therefore should not be used in a cookbook fashion".

Consequently, based on the research objective of this study, destination competitiveness is studied from an international tourist perspective. Destination competitiveness is defined as the ability to sustain the competitive advantage of a nation or destination in order to meet the expectations of the international tourists while continually creating opportunities and capabilities in competitive tourism environment.

2.3.3 Destination Competitiveness for International Tourists

Competitiveness has been associated in the tourism context as a key factor for the success of tourism destination (Crouch & Ritchie, 1999; Dwyer & Kim, 2010; Enright et al., 2005). One of the most well-known frameworks is Porter's (1990) diamond of nation competitiveness, which includes a combination of the multidimensional strands of economics and the emphasis on the strategy and management. This not only focuses on the competitiveness of the national economies, but also focuses on the competition between the specific industries in different locations (M. E. Porter, 1990). Subsequently, Porter's diamond of national competitiveness has been suggested for examining tourism in developing countries (Holan, Martin, & Phillips, 1997). The existence of comparative advantage is a major determinant of global competitiveness (M. E. Porter, 1980). Although Porter originally identified four components as sources of destination competitiveness, he later added two more components: government and chance of events as external factors (M. E. Porter, 1990). The government plays an important role as a regulator and institutional facilitator of trade and services in and out of a destination. Chance events could be either a positive or a negative component. For example, political protest in Bangkok is event that many deter international tourists from travelling to Thailand. The concept of destination competitiveness has been examined and applied in different destination settings, generally related to growth sustainability of destinations and prosperity of their societies.

In this study, destination competitiveness for international tourists is considered as "the ability to sustain the competitive advantage of a nation or destination in order to meet the expectations of the international tourists while continually creates the opportunities and capabilities in competitive tourism environment". The opportunity and capability of nation are related to natural and man-made tourism components, as well as cultural and social environment perspectives. According to the diversity of destination, the more diversified a destination's resource of local products, services and experiences the greater its ability to fascinate tourists in varied market segments (Dwyer & Kim, 2010). Dwyer & Kim's destination competitiveness is one of the most well-known theories of destination competitiveness in the international tourism literature and has been the starting point for many other research studies about destination competitiveness in the international context.

Destination competitiveness for international tourists consists of four key components which can make them competitive when compared with other destinations: 1) the existed environment (endowed core resources and created core resources), 2) making tourism a leading sector (supporting resources), 3) strengthening the distribution channels in the marketplace (destination management), and 4) building a dynamic private sector (Situational conditions) (Poon, 1993). Dwyer and Kim (2010) developed the model of destination competitiveness and analyzed the empirical result with the case of Koh Chang, Thailand as a destination. This research will apply the model of the previous studies of destination competitiveness and there are four elements which will be described in this study as shown in Table 4.

Table 4. Existing Studies of the Components of Destination Competitiveness

Author and Year	Destination studied	Core resources	Supporting factors	Destination Management	Situational Conditions
Ekin, Yakin, and Akbulut (2015)	Dalyan, Turkey	✓		✓	
Dwyer and Kim (2010)	Conceptual study	✓	✓	✓	✓
Aschalew and Gedyon (2015)	North Gondar, Ethiopia	✓	✓	✓	✓
Hanafiah, Hemdi, and Ahmad (2016)	ASEAN region	✓	✓	✓	✓
Wondowossen, Nakagoshi, Yukio, Jongman, and Dawit (2014)	Ethiopia	✓	✓	✓	✓
Komppula (2014)	Rural area, Finland			✓	
Yoon (2002)	Virginia	✓	✓	✓	
Mechinada et al. (2010)	Koh Chang, Thailand	✓	✓	✓	✓

2.3.4 Core Resources

Endowed and created resources are allocated in core resources. It is the primary elements of destination appeal which can motivate visitors to go to a destination. Core resources are also defined as the fundamental factors for prospective travelers to choose one destination over others (Aschalew & Gedyon, 2015). Core resource involves the sustaining and maintaining national resources such as national, social, cultural, and heritage resources. Those resources can be tangible heritage, including physiography and climate, cultural and history sites, and national transport infrastructure. Core resource also can be intangible resources, such as languages, performing arts, rituals, festive events, social practices, or the knowledge and skills to create traditional crafts (Aschalew & Gedyon, 2015; Dwyer & Kim, 2010; Hanafiah et al., 2016; Wondowossen et al., 2014; Yoon, 2002).

2.3.4.1 Endowed Resources

Endowed resources of a destination refer to the natural resources and heritage and culture. The natural resources include physiography, climate, scenery, flora and fauna, and other physical assets (Dwyer & Kim, 2010). Natural resources have a substantial ability to attract visitors or travelers and can add value to the products and services. The heritage and culture of a destination include destination history, customs, institutions, architectural features, artwork, local music, food, traditional performances and traditions. They are initial and successful attracting forces for potential visitors (E. Cohen, 2004; Dwyer & Kim, 2010). The dimensions of heritage and culture usually enhance the attractiveness of a tourism destination.

2.3.4.2 Created Resources

According to Porter's diamond of nation business (1990), resources are important in determining company or national competitiveness. Created resources consist of at least five types of built resources that relate to destination competitiveness, comprising destination infrastructure, range of available activities, special events, entertainment and shopping (Dwyer & Kim, 2010). Destination infrastructure includes features such as transportation facilities, food services, accommodation facilities, themed attraction, travel agents and tour operators, local convention and visitor offices. Murphy (2000) indicated that tourism infrastructure is one of the important predictors of perceived destination value and quality. A range of available activities within a destination is an attractive force for visitors, including recreation and sport facilities, night clubs or night life, and special facilities for specific interest visitors such as ecotourism, marathon tourism, adventure tourism, gambling tourism, etc. Special events tended to capture those happenings where travellers could be involved as a participants in an event (e.g. a World Cup, a World Fair, Olympic Games, royal weddings). Special events tourism is associated with a range of other benefits of a more intangible nature that influence local communities (Dwyer & Kim, 2010). Entertainment encompasses visitor behaviour where they assume a rather passive spectator role such as the traditional performance shows, film festivals, and concerts (Crouch & Ritchie, 1999). Finally, shopping can be recognized as a crucial pull factor of outbound travel. The purchasing behaviour of Asian tourists generates the most value in tourist expenditure (Dwyer & Kim, 2010).

2.3.5 Supporting Resources

Supporting resources are described as one of the most important supporting factor. Even a destination with an abundance of core resources has to develop and establish this factor as a foundation of its tourism industry (Aschalew & Gedyon, 2015). The general factors of supporting resources include destination infrastructures, destination accessibility and services such as the quality and availability of local service providers (Dwyer & Kim, 2010). Supporting factors and resources include those public and private complementary resources such as the accessibility of tourism resources (taxi, rental services), financial institutions (ATMs & VISA credit cards acceptance), availability of hotels and accommodation services, destination sanitation and hygiene standards, and various areas of the public services (Aschalew & Gedyon, 2015; Dwyer & Kim, 2010; Hanafiah et al., 2016; Wondowossen et al., 2014).

General infrastructure is nested within the larger macro-environment of the destination (S. Smith, 1994), including telecommunications, airports, train and subway systems, road networks, the electricity system, financial services, and health-care services (Dwyer & Kim, 2010). The quality of service is an initiative to increase the quality of the visitor experience provided by a destination, including establishment of standards for tourism facilities and programmes to monitor the service experience provided, and programmes to monitor resident attitudes towards visitors and development of the tourism sector (Dwyer & Kim, 2010). The quality of service has been found to be a key predictor of destination quality and affect tourist attitudes of quality towards destination (Murphy, 2000). Hospitality is related to the perceived friendliness of the local residents and community towards tourists attitudes, such as warmth of reception by local residents, willingness of local population to help tourists,

and willingness of residents to provide tourist guidance and information (Dwyer & Kim, 2010). This support from local populations can foster a competitive destination.

2.3.6 Destination Management

Destination management is related to regular monitoring of visitors' evaluation and the tracking of industry performance (Yoon, 2002). Frequent evaluation of destination attributes and tourist expectations enable destination managers to produce the right products for the right people at the right time. Destination Management includes the activities of destination management firms, marketing management, human resource management and firm policy. It also involves government activities including destination policy, planning and development, and environment management (J. Ritchie & Crouch, 2000). These factors focus on activities which are implemented on a daily basis, or the policy framework established under destination public policy, and the responsibility of the public and private sectors, such as quality of the educational system, availability of qualified staff and skilled labor, government prioritization of the tourism sector, availability of the travel and tourism information, destination marketing and branding management, and stringency of environmental regulation (Aschalew & Gedyon, 2015; Dwyer & Kim, 2010; Hanafiah et al., 2016; Komppula, 2014; Wondowossen et al., 2014; Yoon, 2002).

Firstly, environment management has been reconized as an important factor of long-term sustainable competitiveness that acknowledges the stewardship of social, cultural and ecological resources (Dwyer & Kim, 2010). The integreted approach of economic and environmental perspectives has been discussed widely, and economics interests are boardened to include the interest of future generations, and the opportunity to generate aggregate value becomes more apparent (M. Porter & Van der Linde, 1995). Therefore, it is critical for future destination development plans to prioritize sustainable development as well as economic development planing, and also maintain environmental integrity for tourism industry as well as destination economic viability (S. Hassan, 2000).

Another component of destination management is destination management organisation. This involves the various areas of government such as the regulation, promotion, planning, monitoring presentation, maintenance, coordination, enhancement and management of tourism resources (Dwyer & Kim, 2010). According to Dwyer et al. (2000), government has a main role to play in maintaining and achieving the goal of destination competitiveness. Destination management organizations include convention and visitor centers, as well as national and regional tourism organizations, which are responsible for the entire destination products and services through incentives and policies (Buhalis, 2000).

2.3.7 Situational Conditions

Situational conditions are the factors in the external environment that impact the destination competitiveness. Situational condition expresses both opportunities and threats to the business, and it also relates to social, economic, cultural environmental, governmental, political, technological and competitive trends that influence how the organisations run the business in the specific destination (David,

2001). These factors influence the wider environment, not only in the destination environment, because the influence of the tourists’ country has an impact on destination competitiveness. These include demanding situations (home country environment), regulations, festivals, events, and special activities (destination environment), and political challenges (home country, destination, and worldwide environment) (Aschalew & Gedyon, 2015; Dwyer & Kim, 2010; Hanafiah et al., 2016; Wondowossen et al., 2014).

Destination location is related to the physical area of markets and has much to do with its capability to attract travellers (Dwyer & Kim, 2010). Many similar destinations gain a competitive advantage over others that provide a similar product or service but are more casual (McKercher, 1998). Safety and security within a destination include political instability, crime rates, record of transportation safety, quality of sanitation, and quality of medical service (Crotts, 1996). Safety and security can be a critical index of destination competitiveness. For example, one of the best-known scams in the world is the Thailand gem scam, which makes international tourists aware of Thai people, especially the Tuk-tuk drivers. Price competitiveness includes the financial cost of a trip (e.g. transportation costs to and from destination, cost spent within the destination), which influences travel decisions (Dwyer & Kim, 2010). The index of price competitiveness can be constructed following information on exchange rates and purchasing power parities (PPP.) (Dwyer et al., 2000). Some costs are driven by global forces and other government actions, therefore visitors have to be prepared to trade quality of experiences for better prices (Buhalis, 2000).

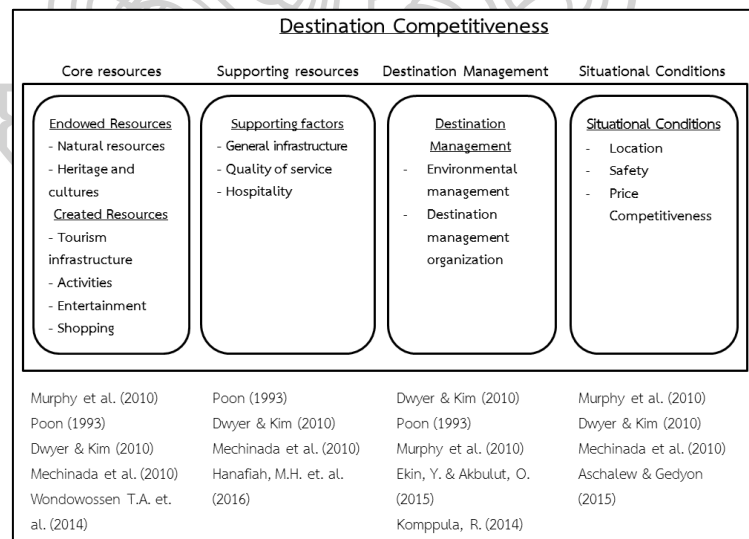


Figure 2. Model of Destination competitiveness

In conclusion, the above components of destination competitiveness are factors for enhancing competitiveness in productive and tourism perspectives. Thus, as the result revealed by the literature review, these components can be improved by the appropriate matches between core resources, supporting resources, destination

management, and situational conditions. Consequently, the above components are important key in enhancing destination competitive of the relationship between destination advocacy and the international tourists' perspectives.

2.4 International Tourist Experience

2.4.1 Concepts and Definitions of Experience

Experience is a set of complex interactions between objective features of a product or service and subjective responses of consumers (Addis & Holbrook, 2001). Pine and Gilmore (1998) introduced the concept of experience as subjective and an obscure mental state that feels anything emotionally, aesthetically, intellectually, and spiritually. Due to the subjective manner of experience, Klaus and Maklan (2013) discussed that experience is personalized and created in a persons' direct and indirect encounters with the product or service providers.

In the study of tourism, tourist experience is concerned with tourists' traveling, seeing, learning, enjoying and living different lifestyles (Stamboulis & Skayannis, 2003). From a tourism perspective, the tourist experience is categorized into four components: 1) recreational, 2) escapist, 3) aesthetic, and 4) educational experience (Pine & Gilmore, 1998). First, recreational experience is defined as a stage provided for customers or tourists' entertainment and delight. Escapist experience is a stage of immersion and showing that customers or tourists are engrossed in the activity. Esthetic experience means a tourist's interpretation of his/her physical surrounding. Lastly, educational experience is referred to individual's desire to learn something new, improve skills or increase knowledge (Pine & Gilmore, 1998). The following are definitions for the tourist experience:

Table 5. Definitions of Tourist Experience

Definitions	Sources
"The tourist experience is a set of physical, emotional, sensory, spiritual, and/or intellectual impressions, subjectively perceived by the tourists, from the moment they plan their trip, enjoy it in the chosen destination and even when they return to their place of origin, remembering their trip".	Otto and Ritchie (1995)
"The tourist experience is a cumulative process that includes three phases: before traveling, during the vacations at the destination and after traveling; and that needs an explicit preparation to happen".	Carballo, Moreno, Leon, and Ritchie (2015)
"A novelty and familiarity combination involving the individual pursuit of identity and self-realization".	Selstad (2007)
"Destination experience is the multidimensional takeaway impression, formed by different components that are difficult to determine"	Karayilan and Cetin (2016)
"The experience of the tourist consists of a continuous flux of related and integrated services which are acquired during a limited period of time, often in different geographical areas".	Mendes, Valle, Guerreiro, and Silva (2010)

According to these definitions, it can be affirmed that the experience of a tourism event takes place before the trip in the preparation and planning stages and continues after the travelers return through the stage of recollection and communication. The tourist experience also takes shape in the tourist's mind through a process of sensory, cognitive, and emotional impressions in trip events which took place (Matovelle & Baez, 2018).

Consequently, based on the research purpose of this research, in this study, the international tourist experience is discussed in international tourists' perspectives, the definition of tourist experience is knowledge and understanding gained through involvement in a particular destination or activity, which tourists gained by traveling, seeing, learning, enjoying and living different lifestyles in other countries.

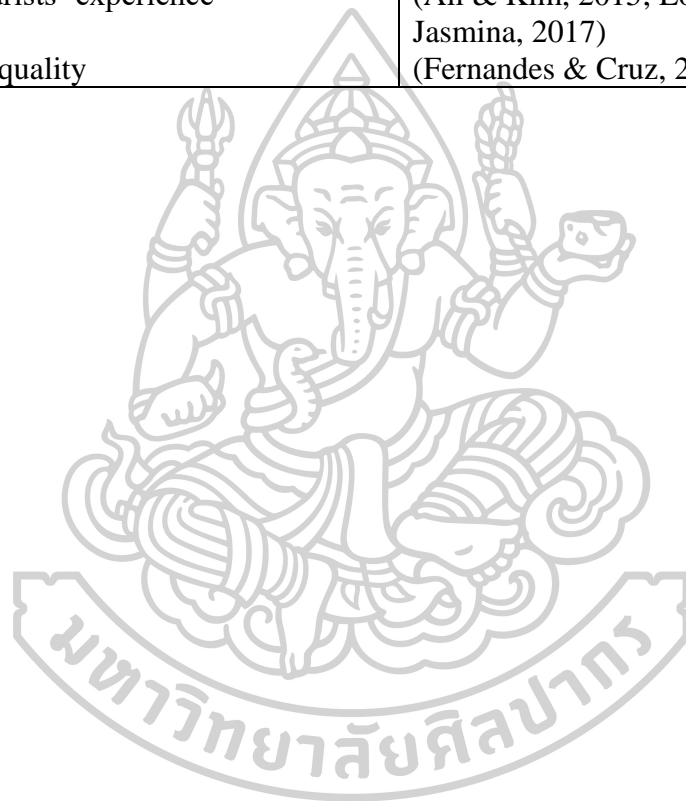
2.4.2 Development of Tourist Experience

From recent decades, the tourist experience has grown to be a crucial key issue in the 1960s (Uriely, 2005), becoming popular in the tourism and management literature by 1970s (Quan & Wang, 2004). Previous studies have been reviewed and evaluated the various qualities of tourist experience. MacCannell (1973) discussed experience and discussed the authentic role of experience in tourism research. In the 1990's, researchers began to employ experience-based study approaches in order to develop a better understanding of the tourist experience (Andereck et al., 2006). Tourism experiences are psychological phenomena; tourists have their own perception and encounter heritage spaces in different cultural perspectives (Ashworth, 1998). These approaches involve tourists expressing their feeling and thoughts in diaries or by answering to the questions. Researchers created little understanding of the meaning involved the dynamic nature of experiences (Andereck et al., 2006), tourist satisfaction (Akinci, Kiymalioglu, & Inana, 2014; Chon, 1989; Coghlan & Pearce, 2010).

Three dominant perspectives for examining tourist and leisure experience were discussed: the immediate approach, the post-hoc satisfaction approach, and the definitional approach (Mannell & Iso-Ahola, 1987). The immediate approach refers to the nature of on-site real time experiences. Although this is one of the most popular used in leisure literature, there is little research focusing on the tourism field. However, much of the post-hoc satisfaction research is done with travelers on site (Oh, Fiore, & Jeoung, 2007). The post-hoc satisfaction approach focuses on psychological outcomes by investigating motivation (Chon, 1989; Salim, 2016; Whang, 2015), tourist satisfaction (Akinci et al., 2014; Chon, 1989; Coghlan & Pearce, 2010), and the assessment of experiences (Otto & Ritchie, 1995; Wall, 2013). Researchers argued that there were limited studies using definitional approach in tourist experience literature. Table 6 summarizes the definitional approaches used over the past three decades that emphasize the identification of dimensions and the elements of tourist experience.

Table 6. Overview of Definitional Approach Studies in Tourist Experiences

Definitional approaches	Example of representative studies
Role of authenticity	(MacCannell, 1973)
Experience economy	(Pine & Gilmore, 1998; Tan, 2016a, 2016b)
Modes of experience	(E. Cohen, 2004)
Dimensions of specific tourist experiences	(Uriely, 2005)
Sacredness and spirituality	(E. Cohen, 2004)
Overview of tourist experience research areas	(Quan & Wang, 2004; Uriely, 2005)
Creative tourists' experience	(Ali & Kim, 2015; Loncaric, Prodan, & Jasmina, 2017)
Experience quality	(Fernandes & Cruz, 2016)



2.4.3 Theories on Tourist Experience

While reviewing the tourist experience literature, various frameworks have been identified. A study of Pine and Gilmore (1998) pointed the four realms of experience: educational, esthetic, escapism, and entertainment experiences (Figure 3). They also offered a framework for understanding experiential consumption that was of practical significance to the tourism context. The two dimensions are illustrated into active-passive participation and absorption & immersion connection. The first dimension describes participation, which its value can range from extremely passive to entirely active. Passive participation is taken place mostly in visitors of organized guided tours. While the visitors participate in the tour in a physical sense, the way of traveling is quite passive, for example, the visitors have dinner at the designated restaurant without asking the name or any detail of the dishes. Active participation involves planning the sightseeing schedule, interpreting the history or tradition and creating the experiences. The second dimension reflects the relationship of the tourists and the location or events and its value can range from absorption to immersion. For example, during a cultural presentation, audiences may take part in a traditional dance lesson or take a course in traditional music.

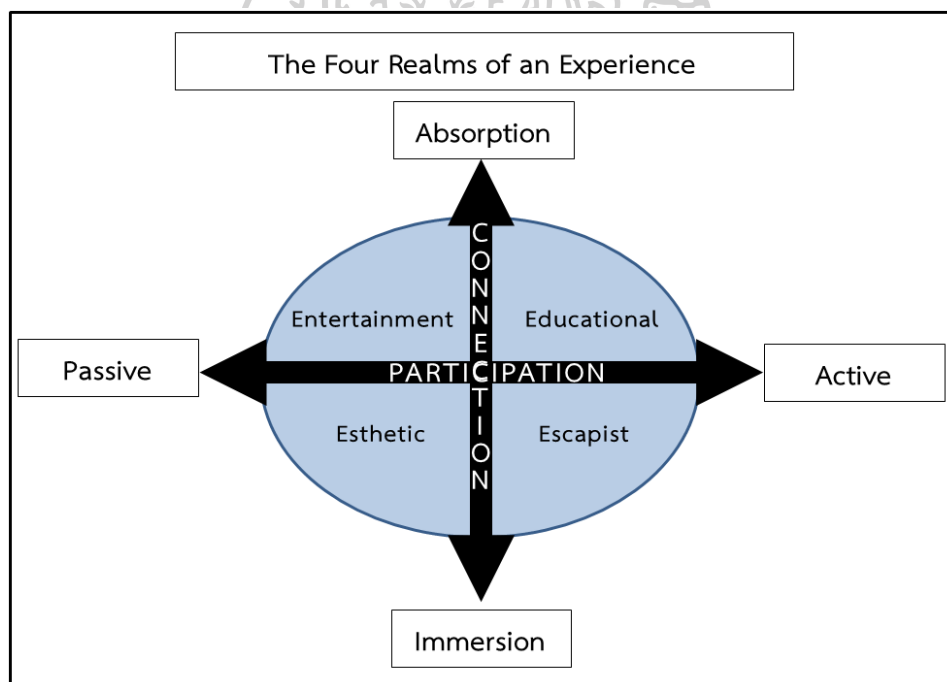


Figure 3. 4Es in the Experience Economy (Pine & Gilmore, 1998)

These two dimensions describe tourist experience as consisting of four realms (4Es); an educational experience is active participation and absorptive connection factor and engages the mind of the tourist actively. Tourists desire to learn something new. Escapism experiences are immersive connection and require participation actively; tourism provides a psychological escape from the daily routine of life (Uriely, 2005). Entertainment is a passive involvement of individual mind and absorptive connection. Entertainment experience was described as an essential factor

of the tourism product with the level, variety and quality of the destination (Hughes & Benn, 1995). Esthetic experience is tourists' interpretation of physical environment around them. The physical environment was classified in terms of 3 conditions: 1) ambient conditions, 2) spatial layout and functionality, and 3) signs, symbols and artifacts (Bitner, 1992).

Moscardo (2009) extends those concepts and presents the idea of the mindfulness theory and how it may serve as an integrating framework for understanding the tourist experience: "A tourist experience theory would also need to recognize the importance of features of the physical setting, social interactions, expectations, and information provision in determining the nature of the tourist experience. The concept of mindfulness offers all these factors (p. 112)". Given further investigation of framework noted above, the following section discuss the tourist experience that use in this study.

The model of the four realms of tourist experience is the most well-known conceptual model of Experience Economy in the international tourism literature and has been the starting point for many other research studies about tourist experience in the international context. The model distinguishes eight attributes of experience classified into three key components. Accordingly, the subjective characteristics of the tourism experience is essentially categorized the components of tourism experience. Therefore, this study focuses in the following constructs: cognitive components, affective components, and behavioral components that influence tourism experiences.

2.4.4 Cognitive Components

The individual cognitive component affects tourism experience significantly, since tourists evaluate their tourism programs and destination areas by feeling, such as value and quality, challenge, exploration, learning, and meaningfulness in every stage of planning, on-site, travel-back, and recollection stage (Clawson & Knetsch, 1966). In this study, the cognitive component that tourists would experience during the trip experience are better retained in tourists' feelings and are categorized as personal relevance, unexpected happenings, cognitive evaluation, and assessment of value.

2.4.4.1 Personal Relevance

In the planning stage of a tourism experience, tourists usually visualize themselves involved in the preparation activities, such as trip schedule, transportation, and accommodation. A variety of emotions can develop based on individual expectations and visualizations (e.g., anxiety, excitement, exhilaration, etc.). For example, if tourists plan a trip for a special purpose (e.g. a money moon trip) or if an individual visits a long-anticipated destination, they would have higher expectations than others and would experience different evaluations.

2.4.4.2 Unexpected Happenings

As is the nature of leisure experiences, a conditional situation can happen at any time during one's trip experience and it affects to one's trip evaluation, such as a terrible weather, accident, loss of belonging, illness, and winning a prize in a contest. These conditional situations could evoke various kinds of feeling (e.g., happy,

disappointed, anger, etc.), and tourists would express negative or positive evaluation based on the characteristics of experiences in on-site stage. Therefore, researchers suggested that unexpected happening in tourist's tourism experience are better recalled in one's memory and would last longer than ordinary events like flashbulb memories (Talarico & Rubin, 2003).

2.4.4.3 Cognitive Evaluation

In tourism literatures, researchers have studied a variety of cognitive feeling as the tourism and leisure experience constructs, such as novelty-familiarity (Buonincontri, Marasco, & Ramkissoon, 2017; Crompton, 1979; Fernandes & Cruz, 2016; Quadri-Felitti & Fiore, 2013; Tan, 2016a), meaningfulness (Bruner, 1991; Wilson & Harris, 2006), intellectual cultivation (Blackshaw, 2003; Otto & Ritchie, 1995), and introspection (Howard, Tinley, Tinsley, & Holt, 1993). Previous studies result that one's experiences with their subjective evaluation of the value of the tourism experience are remained in their memory and retrieved in the stage of choosing a product or destination.

2.4.4.4 Assessment of Value

In on-site stage in various kinds of tourism activities, tourists evaluate their trip experience with reference to their expectations in the planning stage or the prior experiences they had perceived (Ryan, 2002). Tourists are likely to compare their tourism experiences with other alternative destinations or with the places they have already traveled (Yoon & Uysal, 2005). Previous studies imply that one's experiences with their subjective evaluation of the value of the tourism experience remain in their memory and are retrieved in the stage of choosing a product or destination.

2.4.5 Affective Component

In tourism studies, a hedonic experience is one of the main motivations for participating in tourism activities, such as pleasure, enjoyment, and entertainment. Tourist behavior is considered as a congenial consumer and it tends to be performed for subjective evaluation and emotional benefits (Alderson, 1957). Therefore, to investigate the nature of tourism experiences, emotions would be emphasized generally by researchers (Akinci et al., 2014; Chaohui, Lin, & Qiaoyun, 2012; Jamal, Othman, & Muhammad, 2011; Noypayak, 2009; Phau, Quintal, & Shanka, 2014; Shen, 2016; Waheed & Hassan, 2016). Affective component may arise in both positive and negative feelings, such as "loyalty, nostalgia, excitement" in a positive way, or "fear, anger and guilt" in a negative way (Candan et al., 2013). In this study, there are two constructs of affective components including positive affective feelings and adverse affective feelings to be discussed in the following section.

2.4.5.1 Positive Affective Feelings

The key objective of consuming leisure-related products is to pursue a pleasurable experience and the emotional component is one of the significant sections of tourism experiences. In tourism literature, a pleasurable experience was confirmed as a construct in the tourism experience by Otto and Ritchie (1995). Previous leisure and tourism studies expressed a variety of other positive emotions and moods, such as happiness, freedom, refreshing feelings, having fun, and relaxation (Akinci et al.,

2014; Chaohui et al., 2012; Jamal et al., 2011; Noypayak, 2009; Phau et al., 2014; Shen, 2016; Waheed & Hassan, 2016).

2.4.5.2 Adverse Affective Feelings

Even though pursuing positive feeling is the main purpose of participating in tourism experiences, tourists often have negative feeling logically during the on-site stage of tourism experience or during accidental situation stage (Aziz, 1995). Tourists may face some momentary negative feelings when they participate in some types of panic activities, such as paragliding, parachuting, and bungee jumping. They could have a feeling of nervousness, consternation and fear. However, adverse feelings are possibly evoked by the occurrence of an accident and tourists usually develop adverse feelings during their tourism experiences, such as disappointment, shock, and anger. Richins (1983) claimed that such occurrences significantly affect customer dissatisfaction more than on satisfaction.

2.4.6 Behavioral Component

In the study of marketing, consumers who have had experience use their prior knowledge of products, brands, or companies to limit their search. Therefore, many managers have to be concerned with the association of experience in order to derive desirable customer behavior in the future (Johnson & Russo, 1984). Customers mostly rely heavily on their experiences and memories. Due to external stimuli considered as environmental factors, customers should rely on their internal memory and recall what they want in advance before buying the right products (Alba, Hutchinson, & Lynch, 1991). Hoch and Deighton (1989) defined the significance of memory experience in three levels: the first level of motivation and involvement are high when information is drawn from consumers' prior experiences; the second level included past experiences that consumers store in their individual memory, those experiences are perceived as valuable information and highly credible; and the third level, future behavior will be influenced greatly by past experiences.

2.4.6.1 Involvement

Csikszentmihalyi (1975) stated that involvement in leisure experiences has to be a complete association in an activity resulting in pleasure and enjoyment. When information is drawn from tourists' past experiences, the level of involvement will be higher. Therefore, tourists' memories are valuable information just as tourists' past experiences will influence their involvement (Hoch & Deighton, 1989). Involvement in destination context consists of involving in the activities, being educated and informed, involving in something that he/she really liked to do, friendliness and hospitality of local people, sincerely wiliness to help, experiencing new/different things, learning another culture (Ali & Kim, 2015; C. F. Chen & Chen, 2013). This is assumed that a tourist with high involvement level in the trip and activities would have different perceptions of the tourism experience and the destination compared with a tourist whose involvement is low. From the traveler's perspective, a tourism experience and their tourist involvement could be considered as the major contributing factors in their perception of the competitiveness of a specific place and

would influence the process of decision-making, destination image and the future behavioral intention towards the destination (Dwyer et al., 2000; Dwyer & Kim, 2010).

2.4.6.2 *Recollection*

A tourist's experience begins with the stage of preparation and planning, and then continues after the tourist returns through the recollection of the destination (Clawson & Knetsch, 1966). With memorable tourism experiences, tourists are expected to recall clearly the destination experiences besides objective information such as destination culture, names of tourist attractions or names of the local food. In this study, recollection is adopted from the previous studies in tourism research, which includes experience that make visitors feel important, having a "once in a lifetime" experience, and having the experience be unique and memorable (Ali & Kim, 2015; C. F. Chen & Chen, 2013).

In tourism studies, consumer experience is called tourist experience and everything tourists go through can be considered as 'experience'. Wall (2013) defined tourist experience as "a blend of many individual elements that come together and may involve the consumer emotionally, physically and intellectually". In this study, researcher focuses on four components by adapting data from previous studies of consumer experience in tourism field (Ali & Kim, 2015; Buonincontri et al., 2017; C. F. Chen & Chen, 2013; Fernandes & Cruz, 2016; Jalilvand et al., 2012; Jamal et al., 2011; Noypayak, 2009; Phau et al., 2014; Quadri-Felitti & Fiore, 2013; Salim, 2016; Shen, 2016; Tan, 2016a, 2016b; Waheed & Hassan, 2016) as the parts of the tourist experience included cognitive, affective and behavioral components as shown in table 7.

Table 7. The previous studies of consumer experience in tourism field

Authors and Year	Cognitive				Affective		Behavioral	
	Personal relevance	Unexpected happenings	Cognitive Evaluation	Assessment of value	Positive affective feelings	Adverse affective feelings	Involvement	Recollection
Buonincontri et al. (2017)	✓						✓	
C. F. Chen and Chen (2013)	✓		✓	✓				✓
Tan (2016a)			✓		✓	✓		
Ali and Kim (2015)			✓				✓	✓
Quadri-Felitti and Fiore (2013)			✓		✓			✓
Fernandes and Cruz (2016)			✓		✓			
Tan (2016b)			✓		✓			

Noypayak (2009)			✓	✓	✓		✓	
Jalilvand et al. (2012)				✓	✓			
Phau et al. (2014)		✓	✓	✓	✓			
Shen (2016)				✓	✓	✓		
Waheed and Hassan (2016)	✓	✓		✓	✓			✓
Jamal et al. (2011)			✓	✓			✓	
Salim (2016)	✓	✓	✓	✓	✓		✓	

2.5 Trust in Destination

2.5.1 Concepts and Definitions of Trust in Destination

The concept of trust has become established with academic studies and business practitioners. Trust is considered as a key variable in the formation, initiation, and maintenance of relationships (Goudge & Gilson, 2005; Matzler, Grabner-Krauter, & Bidmon, 2006). Trust is understood as an effective mental shortcut in conducting a product or service evaluation, especially in a complex decision-making process (Matzler, Grabner-Krauter, & Bidmon, 2008). Trust is noticeably an important factor in the development of relationship marketing, however, it still remains a challenging concept to define in the different contexts (Goudge & Gilson, 2005).

Trust is built up on the basis of past experiences and end results. A positive ending result increases trust and negative ending results on the contrary will cause a decrease in trust (Deutsch, 1958). Scholars asserted that building up trust is so difficult and time consuming, while breaking trust is so easy, fast, and can happen just with a small mistake (Deutsch, 1958; Goudge & Gilson, 2005; Kramer, 1999). Brand trust is feeling of security held by customer's interaction with brand, and customer's trust is based on the perception that the brand is reliable and responsible for interests and welfare of the consumers (Upamannyu, Maheshwari, & Bhakuni, 2013). Trust in business context is defined as a key ingredient for development of long-term business strategy, and has been considered as a highly significant tool for enhancing company and customer relationships, and the belief that a partner will perform producing positive results to one firm (Alrubaiee, 2012). According to M. F. Chen and Mau (2009), a customer's trust in company can be defined as the belief by one firm that a partner will perform actions producing positive results for the former with trust in the company.

Trust is a complex term which has a central role in human behavior and interaction. Many authors such as Czernek and Czakon (2016); Laaksonen, Pajunen, and Kulmala (2008); Mollering (2006); Nissenbaum (2001); Sztompka (1999) have proposed diverse definitions of trust. Recently, trust has attracted much attention in

both practitioners and academic scholars, particularly in academic and marketing practices (Goudge & Gilson, 2005). Regardless of these different contexts, several academic scholars have tried to define trust. In a more developed approach to literature, trust is defined as:

Table 8. Definitions of Trust

Definitions	Sources
“Trust is an extraordinarily rich concept, covering a variety of relationships, conjoining a variety of objects. One can trust (or distrust) persons, institutions, governments, information, deities, physical things, systems, and more”.	Nissenbaum (2001)
“Trust is based on reason, routine and reflexivity, suspending irreducible social vulnerability and uncertainty as if they were favorably resolved, and maintaining thereby a state of favorable expectation towards the actions and intentions of more or less specific others”.	Mollering (2006)
“The expectation that other people, or groups or institutions with whom we get into contact – interact, cooperate – will act in ways conducive to our well-being”.	Sztompka (1999)
“A belief by one party in a relationship that the other party will not act against his or her interest, where this belief is held without undue doubt or suspicion and in the absence of detailed information about the actions of the other party”.	Laaksonen et al. (2008)
“Trust is a psychological state comprising the intention to accept vulnerability, and is based upon positive expectations of the intentions or behavior of another; it can also be described as the belief that the promise of another can be relied upon and that, in unanticipated circumstances, the other will act in a spirit of goodwill and in a benevolent fashion toward the person placing their trust in them”.	Czernek and Czakon (2016)

Trust has been discussed from many different perspectives such as economics, business, sociology, psychology and based on different perceptions. In this study, trust is viewed from business and tourism management perspective, when the customers or tourists perceive trust as “an extraordinarily rich concept, covering a variety of relationships, conjoining a variety of objects. One can trust (or distrust) persons, institutions, governments, information, deities, physical things, systems, and more” (Nissenbaum, 2001).

2.5.2 Previous Studies of Trust

Previous studies identified trust as an antecedent of customer satisfaction (Chiou, Droge, & Hanvanich, 2002; Liao, Chung, Hung, & Widowati, 2010) and advocacy (Loureiro & Gonzalez, 2008; L. J. Su, Hsu, & Swanson, 2017). When customers have confidence in a particular product, brand, organization or destination, these will leave a good impression in customer's mind (Liao et al., 2010). A customer satisfaction to a brand or place is enhanced by the trust created between the customer and the company (Kishada & Wahab, 2013). Since trust establishes an important bond between the company and consumers, it is also one of the determinants of brand loyalty (Morgan & Hunt, 1994).

In tourism research, a destination is a place, attraction, intended end point of a journey that is dependent to a geo-political boundary, and differentiate them from other areas. For trust in destination, the entity trusted is not a brand or person, but an area. In this study, trust in destination is defined as a tourist's willingness to rely on a specific destination because of expectations that the destination will express the positive outcomes. In other words, based on the principle of trust, if the tourists receive negative information about the lack of safety in a destination it would influence their perceived trust much more than hearing of positive information about their safety.

In previous studies, trust has been recognized as a crucial predictor of travel intention. A number of researchers have studied the role of destination trust in the travel decision-making process in different settings, such as online travel booking purchasing (Agag & El-Masry, 2016), medical tourism industry (Abubakar & Ilkan, 2016; Abubakar, Ilkan, Al-Tal, & Eluwole, 2017; Rahila & Jacob, 2017), trust building in local destination (Artigas, Yrigoyen, Moraga, & Cristobal, 2017; Marinao & Chasco, 2012), and tourist brand loyalty in mature tourism destination (Chatzigeorgiou & Christou, 2016). Thus, trust is considered a key variable in generating a decision-making process, particularly in leisure tourism.

2.6 Tourist Satisfaction

2.6.1 Concepts and Definitions of Tourist Satisfaction

Oliver (1996) defined satisfaction as a final step to a psychological process and all purchase/consumption process. Psychological process results when consumer compares the prior feelings and the consumption experience. Oliver's expectancy disconfirmation has received widely acceptance and the results were significant among research on satisfaction applied to different contexts. To increase customer satisfaction is one of the strategic goals for many companies to gain a competitive advantage (Patterson, Johnson, & Spreng, 1997). The last three decades have witnessed increasing research interest in customer satisfaction towards products and services from a marketing context. Empirical and conceptual literature concerning customer satisfaction and service quality, both their nature and how to measure them, abound within the recent marketing literature (Kozak, 2001; Oliver, 1980). Satisfaction is also viewed as an outcome of the subjective evaluation that exceeds the expectation (Bloemer & Kasper, 1995).

Recently, customer satisfaction has attracted much attention in both private and public sectors, particularly in academic and tourism marketing practices (Tseng, 2017). The definition of customer satisfaction varies throughout the product and service marketing literature. In a more developed approaches of literature, customer satisfaction is defined as:

Table 9. Definitions of Satisfaction

Definitions	Sources
“An evaluation of the surprise inherent in a product acquisition and/or consumption experience. In essence, the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the customer’s prior feelings about the consumption experience”.	Oliver (1980)
“A conscious evaluation or cognitive judgement that the product has performed relatively well or poorly or that the product was suitable or unsuitable for its use/purpose. Another dimension of satisfaction involves effect of feelings toward the product”.	Swan, Trawick, and Carroll (1982)
“An emotional response to the experiences provided by and associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall marketplace”.	Westbrook and Reilly (1983)
“The consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the products as perceived after its consumption”	Tse and Wilton (1988)
“Post consumption evaluative judgment concerning a specific product or service”	Gundersen, Heide, and Olsson (1996)

2.6.2 Theory on Satisfaction

Most of the satisfaction’s definition based on Oliver’s disconfirmation paradigm, that views satisfaction as a consumer’s comparison between prior experience and performance of the product or service (Bloemer & Kasper, 1995). The Expectancy-Disconfirmation theory is widely used in the marketing field, and mostly the repurchase and revisiting intention are dependent on satisfaction (S. C. Chen, Yen, & Hwang, 2012). It was followed by a trend for extensive focused on the use of an empirical contrast of the expectancy disconfirmation model of satisfaction and contrast of alternative measurement of satisfaction, which was subsequently developed. If the performance of the product or service meets consumers’ expectations, they feel satisfied. But if the performance falls short of the consumers’ perception, they feel dissatisfied.

However, Oliver’s expectancy disconfirmation is not perfect explaining in some contexts, especially in tourist satisfaction. In the tourism field, a tourist’s past travel experiences might also be referenced in forming their own expectations, but the

tourist expectation can be updated once tourists receive further details about the destination from many sources such as the internet, travel agencies, tourism exhibitions, word-of-mouth communication (Boulding, Kalra, Staelin, & Zeithaml, 1993). Developed for the research of the product and service marketing, the model suffered from some defects when it was applied to the field of tourism and leisure research. These defects might be due to the theory overlooking the distinctive nature of tourism, such as the intangibility of tourism local products, the multifaceted tourist experience, and the simultaneous consumption, etc. The influencing factors of the destination can also influence tourists' perception and expectations such as the differences in weather, attitudes, behavior, and social class (Meyer & Westerbarkey, 1996). For the unpredictable travel expeditions such as expatriate, cabin crew, or volunteer tourists, those have fewer expectations than other tourists with specific intentions. Therefore, those tourists might reflect the importance of emotions in their actual perception instead of past experiences or the prior expectation (Coghlan & Pearce, 2010).

Satisfaction can be categorized into two types: cognition and affect satisfaction (Oliver, 1993). Cognitive satisfaction results when a customer has pre-consumption expectations then observe and compare the product or product performance with his/her prior expectations. The affect satisfaction is concerned when consumer's post-purchase experience included two states: positive and negative affect on consumption which represents success and failure respectively (Oliver, 1993). Yu and Dean (2001) gave an example of affective satisfaction that a positive effect on emotional component is pleasure or surprise, and a negative affect is disappointment or dissatisfaction. However, the most issues in the satisfaction or customer satisfaction research is that there were many studies focused on cognitive components and disregard the affective element of satisfaction (Strauss & Neuhaus, 1997).

Based on the previous satisfaction studies of various products as shown in table 10, studies have mostly emphasized cognitive satisfaction that relates to consumers perceived actual performance of the product and compared with their expectation. But there were a few studies comprising both cognitive and affective satisfaction, which are the elements of emotional response to consumers' experiences and express their affective state to infer their overall attitude to a product. The researcher will focus on both cognitive and affective satisfaction to discover the factors leading to how visitors make their judgement from the expectation or the emotional state.

Table 10. Cognitive and Affective Satisfaction

Authors	Product	Satisfaction (General) Cognitive *relate to disconfirmation of expectations with the perceived performance.	Satisfaction (Consumption) Affective *Relate to an emotional component of post-purchase expression
Curtis (2009)	Jeans	✓	✓

Dickinson (2013)	Mobile, computer, software, application	✓	✓
Valle, Silva, Medes, and Guerreiro (2006)	Arade, Portugal	✓	-
Almsalam (2014)	Banks	✓	-
Yu and Dean (2001)	Educational service	✓	✓
Szymanski and Henard (2001)	Conceptual papers	✓	✓
Dib and Al-Msallam (2015)	Mobile phone	✓	-
Lien, Cao, and Zhou (2016)	WeChat	✓	✓

The breadth of satisfaction study is concluded in the above table with each article categorized by the approach used; cognitive and affective satisfaction. As can be seen, cognitive satisfaction includes consumer products, services, and destination, and is used to measure in satisfaction research rather than affective satisfaction which focuses on the emotion of consumers after they experienced the product or service performance. Those results support the studies by Strauss and Neuhaus (1997) as “the most issues in the satisfaction or customer satisfaction research is that there were too many studies focused on cognitive component and disregard the affective element of satisfaction”.

2.6.3 Satisfaction in Tourism Literature

In the tourism industry, the results of tourist satisfaction have always conveyed significantly successful travel to the destination (Yoon & Uysal, 2005). Baker and Crompton (2000) defined tourism satisfaction as the emotional state of an individual tourist’s experience after exposure to the opportunity toward the destination. Chon (1989) pointed out that tourism satisfaction is about the perception of tourists’ expectations which were held before visiting a destination, then makes a comparison between their existing image and those they actually perceive, see, feel and remember about a destination. Dmitrovic et al (2009) argued that tourists many not be satisfied with every attribute at the destination, but they are satisfied with an individual attribute of the destination. Tourism satisfaction is often stated through evaluating the characteristics of tourism offers (Dmitrovic, Cvelbar, Brencic, Ograjensek, & Zabkar, 2009).

In another study, four main factors were examined to measure tourists’ satisfaction relating to public transportation (created resource), accommodations (supporting resource), outdoor activities (range of available activities), and attractions (core resource). The results showed that accommodations (supporting resource),

outdoor activities (range of available activities), and attractions (core resource) had the strongest impact on tourist satisfaction (Danaher & Arweiler, 1996). In contrast, the prior study indicated a different result in poor countries due to the fragility of social systems and destination infrastructure (Khandare & Phophueksanand, 2017).

Multiple factors were examined by previous studies to explore the biggest factors that influence tourist satisfaction and its relation to destination advocacy (Dmitrovic et al., 2009; Valle et al., 2006; Yoon & Uysal, 2005). Researchers developed various theoretical methods in order to rate satisfaction on a rating scale. But some researchers create the measurement on a “satisfaction scale” based on tourists’ evaluation (ranging, for example, from delighted to terrible (Kozak, 2001)). To achieve the aim of this research, the measurement of tourist satisfaction is adapted from existing methods, such as expectancy disconfirmation and cognition and affective satisfaction (Oliver, 1993).

2.7 Destination Advocacy

2.7.1 Concepts and Definitions of Advocacy

Advocacy is the willingness of the consumer to admire and give a strong recommendation to other friends, family, and relatives on behalf of a product or service providers (Harrison, 2001). Customer advocacy behavior is defined as the promotion or defense of a product, brand, or company by a customer to others (Bendapudi & Leonard, 1997). Prospective customers were concerned with information provided from peers or even strangers who left a comment on the internet and were seen as less biased and reliable than information offered from companies (Brown & Peter, 1987). Advocacy was first introduced in the marketing field and described by Christopher, Payne, and Ballantyne (1991) as a type of consumer on the loyalty ladder. The loyalty ladder is a relationship marketing concept for categorizing types of customers by their loyalty and relationship to the brand and is a guideline to differentiate between levels of disinterested non-loyalists through to active advocates (Christopher et al., 1991).

In business context, advocating can be seen as a form of customer engagement, which occurs when customers actively recommend products, services, brands, organizations and ways of using brands or products (Brodie, Ilic, Juric, & Hollebeek, 2013). Furthermore, advocacy is the act in which customers give positive comments about and motivate others to use or purchase the product or brand (Fullerton, 2005). Brand advocates are considered to “live” a brand through high involvement and also to have emotional bonds with a brand that go beyond the typical relationships of customer and marketer (Wragg, 2004). This unique, passionate and deep relationship between brand and its advocate distinguishes brand advocates from engaged customers and presents a deeper level of customer-brand relationship.

Recently, customer advocacy has gained more attention and interest from researchers because today’s customer have turned away from TV commercials and other advertising platforms. They tend to search the product/brand information by themselves (Keller, 2007). Customer advocacy requires learning and developing the

relationships between companies and consumers to become a better advocate for the consumers' needs, but in case of a company lacking superior products and cannot attract customers' attentions, the company needs a higher level of quality rather than relationship strategies (Urban, 2004). WOM communication is one of the advocate benefits. WOM communication gives an insight into customer advocacy's potential in a traditional marketing method. The role of WOM communication in advocating a destination to potential tourists has been considered as one of the most influential information sources to other potential tourists, they listen to suggestions and recommendations from other consumers in online communities who use the product/brand more (Keller, 2007; Litvin, Goldsmith, & Pan, 2008). Recently, the internet and social media have played important roles and increased the impact of advocacy behavior by sharing, storing information about brands or their products (Kozinets, Kristine, Andrea, & Sarah, 2010). According to Marsden, Samson, and Upton (2005), brands with positive word-of-mouth grow faster than brands with negative one, and therefore advocating customer assists business performance. Furthermore, word-of-mouth is viewed as a form of customer contact that might create customer engagement which further highlights the linkage between customer engagement and brand advocacy.

2.7.2 Customer Advocacy Literature

The development of meaningful relationships with customers in brand advocacy requires building over a long period of time and generate advocacy, as well as the necessary identification of the customer (Brodie et al., 2013; Marsden et al., 2005). When a customer identifies himself with the brand, one effect is brand advocacy in a social context and the other one is customer loyalty (S. N. Stokburger, Ratneshwar, & Sen, 2012). Stokburger et al. (2012) argue that customers will advocate a brand more if they strongly identify with the brand. Thus, this is important to recognize customers who will identify with the brand in order to achieve long-term customer-brand relationships.

In an online business context, online customers are more diverse and less predictable than brand customers of other channels, and these relationships must be handled differently. The customers online are not only receivers of content but they also are commentators and publishers of it (T. Smith, 2009). In order to build brand advocacy, marketers have to consider online and offline channels among other digital media approaches (Keller, 2007), and further engage the customers in those channels (T. Smith, 2009). According to Keller's study (2007), only ten percent of the WOM activity occurs online in which most activity happens in e-mails, instant messages and reviews. In digital media and social networks, highly engaging customer-generated content is likely to create customer commitment, encourage brand loyalty and make customers more likely to perform additional efforts to support the brand (T. Smith, 2009). Therefore, the effectiveness of online brand advocacy might have an impact on the effectiveness of offline brand advocacy as well, which further underlines the linkage between online and offline brand advocacy.

Customer-brand relationships and brand advocacy have to concern brand identification, good quality of customer-brand relationships, engagement with commitment and trust, and high involvement from the customer side to exist. Brand

trust and satisfaction also influence positively to the brand identification driver of brand advocacy (Becerra & Badrinarayanan, 2013). Brand advocacy is presented as a model to highlight its role and significance in this study. Next, advocacy in tourism context is discussed.

2.7.3 Advocacy in Tourism Literature

Previous studies indicate that brand advocacy is generally found within online brand communities because those communities are where people who love the same brands and have similar interests come together (Di Maria & Finotto, 2008; J. W. Kim, Choi, Qualls, & Han, 2008b). Active advocates in the brand online communities tend to form activities and discussions about the consumption of the brands. Those advocates enjoy talking and sharing brand information and experiences. The actual brand advocates from the online community members may increase the level of brand advocacy, commitment, profit, and consequently transform customers into brand advocates.

The brand advocacy is classified into five categories based on its characters and behavior of consumers: 1) silent loyalist, 2) friend and family, 3) enthusiasts, 4) early adopters, and 5) mercenaries (Schultz, 2000). A silent loyalist is recognized as an expert who only owns his/her loyalty to himself/herself and does not volunteer information or experience unless he/she has been asked. Friend and family is the first source to suggest and recommend a product or brand information, but consumers still need to seek more experience about the product by themselves. Enthusiasts are seen as a rising group of power customers who are setting the pace and creating new expectations for customers. Early adopters are seen as customers who are able to be ahead of the trends and be credible enough so that other consumers can ask advice from them. Mercenaries are people whose loyalty depends on convenience, rewards, and marketing promotions.

Similarly to the loyalty ladder of Christopher et al. (1991), the loyalty ladder categorizes customers into five groups. First, a prospect is “someone whom you believe may be persuaded to do business with you”. Second, a customer is “someone who has done business just once with your company”. Third, a client is “someone who has done business with you on a repeat basis but may be negative, or at best neutral, towards your company”. Fourth, a supporter is “someone who likes your company, but only supports you passively”. Fifth, an advocate is someone who generates repeat purchases and has a tight relationship with the brand and other consumers (Peck, Payne, Christopher, & Clark, 1999). To develop “prospects” to “advocates” is the principle of the loyalty ladder in order to become vocal and active advocates for the brands (Christopher et al., 1991).

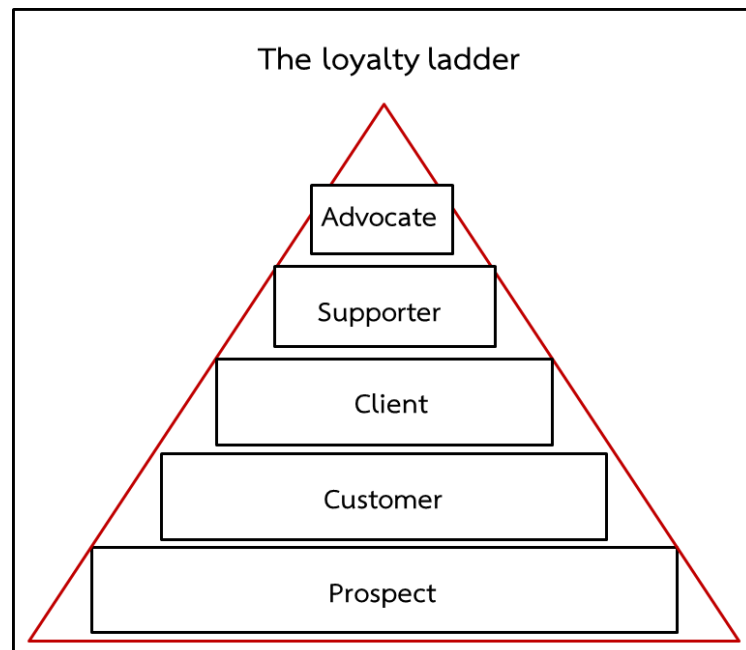


Figure 4. The Loyalty Ladder (Christopher et al., 1991)

In tourist research literature, destination advocacy behavior can take the form of sharing or referring that specific recreation destination with family and friends. Destination advocacy may also result from bringing friends and family members to experience the specific leisure destination together. From the macro perspective, nation branding is rising and developing a nation image rapidly for enhancing a country's position in the global tourism market. As nations attempt to improve their position in the tourism market, a nation brand can strengthen the travelers' identity and generate economic benefits such as tourism revenues and direct foreign investment (Lurham, 1998). In this study, the researcher discusses how tourists engage in destination advocate in both offensive advocacy and defensive advocacy. The offensive advocacy and other components are discussed first, followed by a number of defensive advocacy components.

In order to improve tourism image from competitive position, tourists are one of the crucial parts in improving a destination position. Tourists act loyally but have no emotional bond with the destination. A tourist with offensive advocacy will praise it to others on behalf of a country, encourage others to visit the destination, and recommend the destination to others. Customers or tourists in today's world are searching the information of products or destinations through online media. The highly-attached tourists will praise the destination through traveling sites or social media, or they will post or share the destination pictures and messages to invite others to visit the destination. Promoting a destination through advertisements and the media is difficult because tourists will not trust the promotion (Rahman & Ramli, 2016). When users log in to their profile, they share their experiences or give advice to other friends or potential travelers and there is some kind of level of trust.

Because of ongoing rivalry in the tourism market, a nation needs international tourists to get involved in defensive supports to fend off the various challengers. The main purpose of defensive advocacy is to protect nations from unattractiveness and discourage potential challengers from slanders attacks. In a business context, defending the brand is one of significant advocacy behavior because advocates are willing to defend the brand without obtaining any benefit from the company. The relationship between consumers and brands become so intimate, consumers will make maximum efforts to maintain it (Morgan & Hunt, 1995). When the brand is slandered by others, highly-attached consumers will continue to use the brand and buy the products which they are bonded, show their support about the brand or products, and strongly defend these choices to others (Butz & Goodstein, 1996). Furthermore, when the rumors or bad situations occur to the brand image, brand advocates will express their moral responsibility to support their beloved brands.

Previous studies showed the components of offensive and defensive advocacy which include praise to others on behalf of a brand or country (S.A. Afridi, 2015; Parrott & Danbury, 2015; Rahman & Ramli, 2016; S. N. E. Stokburger, 2011; Walz & Celuch, 2010; Yeh, 2013), recommendations to others (Parrott & Danbury, 2015; Rahman & Ramli, 2016; Roy, Eshghi, & Quazi, 2014; S. N. E. Stokburger, 2011; Susanta, Alhabsji, Idrus, & Nimran, 2013; Walz & Celuch, 2010), defending the brand or destination (Parrott & Danbury, 2015; Susanta et al., 2013; Walz & Celuch, 2010), and showing support (Parrott & Danbury, 2015; Roy et al., 2014; Yeh, 2013) (Table 11).

Table 11. The Previous Studies of Advocacy in Consumer Products and Destinations.

Papers	Indicators			
	Praise to others on behalf of a brand or country	Recommend to others	Defending the brand or destination	Showing support
S. N. E. Stokburger (2011) Destination: Ireland	✓	✓		
Susanta et al. (2013) Industry: Commercial Bank in Indonesia		✓	✓	
Parrott and Danbury (2015) Industry: luxury brand accessory	✓	✓	✓	✓
Roy et al. (2014) Industry: telecommunication service in India		✓		✓
Yeh (2013) Industry: telecommunication	✓			✓

service in Taiwan				
Walz and Celuch (2010) Industry: Coffee house	✓	✓	✓	✓
S.A. Afridi (2015) Industry: Public and private hospitals	✓			
Rahman and Ramli (2016) Destination: Pakistan	✓	✓		

From the above table referring to previous studies of brand and destination advocacy, researchers divided the components of advocacy into four attributes collected mainly from service and tourism industries which include ‘praise to others on behalf of a brand or destination’ (S.A. Afridi, 2015; Rahman & Ramli, 2016; Roy et al., 2014; Susanta et al., 2013; Walz & Celuch, 2010), recommending to others (Parrott & Danbury, 2015; Rahman & Ramli, 2016; Roy et al., 2014; S. N. E. Stokburger, 2011; Susanta et al., 2013; Walz & Celuch, 2010), defending the brand or destination (Parrott & Danbury, 2015; Susanta et al., 2013; Walz & Celuch, 2010), and showing support (Parrott & Danbury, 2015; Roy et al., 2014; Walz & Celuch, 2010; Yeh, 2013).

2.8 Theoretical Model and Conceptual Framework

The research on relationship of destination advocacy in the tourism industry is scarce, while the model of destination loyalty has been widely studied as a principle outcome of tourists’ behavioral intentions (S.A. Afridi, 2015; Rahman & Ramli, 2016; L. J. Su et al., 2017). Tourism literature reveals that high levels of tourist perception, destination attributes lead to high levels of satisfaction, trust as well as loyalty (Chenini & Touaiti, 2018; Rajesh, 2013), that is considered as a necessary model for a successful tourism strategy. The sections below detail the starting theoretical model which adapted in the conceptual framework of this study.

2.8.1 Destination Loyalty Building: A Holistic Model

A Holistic model of destination loyalty building was proposed by Chenini and Touaiti (2018). The holistic model is articulated as one might hope based on demand and supply components and destination attributes, tourist satisfaction and destination loyalty comprising tourist loyalty intention. The influences of tourist perception, destination attributes and satisfaction on loyalty has been trendy research topic in tourism studies since 1970 (Rajesh, 2013). Yoon and Uysal (2005) highlighted the influence of destination attributes and tourist perception on satisfaction with reference to destination management components and destination resources. Mechinda (2009)

investigated the antecedents of tourist's loyalty towards tourist destination and described the attitude difference between domestic and international tourist in Thailand. The findings confirmed the relationship among destination attributes and tourist experience on both domestic and international tourist's loyalty intention. Rajesh (2013) proposed the developed theoretical relationship among destination image, tourist perception, tourist satisfaction, and destination loyalty in context of tourism study. The model of destination loyalty was build up as a holistic conceptual framework which responds to how destination image, tourist perception, satisfaction, and other related factors can play the important role in destination loyalty.

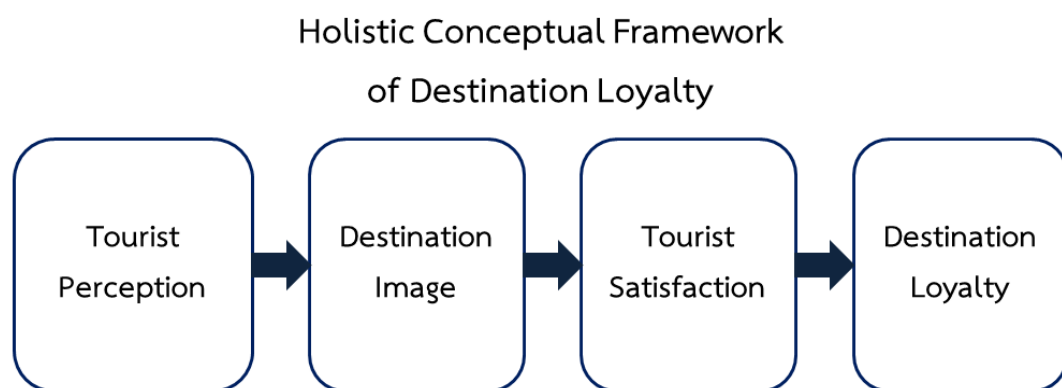


Figure 5. Holistic Conceptual Framework of Destination Loyalty by Chenini and Touaiti (2018).

Unlike the concept of loyalty in the consumer or manufactured goods industry, the loyalty concept in the tourism and hospitality industry should emphasize the destination attributes. As for the tourist's consumption behavior, repurchase intention is often used as an indicator of loyalty. Because a tourist product, which is tied to total traveling experience and novelty, those are different from consumer goods, repeat purchase intention might not truly reflect a tourist's loyalty to a destination. Analyzing the antecedents of tourist perception, destination image, tourist satisfaction and destination loyalty may contribute insight in the destination loyalty building process at both indicator and construct level (Rajesh, 2013). Many academic researcher have critically been studying all dimensions of the tourist perspectives but lacking the efforts in uncovering which destination element encourages the tourist be more involved and loyalty has its roots in the tourists themselves (Hu & Ritchie, 1993; Hughes & Benn, 1995). Specially, to articulate in a way that contribute to the insight of tourism literature, the focus must be on tourists as well as destination for improving the positive outcome of the nation (Chenini & Touaiti, 2018; Hu & Ritchie, 1993; Hughes & Benn, 1995). The holistic framework of destination loyalty could be modified to allow the measurement of other tourism fields (Chenini &

Touaiti, 2018; Rajesh, 2013). An universal methodology basis for used to measure tourist perception, destination attributes, tourist satisfaction and destination loyalty at various interaction points across a single destination would thus help identifying the strengths and weaknesses in a destination's integrated provide an essential input for tourists' decision making process and future behavior.

The holistic model of destination loyalty is the most well-known conceptual model in both domestic and international tourism literature, and has been the starting point for many other tourism studies about tourist loyalty intention in the international context. The model distinguishes three attributes of destination loyalty's antecedents, including tourist perception, destination attributes, satisfaction, and destination loyalty. Therefore, this study adapted the holistic model of destination loyalty by using the other following constructs: destination competitiveness, tourist experience, tourist trust, tourist satisfaction that influence destination advocacy in the international tourism context.

2.8.1 Conceptual Framework

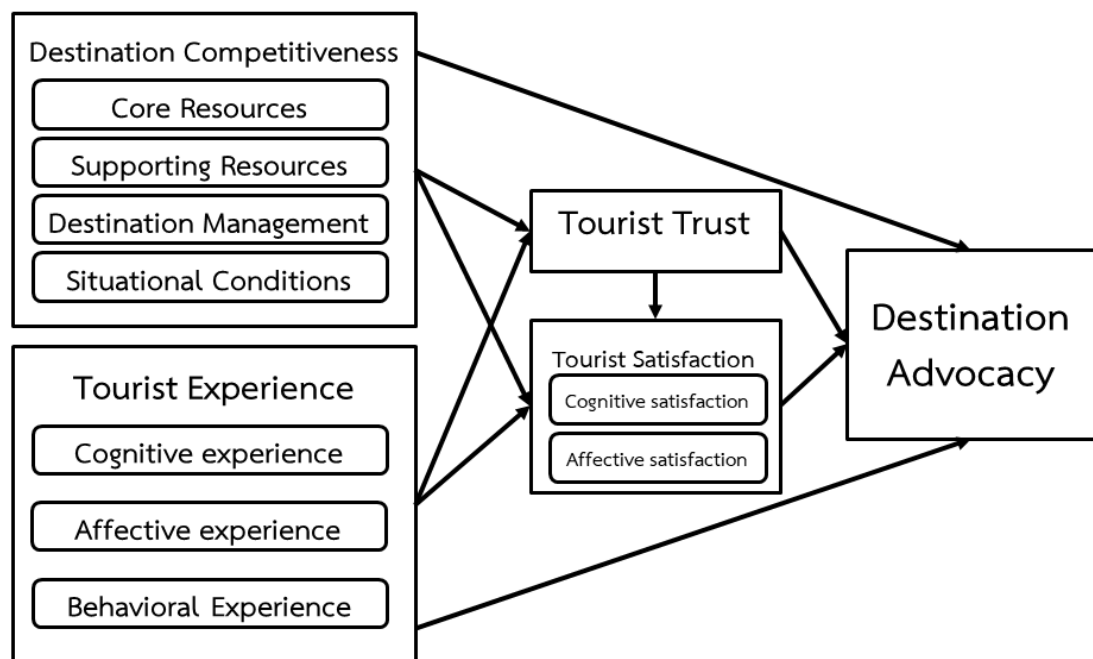


Figure 6. Conceptual Framework

Chapter 3 Research Procedures

3.1 Chapter Introduction

This chapter addressed the methodological issues and research procedures, concerning data collection and statistical analyses. To begin with, the research procedures in relation to sample size, sampling method, data collection, and study area are explained. Second, the development of a research instrument is described explaining measurement items and use of existing scales, which are included in the research questionnaire. Third, the research hypotheses derived from the discussed academic study in the literature review are provided. Finally, the content validity of the research measurement is discussed and presents a summary of the measurement content validity. This chapter also provides the pilot study and its results.

3.2 Research Philosophy

Research philosophy can be defined as the development of research knowledge, research and research nature (Saunders, Lewis, & Thornhill, 2012). Research philosophy is also discussed with the help of a research paradigm. Easterbay-Smith, Thorpe, and Jackson (2012) have pointed about three different components of a research paradigm or three ways to think about philosophy, including, Epistemology, Ontology and Methodology. Research paradigms that have influenced social science study are discussed in this research is positivist approach.

The positivist approach is often referred to the standard view of science (Robson, 2002). It seeks to provide explanations of the phenomena and assumes on single reality related to general laws (Guba & Lincoln, 1994). Objective knowledge is obtained from direct experience or observation, while scientific knowledge is based only on actual facts and value-free evidence. Therefore, a quantitative method is derived from standard rules and procedures with the purpose to analyze hypotheses against facts for generating universal laws using deductive methods as the research methodology. Its deterministic stance makes positivism an unlikely approach for the tourism research as well as for social science research. It has been severely criticized both for its philosophical assumptions as well as its applicability to social study (Blaikie, 1993; Sarantakos, 2005). The positivism approach mainly focuses on explanations and causal relationship among variables. A key feature of this research is the construction of quantifiable measures of observations, and using statistical techniques to verify the theories and test the hypotheses. Thus, positivism methodology of inquiry is relevant to this study which attempts to develop the research instruments to measure and assess the research hypotheses.

Table 12. Key Research Philosophy and Implications of Positivism

	Positivism
Ontology	Naive realism (Singular reality)
Nature of reality, being and truth	An objective external reality that can be discovered. Governed by fixed natural laws. (e.g. Tests hypotheses true or false)
Epistemology	Objectivism/Dualism

Nature of knowledge and its justification.	Knower and known independent Dualist/ Objectivist/True findings
Relation between researcher and reality.	Distance and impartiality (data collected objectively)
Axiology	Value-free inquiry
Role of values	Unbiased
Methodology	Checks used to eliminate bias
Techniques, procedures, methods to investigate reality	Quantitative technique Deductive
Research objective	Confirmatory plus exploratory Discover natural laws
Logic and Role of Theory	Hypothetico-deductive Rooted in conceptual framework or theory
Sampling	Probability
Data Collection Strategies	All types; typically involves structured observations, close ended questionnaires and tests
Form of Data	Numeric
Data Analysis	Statistical analysis: descriptive and inferential
Interpretation	Verification/Falsification
Validity/Quality	Internal/external validity

Sources: Blaikie (1993); Guba and Lincoln (1994); Sarantakos (2005)

3.3 Sample Size

This study uses the quantitative method for discovering the causal relationship of tourist experience, destination competitiveness, and satisfaction effect on destination advocacy toward Bangkok as the travel destination. The quantitative approach is employed to collect the data from targeted respondents, to examine the relationship of all variables, then to discover the significant effect of research hypotheses. The present study focuses on the international tourists who spend time in Bangkok for traveling purpose as the target population.

In term of Structural Equation Modeling (SEM) for data analysis, there is no correct sample in the absolute condition, and larger respondents are always preferable. However, Hair, et al (2010) and Raykov and Marcoulides (2000) suggested that the samples per estimated parameter should be greater than 10 times (Hair, Black, Babin, & Anderson, 2010; Raykov & Marcoulides, 2000). By using the ratio of 10:1 as suggested by Kline (2011), the sample size was based on the total number of items used in the survey questionnaires. The sample size met the requirements of the technique used to analyze the collecting data based on Hair et al. (2010); (Kline, 2011). Therefore, using the ratio 10:1 and non-probability sampling, the minimum recommended sample size was 440 (Lai & A., 2015). In order to achieve the analysis objectives, the target sample size for this research is at least 600 samples from international tourists who traveled in Bangkok. The places to collect the data were the famous attractions in Bangkok.

Survey participants were chosen using convenience sampling to collect data from the international tourists. The convenience sampling can be reflected accessibility by the survey method, and the questionnaires were distributed to both individual travelers and groups of travelers.

3.4 Data Collection

In this study, data was gathered through a self-administered questionnaire from the international tourists. According to the annual statistics of Thailand, there were 32,588,303 tourists in 2016 which was an increase of 8.9 percent on the previous year. The top arrivals by nationality were China, Malaysia, South Korea, Japan and Laos (8,757,466/ 3,533,826/ 1,464,218/ 1,439,629/ 1,409,456 respectively) (Department of Tourism Thailand, 2017). This study conducted the questionnaire which is originally in English language.

This research utilized a self-administered survey method. The survey package which includes a cover page and self-administered questionnaire were distributed to the selected tourism attractions in Bangkok. However, a pilot test was conducted to test the readability and clarity of the wording of the questionnaire.

3.5 Study Area

According to the process of data collection from purposive target groups, there would be biases in the process of sample choosing. To reduce those biases and enhance the generalizability of the analysis, Škerlavaj, Su, and Huang (2013) recommended the samples have to be collected from a diversified sample or different areas. The present study focused on three main types of tourism in urban areas included cultural, historical and shopping tourism (Sharafuddin, 2015).

Firstly, cultural tourism refers to the journey of travelers to a specific place that offers cultural attractions, including traditional performance, historic sites, and cultural events. This study focused on the route of Chao Phraya (Wat Arun, Wat Pho, and Asiatique). Wat Arun and Wat Pho are Thailand's most important religious and historic sites. The highlights for most tourists visiting these temples are Thai temples art and architecture. The iconic Wat Pho in Bangkok, known by foreign tourists as the Temple of the Reclining Buddha, has just been named by TripAdvisor as the 17th Top Landmark in the world. Wat Pho also has been considered as the Number 1 landmark in Thailand and Number 3 across Asia. Meanwhile, Temple of Dawn (Wat Arun) has been named as the 3rd Top Landmark in Thailand after Wat Pho and the Grand Palace (Thaitravelblogs, 2018).

Bangkok is also well-known for shopping tourism. This is especially the case at Asiatique the Riverfront, which is located on Charoen Krung Road, Bang Kho Laem District, facing the Chao Phraya River. Asiatique the Riverfront was established in 2012 after extensive renovation. Asiatique is the biggest night market in Thailand for both Thai and foreign travelers. It is now the second most visited market in Thailand after Chatuchak market. It is known as the largest open-air shopping mall offering a unique Thai cultural show namely "Muay Thai Live, the legend lives" which was voted as the number one most exotic show in Bangkok (VoiceTV, 2016). Tourists can visit this place for taking photographs as there are many places set up for

photo opportunities. Annually, Asiatique welcomes more than 10 million travelers, and the top three foreign markets were Hong Kong, Japan and China (Bangkokpost, 2014). Here, tourists not only take time for shopping in the shopping areas, but Asiatique also serves as a dining destination from street food to high-class cuisine.

This study chose the route of Chao Phaya and Asiatique to be the study areas as they represent the three main purposes of tourism in urban areas including cultural, medical and shopping tourism.

3.6 Research Hypotheses

The hypotheses will be derived from the discussed academic study in the literature review and divided by four independent variables influencing destination advocacy of international tourists. These include destination competitiveness, tourist experience, tourist trust, and tourist satisfaction.

3.6.1 Path Analysis

Based on a comprehensive review of previous literature, destination competitiveness is defined as the ability to sustain the competitive advantage of a nation or destination in order to meet the expectations of the international tourists and include four components which are core resources, supporting resources, situational conditions, and destination management. Destination competitiveness has a positive impact on destination advocacy through satisfaction as a mediator (Aschalew & Gedyon, 2015; Dwyer & Kim, 2010; Ekin et al., 2015; Hanafiah et al., 2016; Kompula, 2014; Mechinada et al., 2010; Wondowossen et al., 2014; Yoon, 2002). This hypothesis is an overall statement. The first hypothesis is proposed as the following statement:

H1: There is a positive relationship between destination competitiveness and tourist satisfaction.

The existing literature often shows that destination competitiveness plays a significant role in building trust. The findings of previous tourism research suggest that destination competitiveness produces greater tourist trust (C. Lee, Lee, & Lee, 2005; Loureiro & Gonzalez, 2008; L. J. Su et al., 2017). Lee et al. (2005) purposed that individuals who consider destination competitiveness are likely to have a positive perception of tourists' trust, which in turn lead to a higher level of trust. As mentioned by H. H. Huang and Chiu (2006), the existence of a vast cultural offering is an added value towards development of destination trust by the tourist. In supporting resource context, convenient transportation is needed to build trust towards a destination. J. S. Chen and Gursoy (2001) revealed that a tourist destination must offer quality transportation and needs to be close to major attractions, for example: shopping centers, seashore, downtown, cultural and historical attractions, etc. This means that the tourist destination must be located closely to points of tourist interest that matter for the tourist in order to build trust and, consequently, satisfaction. The findings of L. J. Su et al. (2017) indicated that destination factor have a significant and positive impact on trust toward destination. This is consistent with Loureiro and Gonzalez

(2008), who find that destination competitiveness acts as a direct antecedent of tourist trust. The hypothesis was formulated in the following statement:

H2: There is a positive relationship between destination competitiveness and tourist trust.

Muala (2017) and Mechinada et al. (2010) state that the most important antecedent of destination advocacy is destination competitiveness, with the core resources and destination management having the strongest effect on destination advocacy. Consistent with the results of Milman and Pizam (1995), their findings indicated that destination competitiveness can influence the tourists' interest and likelihood of revisiting. In medical tourism, the relationship of destination competitive and destination advocacy was evaluated from the direction and significance of the structural path coefficients (Rahila & Jacob, 2017). The third hypothesis is proposed as the following statement:

H3: There is a positive relationship between destination competitiveness and destination advocacy.

Based on a comprehensive review of previous literature, tourist experience is defined as knowledge and understanding gained through involvement in a particular destination or activity, which tourists gained by traveling, seeing, learning, enjoying and living different lifestyles and include three experience components which are cognitive, affective, and behavioral tourist experience. In wine tourism, affective and cognitive experience resulted in predicting positive satisfaction, but behavioral experience showed a significant effect on satisfaction in nature-based destination context (Quadri-Felitti & Fiore, 2013; Tan, 2017b). Satisfaction is predicted by cognition, affect and behavior during travel experience, because the level of satisfaction mainly happened during the pre-visit period (Homburg, Kosschate, & Hoyer, 2006). To sum up, tourist experience consists of three experience components which are cognitive, affective, and behavioral tourist experience and is treated as the exogenous variables in the model. At the same time, satisfaction comprises two components which are cognitive and affective satisfaction and is treated as the endogenous variables. The fourth hypothesis is presented in the following statement:

H4: There is a positive relationship between tourist experience and tourist satisfaction.

Artigas et al. (2017) conducted the study of determinants of trust towards destinations, and their findings confirm that tourists' cognitive and affective experiences towards destination are relevant antecedents of trust in destination. In electronic commerce, consumers' experience has been proposed as antecedent of trust (D. J. Kim, Ferrin, & Rao, 2008a). In the online travel research, the result has confirmed the positive and significant relationship between tourists' experience and tourists' trust (Filiari, 2015; Li-Ming & Wai, 2013). Therefore, in this study, the following hypothesis is proposed:

H5: There is a positive relationship between tourist experience and tourist trust.

The literature has often indicated that tourist experience directly influences destination loyalty and revisit intention (K. Kim, Hallab, & Kim, 2012). Tan (2017a) and C. F. Chen and Chen (2013) conducted the research from the perspective of tourist experience in Taiwan, and the findings showed that tourist experience had a direct effect on revisit intention. Ali and Kim (2015) also found the significant effect of tourist experience on tourist loyalty, their findings added support to the predictor and confirmed that tourist experience resulted in positive behavioral loyalty (i.e. revisit intention and positive word-of-mouth). The tourist experience follows that fulfilling the tourist's expectation will lead to satisfaction and consequently to intentions to revisit and to recommend the destination. For cruisers (Hosany & Witham, 2010) and wine tourists (Quadri-Felitti & Fiore, 2013), tourist experience was a statistically significant predictor of destination advocacy, especially the entertainment and esthetics experience. In domestic holidaymaker research, behavioral experience is the only experience dimension that directly and positively influences destination advocacy for both repeater and first-timer tourists (Tan, 2017a). Thus, the tourist experience has a direct effect on destination advocacy, as studies have shown that experience contributes to destination loyalty and tourists' revisit intention. The sixth hypothesis is proposed in the following statement:

H6: There is a positive relationship between tourist experience and destination advocacy.

Previous studies identified trust as an antecedent of customer (Chiou et al., 2002; Liao et al., 2010). In the basic model of brand loyalty, (Chiou et al., 2002) pointed out that trust has a positive impact on satisfaction. This result added support to the determinant and confirmed that tourist trust results in positive satisfaction (Liao et al., 2010). When customers have confidence in a particular product, brand, organization or destination, these will leave a good impression in customer's mind (Liao et al., 2010). Customer satisfaction to a brand or place is enhanced by the trust created between the customer and the company (Kishada & Wahab, 2013). The seventh hypothesis is presented in the following statement:

H7: There is a positive relationship between tourist trust and tourist satisfaction.

In the tourism industry, the results of tourist satisfaction have always conveyed significantly successful travel in the destination (Yoon & Uysal, 2005). Multiple factors were examined by previous studies to explore the most influential factors that influence tourist satisfaction and its relation to destination advocacy (Dmitrovic et al., 2009; Valle et al., 2006; Yoon & Uysal, 2005). Also, the previous tourism studies indicated that tourist satisfaction has a direct positive effect on destination advocacy (M. Mohamad, Ali, Ghani, Halim, and Loganathan (2015); Yoon and Uysal (2005); Valle et al. (2006)). Cognitive and affective satisfaction has been identified as positively affecting loyalty intentions in co-creating tourism (Loncaric et al., 2017), positive feelings between travelers and travel providers are important in continuing their collaboration in the future. In international tourist research, Shirazi and Som (2013) also stated that their results supported the existing relationships between overall satisfaction and destination advocacy, cognitive and affective satisfaction were significant for both revisit intention and recommendation. These results are in agreement with previous findings of rural destination study,

Ryglóva, Rasovská, and Arakova (2018) found that tourist satisfaction has a significant impact on destination advocacy. The eighth hypothesis is presented in the following statement:

H8: There is a positive relationship between tourist satisfaction and destination advocacy.

A number of studies have attempted to investigate the relationship between consumer trust and advocacy using path analysis with Structural Equation Model (SEM). These studies include the impact of trust on customer advocacy in hospitals (S.A. Afridi, 2015) and telecommunication services (Roy et al., 2014). The path analysis in the two studies found that the significance of customer trust on customer advocacy had a path coefficient value of 0.73 and 0.25 (Std. $\beta=0.73, 0.25; p=0.00$) respectively. Similarly, W. G. Kim and Cha (2002) used trust as an indicator of hospitality-based relationship finding that relationship quality had a positive impact on word-of-mouth communication and repurchase intentions. In tourism studies, Loureiro and Gonzalez (2008) conducted the exploratory tourism research among rural tourists of the main rural lodgings in two border regions of Spain and Portugal. The findings confirm that tourists' trust in destination has a positive influence on destination advocacy. L. J. Su et al. (2017) focused on domestic tourist at a World Heritage Site in China and investigated the relationship of trust and destination loyalty, the results pointed out that trust toward destination influences destination loyalty. Additionally, tourists who trust in a destination are more likely to behave positively towards that destination due to their need to maintain that trust and stay advocacy (H. H. Huang & Chiu, 2006). This study specifically looks at trust in destination and its impact on destination advocacy. It is postulated that:

H9: There is a positive relationship between tourist trust and destination advocacy.

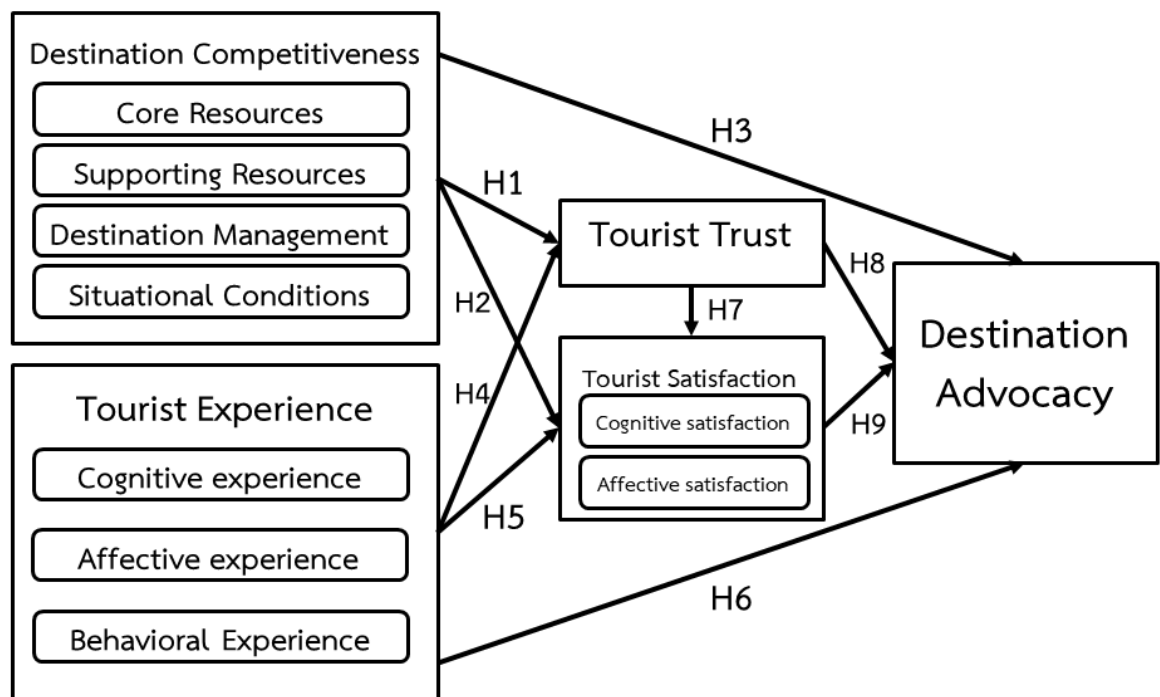


Figure 7. Hypothesis Framework

3.6.2 Mediating Effects

A number of studies have attempted to investigate the mediating role of tourist satisfaction on the relationship between destination competitiveness and destination advocacy. These studies include the mediating effect of tourist satisfaction in international tourism (M.Battour, Battor, & Ismail, 2012) and in the World Natural Heritage Site of China (Wang, Yang, Han, & Shi, 2016, 2017). The empirical results revealed that tourist satisfaction fully mediated the relationship between destination competitiveness and destination advocacy. Aljuma'a (2014) identified that customer satisfaction is the mediator between service competitiveness and positive word of mouth in the context of the health care industry. According to a study on food and beverages industries, the empirical result revealed that customer satisfaction mediated the relationship between service and customer loyalty. This means that the food and beverages industry has to improve its service advantage by employee skills training in order to maintain existing customers and overcome competitors (Gorondutse & Hilman, 2014). Thus, the following hypothesis is proposed:

H10: Tourist satisfaction mediates the relationship between destination competitiveness and destination advocacy.

Previous studies argue that a direct or indirect relationship exists between destination competitiveness and destination advocacy. Some researchers report that tourist trust is likely to affect destination advocacy as mediators. According to the study of Walz and Celuch (2010), customer trust is a mediator between brand competitiveness and customer advocacy in retailer literature. Rahila and Jacob (2017) have examined the effect of the mediating variable (tourist trust) on customer advocacy in medical tourism. Destination competitiveness plays a significant role in building trust, which has both direct and indirect effects on destination advocacy. Meanwhile, tourist trust is an important driver and mediator of advocacy. However, this relationship has rarely been examined in the context of international tourism. In the mediation concept, there is an assumption that destination competitiveness is a crucial element affecting tourist trust, which is likely to affect destination advocacy. Thus, the following hypothesis is proposed:

H11: Tourist trust mediates the relationship between destination competitiveness and destination advocacy.

As aforementioned, tourist experience has been recognized as the antecedent of tourist satisfaction and destination advocacy in both marketing and tourism fields. In addition, tourist experience has an impact on destination advocacy through satisfaction as a mediator. In the literature review, tourist experience has a positive impact on destination advocacy through satisfaction as a mediator (Ali & Kim, 2015; Buonincontri et al., 2017; C. F. Chen & Chen, 2013; Fernandes & Cruz, 2016; Jalilvand et al., 2012; Jamal et al., 2011; Noypayak, 2009; Phau et al., 2014; Quadri-Felitti & Fiore, 2013; Salim, 2016; Shen, 2016; Tan, 2016a, 2016b; Waheed & Hassan, 2016). Getz and Brown (2006) identify satisfaction to have a positive effect on intentions within the tourism industry. According to a study on wine tourism, tourist satisfaction is a mediator between tourist experience and tourist advocacy, with

the results showing that tourist satisfaction partially mediated the effects of affective and behavioral experience on advocacy intention (Quadri-Felitti & Fiore, 2013). Loncaric et al. (2017) examined the mediating effects of cognitive and affective satisfaction on tourist experience and destination loyalty in the co-creation tourism context, with their findings indicating that both cognitive satisfaction and affective satisfaction significantly mediated the relationship between tourist experience and destination advocacy. This result is consistent with Yacob, Ali, Hii, and Lim (2018), whose results showed that the mediating effect of satisfaction on the relationship between members' experience and advocacy was partially significant. In a hypermarket study, Tinik (2017) revealed that consumer satisfaction has a fully mediation role customer satisfaction in relationship between customer experience and advocacy. This finding was the empirical proof which demonstrates that customer experience and satisfaction in turn creates advocacy intention. Thus, the following hypothesis is proposed:

H12: Tourist satisfaction mediates the relationship between tourist experience and destination advocacy.

Based on a comprehensive review of the existing literature, trust has attracted much attention in both practitioners and academic scholars, particularly in academic and marketing practice (Goudge & Gilson, 2005). In the telecommunication industry, consumer trust results in individuals mediating the relationship of customer experience and brand advocacy. The findings confirmed the role of customers' trust as a mediator between the link of customer experience and customers' advocacy (Sajjad Ahmad Afridi, Gul, Haider, & Batool, 2018). According to a study on service industry, Noor and Saad (2016) found that customer trust mediates the relationship between consumer experience and customer behavior intention. These results are consistent with H. Kim, Hur, and Yeo (2015), the findings of their study demonstrate that consumer experience is an antecedent to brand trust, which fully mediates the relationship between consumer experience and corporate advocacy intention in consumer products industry. Therefore, the tested hypothesis is formulated in the following statement:

H13: Tourist trust mediates the relationship between tourist experience and destination advocacy.

Previous studies argue that a direct or indirect relationship exists between tourist trust and destination advocacy. Some researchers report that tourist satisfaction is likely to affect destination advocacy as a mediator. According to the study of L. J. Su et al. (2017), the results revealed that the full mediating effect of tourist satisfaction between tourist trust and destination advocacy was significant in the international tourism at a World Heritage Sites. Tourist satisfaction plays a significant role in mediating the relationship between trust and destination advocacy. In the automobile industry, the study shows that satisfaction has a fully mediation role in the relationship between customer trust and brand advocacy (Liao et al., 2010). However, this relationship has rarely been examined in the context of international tourism. In the mediation concept, we assume that tourist trust is a crucial factor affecting tourist satisfaction, which is likely to affect destination advocacy. Therefore, the hypothesis was postulated in the following statement:

H14: Tourist satisfaction mediates the relationship between tourist trust and destination advocacy.

3.7 Measurement Scales and Instruments

In the theoretical model of this study, the exogenous constructs including destination competitiveness and tourist experiences are considered as predictors for other constructs. Two mediate endogenous constructs: tourist trust and satisfaction, and one endogenous construct: destination advocacy. The endogenous construct is the dependent construct in at least one structural relationship (Hair et al., 2010).

The questionnaire consists of 2 parts; Part 1 includes the demographic of the respondents such as nation, age, gender, purpose of the trip, and income. Part 2 includes the perception about four variables toward Thailand as a trip destination using a 7-points Likert scale.

3.7.1 Independent Variables

3.7.1.1 Measurement of Destination Competitiveness

The initial items of measurement for assessing destination competitiveness were adapted from Aschalew and Gedyon (2015); (Hanafiah et al., 2016; Wondowossen et al., 2014), which was developed based on studies by Dwyer & Kim (2010), and Ritchie & Crouch (2003). The scale consists of 20 items with a 7-points Likert scale (1 = extremely unimportant, 2 = very unimportant, 3 = Unimportant, 4 = Neutral, 5 = important, 6 = very important, 7 = extremely important).

The original components of destination competitiveness consist of four factors which can be competitive with other destinations: 1) Endowed core resources (the existing environment), 2) supporting resources (making tourism a leading sector), 3) destination management (strengthening the distribution channels in the marketplace.), and 4) situational conditions (building a dynamic private sector). The statements of measurement for destination competitiveness are shown in Table 13.

Table 13. Measurement of Destination Competitiveness

Items	Measurements	Adapted from
Endowed core resources		
1	Natural landscape	Aschalew and Gedyon (2015); Hanafiah et al. (2016); Wondowossen et al. (2014)
2	Comfortable climate for tourism	
3	Cultural and historical attractions	
4	Wonderful scenery	
5	Unique and exotic local custom	
Supporting resources		
1	Various modes of transportation	Aschalew and Gedyon (2015); Hanafiah et al. (2016); Wondowossen et al. (2014)
2	Telecommunication services	
3	Banking and financial services	
4	Variety of food and beverage services	
5	Variety of shopping items	
Destination management		
1	Cleanliness in destination	Aschalew and Gedyon

2	Multilingual signage	(2015); Hanafiah et al. (2016); Wondowossen et al. (2014)
3	Environmental conservation	
4	Security and safety	
5	Service and hospitality from staffs (Hotel, restaurant, tourist attractions, etc.)	
Situational conditions		
1	Tourism activities or special events	Aschalew and Gedyon (2015); Dwyer and Kim (2010); Hanafiah et al. (2016); Wondowossen et al. (2014)
2	Reasonable price	
3	Distance and travel time to destination	
4	Ease of entry to country (Visa/passport)	
5	Ratio of purchasing power parity (PPP) conversion factor to exchange rate	

Note. 1 = extremely unimportant, 2 = very unimportant, 3 = unimportant, 4 = neutral, 5 = important, 6 = very important, 7 = extremely important

3.7.1.2 Measurement of Tourist Experience

Tourist experience is measured through three domain concepts: cognitive, affective, and behavioral components. Cognitive component is measured according to the extent to which there is an individual cognitive factors affecting tourism programs and destination areas by tourist feeling. The affective component is measured by the main motivations for participating in tourism activities such as pleasure, enjoyment, and entertainment. And the measurements of the behavioral component rely on experiences that tourists use their prior knowledge of destination to limit their choices.

For this study, the measurement scales of tourist experience were primarily based on studies by Ali and Kim (2015); C. F. Chen and Chen (2013); Fernandes and Cruz (2016); Jalilvand et al. (2012); Salim (2016); Tan (2016a), . The scale consists of 13 items with a 7- points Likert scale (1 = entirely disagree, 2 = strongly disagree, 3 = partly disagree, 4 = neutral, 5 = partly agree, 6 = strongly agree, 7 = entirely agree). Tourist experience items are presented in Table 14.

Table 14. Measurement of Tourist Experience

Items	Measurements	Adapted from
Cognitive component		
1	This trip exceeded my expectation.	Jalilvand et al. (2012); Salim (2016); Tan (2016a)
2	I enjoyed the place where I have not visited before.	
3	I felt I was in a different world.	
4	The trip was good value.	
5	I felt good about my decision to visit here.	
Affective component		
1	I felt relaxed during the trip.	Ali and Kim (2015); Fernandes and Cruz (2016)
2	It is happy time during the trip.	
3	I really enjoyed this tourism experience.	
4	I was thrilled about having a new experience.	

Behavioral component		
1	I was involved in something that I really liked to do.	Ali and Kim (2015); C. F. Chen and Chen (2013)
2		
3	I did something new and different.	
4	I did something unique and memorable. I had a “once in a lifetime” experience.	

Note. 1 = entirely disagree, 2 = strongly disagree, 3 partly disagree, 4 = neutral, 5 = party agree, 6 = strongly agree, 7 = entirely agree

3.7.2 Mediating Variables

3.7.2.1 Measurement of Trust in Destination

In order to measure trust in destination, a total of eight items were adapted from the previous studies that measured consumers’ perception through a brand and tourists’ perception through a destination (Lau & Lee, 1999; L. J. Su et al., 2017). These studies have emphasized trust related to consumers’ perceived actual performance of the product or destination, and compare their expectations. In this study, trust in destination was a unidimensional structure which consisted of 8 items with a 7-points Likert scale (1 = entirely disagree, 2 = strongly disagree, 3 partly disagree, 4 = neutral, 5 = partly agree, 6 = strongly agree, 7 = entirely agree). Trust in destination items are presented in Table 15.

Table 15. Measurement of Tourist in Destination

Items	Measurements	Adopted from
1	I trust this destination.	Lau and Lee (1999); (L. J. Su et al., 2017)
2	I feel that I can trust this destination completely.	
3	I feel secure when I visit this destination because I know that it will never let me down.	
4	This destination meets my expectations.	
5	This destination guarantees satisfaction.	
6	I feel confidence with this destination.	
7	I could rely on this destination to respond to my need.	
8	I believe that this destination is always remembered as my best interests in mind.	

Note. 1 = entirely disagree, 2 = strongly disagree, 3 partly disagree, 4 = neutral, 5 = partly agree, 6 = strongly agree, 7 = entirely agree

3.7.2.2 Measurement of Tourist Satisfaction

In order to measure tourist satisfaction, a total of nine items were adapted from the previous studies that measured tourists’ perception through a destination (Castaldo, Grosso, Mallarini, & Rindone, 2016; Oliver, 1996). Most studies have emphasized cognitive satisfaction related to consumers’ perceived actual performance of the product and compare with their expectation. But there were a few studies comprised both cognitive and affective satisfaction.

In this study, satisfaction can be categorized into two types which are cognitive and affective satisfaction (Oliver, 1993). Both cognitive and affective satisfaction consist of 5 items with a 7-points Likert scale (1 = entirely disagree, 2 = strongly disagree, 3 partly disagree, 4 = neutral, 5 = partly agree, 6 = strongly agree, 7 = entirely agree). Tourist satisfaction items are presented in Table 16.

Table 16. Measurement of Tourist Satisfaction

Items	Measurements	Adapted from
Cognitive satisfaction		
1	My trip turned out better than I expected.	Castaldo et al. (2016); Oliver (1996)
2	If I had another chance, I would make the same choice again.	
3	Overall, this trip is exactly what I need.	
4	I think I made the right decision to visit the destination.	
5	Overall, I am satisfied with the value for price I paid.	
Affective satisfaction		
1	I am satisfied with my decision to travel here.	Castaldo et al. (2016); Oliver (1996)
2	My trip experience made me happy.	
3	This trip is a pleasant experience.	
4	Overall, my trip experience was delight.	

Note. 1 = entirely disagree, 2 = strongly disagree, 3 partly disagree, 4 = neutral, 5 = partly agree, 6 = strongly agree, 7 = entirely agree

3.7.3 Dependent Variable

3.7.3.1 Measurement of Destination Advocacy

Destination advocacy was measured by eight items that asked tourists if they advocated or opposed the destination, as shown in Table 17. These scales were developed for the present research based on the previous studies and theories on tourism destination advocacy (Parrott & Danbury, 2015; Roy et al., 2014).

The eight statements about destination advocacy consisted of two main components which were offensive and defensive advocacy. A 7-point Likert scale as a self-administered format was employed to measure the degree of destination advocacy for each statement: 1 = entirely disagree, 2 = strongly disagree, 3 partly disagree, 4 = neutral, 5 = partly agree, 6 = strongly agree, 7 = entirely agree. The measurements of destination advocacy are presented in Table 17.

Table 17. Measurement of Destination Advocacy

Items	Measurements	Adapted from
-------	--------------	--------------

1	I would recommend the destination to my friends or relatives.	Parrott and Danbury (2015); Roy et al. (2014)
2	I would encourage friends and relatives to visit the destination.	
3	I would say positive things about my trip to other people.	
4	I would suggest this destination to people if they want an advice on a trip.	
5	I would defend the destination when someone says something untrue about the destination.	
6	I would support my friends or relatives if they need information about the destination.	
7	I would defend the destination when some says negative.	
8	I would buy a local product from the destination in the future.	

Note. 1 = entirely disagree, 2 = strongly disagree, 3 partly disagree, 4 = neutral, 5 = partly agree, 6 = strongly agree, 7 = entirely agree

3.8 Content Validity

Validity refers to the degree to which there is agreement between the operational definition and theoretical definition. Content validity is operationally stated as the outcome of judging the measuring adequacy of test content, and it is established by studying both test content and response (Fitzpatrick, 1983). Content validity index (CVI) is widely used to assess content validity in the measurement items, and the CVI is judged by the experts in the relevant field of the research measurement (Paul, Connor, McCabe, & Ziniel, 2015).

The Content Validity Index (CVI) for each individual indicator is the percentage of judges that rated the item as 3 or 4 (based on the rating scale of 1 to 4 where 1 represents "Not relevant"; 2 represents "Item needs some revisions"; 3 represents "Relevant but need minor revision"; and 4 represents "Very relevant") (Lynn, 1986). According to Walz and Celuch (2010), the CVI per scale is recommended when there are more than two experts involved in the judgment stage. Therefore, three expert judges in academic tourism field were provided with the theoretical domains value and implementation, and were asked to rate the most appropriate domain for each item. The Item-Content Validity Index (I-CVI) was used to evaluate the agreement among the experts on the relevance of each indicator. The I-CVI was evaluated by the number of experts who gave a rating of 3 or 4, divided by the total number of experts. I-CVI cut-off point should be more than .67 or 67 percent (two-thirds of experts) which recommended by Rinthaisong (2014) when three experts involved in content validity stage.

In this study, content validity assessment was inclusive of four rating criteria which consisted of relevance, clarity, simplicity and ambiguity. Four variables were assessed in content validity stage, including destination competitiveness, tourist experience, tourist satisfaction and destination advocacy, but all measurement items

of trust in destination were entirely adopted from Lau and Lee (1999). Table 18(see appendix) presents the summary of relevance in content validity stage evaluated by three experts in tourism study. A total of 49 items were ranged from 0.667 – 1, which means those items were acceptable with detail relevance score. However, “I felt I was in a different world” and “I was involved in something that I really liked to do at the destination.”, both items were included in tourist experience dimension (cognitive experience), and one item of destination advocacy was “I would buy a local product from the destination in the future.”, which indicated that the relevant scores of item validity was lower than the problematic level of 0.67.

Second, Table 63(see appendix) presents the summary of clarity in content validity stage evaluated by three experts in tourism study. A total of 49 items had CVI score of 1.00, which means those items were acceptable with the detail clarity score. According to Rinthaisong (2014) I-CVI cut-off point, the I-CVI should not be lower than 0.67 (67%) with at least three judges. Therefore, all the clarity scores of item validity were higher than the problematic level of 0.67. The content validity of clarity index was acceptable for all measurement items. However, three items of tourist experience (cognitive dimension) which were “I felt I was in a different world”, “Overall it was good value to visit here”, and “I felt good about my decision to visit here” showed the total I-CVI score lower than 0.67, which indicated that the clarity scores of item validity was lower than the problematic level.

Third, Table 64(see appendix) summaries the simplicity in content validity stage assessed by three experts in tourism study. According to Rinthaisong (2014) I-CVI cut-off point, the I-CVI should not be lower than 0.67 (67%) with at least three judges. A total of 49 items had CVI score of 1.00, which means those items were acceptable with detail simplicity score. Therefore, all the simplicity scores of item validity were higher than the problematic level of 0.67. The content validity of simplicity index was acceptable for all measurement items. However, three items of tourist experience (cognitive dimension) which were “I felt I was in a different world”, “Overall it was good value to visit here”, and “I felt good about my decision to visit here” presented the total I-CVI score lower than 0.67, which indicated that the simplicity scores of item validity was lower than the problematic level.

Fourth, Table 65(see appendix) summaries the ambiguity in content validity stage evaluated by three experts in tourism study. A total of 48 items had CVI score of 1, which means those items were acceptable with detail ambiguity score. However, four items nested in tourist experience measurements (cognitive experience) and one item nested in destination advocacy which were; “I enjoyed the place where I have not visited before”, “I felt I was in a different world”, “Overall it was good value to visit here”, “I felt good about my decision to visit here”, and “I would buy a local product from the destination in the future”, had 0.667 of total CVI score, which indicated that the ambiguity scores of item validity was lower than the problematic level of 0.67.

Table 18 summarizes the results of the content validity of the scale. The items of destination competitiveness had CVI of 1.00, all items were acceptable with the content validity score. The items of tourist experience had CVI ranged between 0.667 and 1, one item was considered to be discarded and the remaining items were

modified (I felt I was in a different world.), based on the experts' opinions. The items of tourist satisfaction had CVI of 1.00, all items were acceptable with content validity score. And the items of destination advocacy had CVI ranged between 0.833 and 1.00, all items were considered acceptable. By discarding the item of the scale that was not related to the domain of the study, the number of items decreased from 60 to 59.

Table 18. Summary of Content Validity

Measurement items	Content validity				Total CVI	CVI criteria
	Rev.*	Clar.	Simp.	Amb		
<i>Destination Competitiveness</i>						
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.	1	1	1	1	1.00	passed
2. Comfortable climate/weather at the destination.	1	1	1	1	1.00	passed
3. Cultural and historical attractions of the destination.	1	1	1	1	1.00	passed
4. Wonderful sceneries at the destination.	1	1	1	1	1.00	passed
5. Unique and exotic local custom of the destination.	1	1	1	1	1.00	passed
6. Various modes of transportations at the destination.	1	1	1	1	1.00	passed
7. Telecommunication services at the destination.	1	1	1	1	1.00	passed
8. Easy access to banking and financial services at the destination.	1	1	1	1	1.00	passed
9. Varieties of food and beverages to choose at the destination.	1	1	1	1	1.00	passed
10. Varieties of shopping items and areas at the destination.	1	1	1	1	1.00	passed
11. Clean environment at the destination.	1	1	1	1	1.00	passed
12. User-friendly guidance.	1	1	1	1	1.00	passed
13. Environmental conservation at the destination.	1	1	1	1	1.00	passed
14. Security and safety at the destination.	1	1	1	1	1.00	passed
15. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).	1	1	1	1	1.00	passed
16. Multilingual signage at the destination.	1	1	1	1	1.00	passed
17. Varieties of tourism activities or special events.	1	1	1	1	1.00	passed
18. Overall reasonable prices at the destination.	1	1	1	1	1.00	passed
19. Distance and travel time the	1	1	1	1	1.00	passed

destination.						
20. Ease of entry to the destination (Visa/passport).	1	1	1	1	1.00	passed
21. The good value for currency exchange rate.	1	1	1	1	1.00	passed
<i>Tourist Experience</i>						
1. This destination exceeded my expectation.	1	1	1	1	1.00	passed
2. I enjoyed the place where I have not visited before.	1	1	1	0.667	0.916	passed
3. I felt I was in a different world.	0.667	0.667	0.667	0.667	0.667	-
4. Overall it was good value to visit here.	1	0.667	0.667	0.667	0.75	passed
5. I felt good about my decision to visit here.	1	0.667	0.667	0.667	0.75	passed
6. The destination made I feel relaxed during the trip.	1	1	1	1	1.00	passed
7. I had happy time at the destination.	1	1	1	1	1.00	passed
8. I really enjoyed this tourism experience while spending the time at the destination.	1	1	1	1	1.00	passed
9. I was thrilled about having a new experience.	1	1	1	1	1.00	passed
10. I was involved in something that I really liked to do at the destination.	0.667	1	1	1	0.916	passed
11. I did something new and different at the destination.	1	1	1	1	1.00	passed
12. I did something unique and memorable at the destination.	1	1	1	1	1.00	passed
13. I had a "once in a lifetime" experience while spending the time at the destination.	1	1	1	1	1.00	passed
<i>Tourist Satisfaction</i>						
1. The tourism destination turned out better than I expected.	1	1	1	1	1.00	passed
2. If I had another chance, I would make the same choice again.	1	1	1	1	1.00	passed
3. Overall, this destination gave exactly what I needed.	1	1	1	1	1.00	passed
4. I think I made the right decision to visit the destination.	1	1	1	1	1.00	passed
5. Overall, I am satisfied with the value for price I paid.	1	1	1	1	1.00	passed
6. I am satisfied with my decision to travel the destination.	1	1	1	1	1.00	passed
7. My experience in the destination made me happy.	1	1	1	1	1.00	passed

8. Overall, this destination gave me a pleasant experience.	1	1	1	1	1.00	passed
9. Overall, I felt delight in the destination.	1	1	1	1	1.00	passed
<i>Destination Advocacy</i>						
1. I would recommend the destination to my friends or relatives.	1	1	1	1	1.00	passed
2. I would encourage friends and relatives to visit the destination.	1	1	1	1	1.00	passed
3. I would say positive things about my trip to other people.	1	1	1	1	1.00	passed
4. I would suggest this destination to people if they want an advice on a trip.	1	1	1	1	1.00	passed
5. I would defend the destination when someone says something untrue about the destination.	1	1	1	1	1.00	passed
6. I would support my friends or relatives if they need information about the destination.	1	1	1	1	1.00	passed
7. I would defend the destination when some says negative.	1	1	1	1	1.00	passed
8. I think I made the right decision to visit the destination.	1	1	1	1	1.00	passed
9. I would buy a local product from the destination in the future.	0.667	1	1	0.667	0.833	passed

**Note.* Rev = Relevance, Clar = Clarity, Simp = Simplicity, Amb = Ambiguity

3.9 Pilot Test Results

3.9.1 Descriptive Information of Pilot Test Samples

The objective of pilot test is to check the content validity, measurement reliability, and construct validity of the study instrument. Based on these results, the research questionnaire was further adjusted before launching the questionnaire survey. The possible problems occurred during data collecting process were explored. According to the criteria of thumb in the exploratory factor analysis, the sample size should be more than five times of the maximum number of indicators in one construct (Anthoine, Moret, Regnault, Sbille, & Hardouin, 2014). In this study, destination competitiveness consists of 20 indicators. Therefore, the minimum sample size for pilot should be 100. A total of 101 valid respondents was collected for this pilot test from the group of international tourists in Bangkok.

Table 19. Demographic Profile of Pilot Test Samples (n=101)

Demographics	Frequency	%
<i>Sex</i>		
Male	53	52.5
Female	48	47.5
<i>Country</i>		

China	15	14.9
America	7	6.9
Japan	3	3
Korea	5	5
Malaysia	8	7.9
Germany	10	9.9
Other Asian countries (such as Central Asia, East Asia, South Asia, Southeast Asia, and Western Asia)	37	36.6
Countries outside Asia (such as Africa, Central and South America, other Europe, and Oceania)	16	15.8
<i>Age</i>		
Less than 22	11	10.9
23 – 30 years old	32	31.7
31 – 40 years old	24	23.8
41 – 50 years old	13	12.9
51 – 60 years old	9	8.9
61 and over	12	11.9
<i>Education Level</i>		
High school	18	17.8
Bachelor's Degree	47	46.5
Master's Degree	31	30.7
Doctoral Degree	5	5
<i>Purpose of Travel</i>		
Vacation	80	79.2
Business	15	14.9
Other	6	5.9
<i>Employment</i>		
Employed	61	60.4
Self-employed	19	18.8
Unemployed	5	5
Retired	9	8.9
Student	7	6.9
<i>Duration of Stay</i>		
Less than 3 days	6	5.9
3 – 5 days	26	25.7
5 – 7 days	18	17.8
More than 1 week	43	42.6
More than 1 month	8	7.9
<i>Travel Style</i>		
Group (couple or friends)	40	39.6
Single	25	24.8
Family	27	26.7
Other	9	8.9
<i>First visit to the destination</i>		

Yes	70	69.3
More than 1 time	31	30.7

Table 19 summarizes the demographic profile of pilot test samples. Male sample accounted for 52.5% and female accounted for 47.5% of total samples. Most of the respondents were other non-Asian tourists (36.6%), other Asian tourists (15.8%), Chinese (14.9%), German (9.9%), Malaysian (7.9%), American (6.9%), Korean (5%), and Japanese tourists (3%). The majority of the respondents were distributed among the age group of 23 – 30 (31.7%), 31 – 40 (23.8%), 41 – 50 (12.9%), 61 and over (11.9%), less than 22 (10.9%), and 51 – 60 (8.9%). 80 of the respondents were in Bangkok on vacation (79.2%), 15 for a business trip (14.9%), and 6 for other purposes (5.9%). The majority of the respondents were surveyed among employed (60.4%), self-employed (18.8%), retired (8.9%), student (6.9%), and unemployed status (5%). For average duration of stay in Thailand, 43 were in Thailand for more than a week (42.6%), 26 between 3 to 5 days (25.7%), 18 between 5 to 7 days (17.8%), 8 for more than a month (7.9%), and 6 for less than 3 days (5.9%). The style of travel included 40 travelling as a group (39.6%), 27 travelling with family (26.7%), 25 traveling solo (24.8%), and 9 travelling in other ways (8.9%). The majority of international tourists have visited the destination included 70 for the first time (69.3%), and 31 for more than 1 time (30.7%).

3.9.2 Reliability Tests

Reliability refers to the extent to which the different indicators in the measurement measure the same trait (J. C. Nunnally, 1970). A Cronbach's *a* test was employed to determine the reliability of the measurement items. J. C. Nunnally (1970) suggested that Cronbach's *a* test is the most popular method of evaluating reliability of the measurement because of the high degree of sensitivity and also provides over its alternatives. Nunnally (1978) recommended that the cut-off point of *a* coefficient should be 0.50, and the greater than 0.50 are considered as good indication of construct reliability. The more commonly accepted minimum value of 0.60 (*a* coefficient) is considered acceptable for exploratory research (Hair et al., 2010). Table 20 summarizes the result of reliability test on each variable. As the result reveals, all measured items were deemed to have an acceptable level of reliability, with the *a* coefficient between 0.914 and 0.948. These variables are used in the study instrument for the larger sample of data collecting process.

Table 20. Summary of Reliability Test

Variables	Cronbach's <i>a</i>
Destination competitiveness (21 items)	.918
Tourist experience (12 items)	.914
Tourist Satisfaction (9 items)	.935
Tourist Trust (8 items)	.948
Destination advocacy (9 items)	.945

3.9.3 Exploratory Factor Analysis

The Exploratory factor analysis (EFA) was employed to explore the multidimensional structure of destination competitiveness and tourist experience. And unidimensional structures were expected on variables of tourist trust, satisfaction and destination advocacy, exploratory factor analysis was also used to this variable to investigate whether any underlying dimension would emerge for the measurement constructs.

Regarding the sample size question, preferably the sample size should be at least 50 cases or larger (Hair et al., 2010). Hair et al. (2010) suggested that only the factors expressing eigenvalue greater than 1 is considered as the significant factors. This study also conducted the principal component method with Varimax rotation. Measurement items are deleted if its factor loading were below 0.4 on all factors or if it is cross-loaded on more than one factor with a factor loading higher than 0.5. Items with communalities less than 0.40 are considered as not having sufficient explanation, therefore, it is considered to be deleted from the measurement items (Hair et al., 2010). The Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) should be greater than 0.50, the results of the factor analysis is considered acceptable. A significant Bartlett's test of sphericity ($p < 0.05$) indicates that sufficient correlations exist among the variables to proceed (Hair et al., 2010).

3.9.3.1 Dimensionality of Destination Competitiveness

Four factors of destination competitiveness have been evaluated with eigenvalues of 1.00. Table 21 shows the results of exploratory factor analysis on 21 items used to measure destination competitiveness of international tourists in Bangkok. Four factor groupings were extracted which accounted for 39.207% of variance. The measurement of sampling adequacy was 0.868, which was above 0.50 and considered as appropriateness for analysis (Hair et al., 2010). Bartlett's test of sphericity was conducted to investigate the overall significant correlation with a correlation matrix. The value of the test was 1163.295 and is acceptable for statistical significance.

In the dimension of destination competitiveness, 21 items showed factor loadings ranging from 0.500 to 0.895. These items are: core resources (DCCR); supporting resources (DCSR); destination management (DCDM); and situational conditions (DCSC). The second dimension is named supporting resource (DCSR), was the most variance explained for destination competitiveness factor (66.540% of Variance Explained) which was identified among international tourists in Bangkok. This factor explained for 39.207% of the destination competitiveness variance (Table 21).

Core resources (DCCR) were comprised of 5 items. They were: natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination (DCCR1); comfortable climate/weather at the destination (DCCR2); cultural and historical attractions of the destination (DCCR3); wonderful sceneries at the destination (DCCR4); and unique and exotic local custom of the destination (DCCR5). These items were ranged with factor loading between 0.500 - 0.750. This dimension showed 43.345% of the destination competitiveness variance.

The second dimension was grouped with 5 items and labeled supporting resource (DCSR). In this dimension, there were five items with factor loading above 0.736 or higher. They were: various modes of transportations at the destination (DCSR1); telecommunication services at the destination (DCSR2); easy access to banking and financial services at the destination (DCSR3); varieties of food and beverages to choose at the destination (DCSR4); and varieties of shopping items and areas at the destination (DCSR5). This group was accounted 43.345% of variance and considered as the most variance explained for destination competitiveness.

Six items were nested in the third dimension (destination management) with factor loading ranging from 0.698 to 0.839, including: clean environment at the destination (DCDM1); user-friendly guidance (DCDM2); environmental conservation at the destination (DCDM3); security and safety at the destination (DCDM4); quality of services at the destination (hotel, restaurant, tourist attractions, etc.) (DCDM5); and multilingual signage at the destination (DCDM6). The third dimension was labeled destination management (DCDM). The variance explained by this dimension was 59.337%.

The last dimension was labeled situational condition (DCSC). It was comprised of five items including: varieties of tourism activities or special events (DCSC1); overall reasonable prices at the destination (DCSC2); distance and travel time the destination (DCSC3); ease of entry to the destination (Visa/passport) (DCSC4); and the good value for currency exchange rate (DCSC5). Factor loadings for these items ranged from 0.751 to 0.840. This dimension identified 64.648 of the total variance.

Table 21. Exploratory Factor Analysis of Destination Competitiveness (n=101)

Dimensions & Items	Communalities	Factor Loadings	Eigenvalue	Variance Explained
Destination Competitiveness				39.207
Core Resource (DCCR)			2.167	43.345
DCCR1	.425	.652		
DCCR2	.449	.500		
DCCR3	.469	.685		
DCCR4	.562	.750		
DCCR5	.462	.680		
Supporting Resource (DCSR)			3.327	66.540
DCSR1	.684	.827		
DCSR2	.802	.895		
DCSR3	.647	.805		
DCSR4	.542	.736		
DCSR5	.652	.807		
Destination Management (DCDM)			3.560	59.337
DCDM1	.665	.816		
DCDM2	.703	.839		
DCDM3	.553	.744		
DCDM4	.512	.716		
DCDM5	.488	.698		

DCDM5	.639	.800		
DCDM6				
Situational Condition (DCSC)			3.232	64.648
DCSC1	.639	.799		
DCSC2	.564	.751		
DCSC3	.704	.839		
DCSC4	.620	.787		
DCSC5	.705	.840		

KMO 0.868 ,Barlett's test: Chi-square = 1163.295, Sig. .000

3.9.3.2 Dimensionality of Tourist Experience

Three dimensions of tourist experience have been evaluated with eigenvalues of 1.00. Table 22 shows the results of exploratory factor analysis on 12 items used to measure tourist experience of international tourists in Bangkok. Three factor groupings were extracted which accounted for 52.611% of variance. The measurement of sampling adequacy was 0.883, which was above 0.50 and considered as appropriateness for analysis (Hair et al., 2010). Bartlett's test of sphericity was conducted to investigate the overall significant correlation with a correlation matrix. The value of the test was 736.191 and is acceptable for statistical significance.

In the dimension of tourist experience, four items showed factor loadings ranging from 0.593 to 0.726. These items were: this destination exceeded my expectation (TECE1); I enjoyed the place where I have not visited before (TECE2); overall it was good value to visit here (TECE3); and I felt good about my decision to visit the destination (TECE4). The first factor is named cognitive experience (CE). This factor explained for 67.129% of the tourist experience variance (Table 22).

The second dimension was grouped with four items and labeled affective experience (TEAE). In this dimension, there were four items with factor loading above 0.868 or higher. They were: the destination made me feel relaxed during the trip (TEAE1); I had happy time at the destination (TEAE2); I really enjoyed the tourism experience at the destination (TEAE3); and I was thrilled about having a new experience (TEAE4). This group accounted 74.99% of the tourist experience variance and was the most variance explained for tourist experience which was identified among international tourists in Bangkok.

The last dimension was labeled behavioral experience (TEBE). It was comprised of four items including: I was involved in something that I really liked to do at the destination (TEBE1); I did something new and different at the destination (TEBE2); I did something unique and memorable at the destination (TEBE3); and I had a "once in a lifetime" experience while spending the time at the destination (TEBE4). Factor loadings for these items ranged from 0.817 to 0.902. This dimension identified 73.338% of the total variance.

Table 22. Exploratory Factor Analysis of Tourist Experience (n=101)

Dimensions & Items	Communalities	Factor Loadings	Eigenvalue	Variance Explained
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Tourist Experience (TE)				52.611
Cognitive Experience (TECE)			2.685	67.129
TECE1				
TECE2	.593	.770		
TECE3	.695	.833		
TECE4	.671	.819		
	.726	.852		
Affective Experience (TEAE)			3.000	74.990
TEAE1				
TEAE2	.753	.868		
TEAE3	.758	.871		
TEAE4	.831	.911		
	.658	.811		
Behavioral Experience (TEBE)			2.934	73.338
TEBE1	.667	.817		
TEBE2	.765	.875		
TEBE3	.813	.902		
TEBE4	.688	.830		

KMO 0.883 ,Barlett's test: Chi-square = 736.191, Sig. .000

3.9.3.3 Unidimensional Structures of Tourist Satisfaction, Tourist Trust and Destination Advocacy

Exploratory factor analysis revealed that tourist satisfaction and destination advocacy scale were both unidimensional. The tourist satisfaction scale measures the satisfaction level of tourists towards their travel experience. Nine measurement items were nested to measure tourist satisfaction. Table 23 shows the results of exploratory factor analysis on the items of tourist satisfaction and destination advocacy. The unidimensional structure of tourist satisfaction was identified and accounted for 66.5% of the total variance (Variance Explained = 66.466), including: the tourism destination turned out better than I expected (TS1); if I had another chance, I would make the same choice again (TS2); overall, this destination gave exactly what I needed (TS3); I think I made the right decision to visit the destination (TS4); overall, I am satisfied with the value for price I paid (TS5); I am satisfied with my decision to travel to the destination (TS6); my experience at the destination made me happy (TS7); overall, this destination gave me a pleasant experience (TS8); and overall, I felt delight at the destination (TS9). The appropriateness of analysis was confirmed with a sampling adequacy value of 0.913 (KMO) and Barlett's test of sphericity was statistically significant with a value of 0.913 (Chi-square = 710.167, Sig. = .000).

The second dimension was comprised of eight items and labeled tourist trust (TT). In this dimension, there were eight items with factor loading between 0.826 and 0.889. The unidimensional structure of tourist trust was identified and accounted for 74% of the total variance (Variance Explained = 73.849), including 8 items: I trust this destination (TT1); I feel that I can trust this destination completely (TT2); I feel secure when I visit this destination because I know that it will never let me down (TT3); this destination meets my expectations (TT4); this destination guarantees satisfaction (TT5); I feel confidence with this destination (TT6); I could rely on this

destination to respond to my need (TT7); and I believe that this destination is always remembered as my best interests in mind (TT8). The appropriateness of analysis was confirmed with a sampling adequacy value of 0.918 (KMO) and Barlet's test of sphericity was statistically significant with a value of 709.234 (Chi-square = 709.234, Sig. = .000).

Destination advocacy scales comprised of nine items, they were: I would recommend the destination to my friends or relatives; I would encourage friends and relatives to visit the destination; I would say positive things about my trip to other people; I would suggest this destination to people if they want an advice for a trip; I would defend the destination when someone says something untrue about the destination; I would support my friends or relatives if they need information about the destination; I would defend the destination when some says negative about it; I think I made the right decision to visit the destination; and I would buy a local product from the destination in the future. The measurement scales were accounted for 69.5% of the total variance (Variance Explained = 69.551). The sampling adequacy value of 0.908 (KMO) and Barlet's test of sphericity was statistically significant with a value of 810.285 (Chi-square = 810.285, Sig. = 0.000).

Table 23. Exploratory Factor Analysis of Unidimensional Structures (N = 101)

Dimensions & Items	Communalities	Factor Loadings	Eigenvalue	Variance Explained
Tourist Satisfaction (TS)			5.982	66.466
TS1	.599	.774		
TS2	.571	.756		
TS3	.635	.797		
TS4	.656	.810		
TS5	.640	.800		
TS6	.610	.781		
TS7	.736	.858		
TS8	.823	.907		
TS9	.711	.843		
KMO 0.913, Barlett's test: Chi-square = 710.167, Sig. .000				
Tourist Trust in Destination (TT)			5.908	73.849
TT1	.705	.839		
TT2	.749	.866		
TT3	.758	.870		
TT4	.716	.846		
TT5	.765	.875		
TT6	.744	.862		
TT7	.790	.889		
TT8	.683	.826		
KMO 0.918, Barlett's test: Chi-square = 709.234, Sig. = .000				
Destination Advocacy (DA)			6.260	69.551
DA1	.743	.862		

DA2	.765	.875		
DA3	.677	.823		
DA4	.824	.908		
DA5	.698	.835		
DA6	.697	.835		
DA7	.639	.799		
DA8	.778	.882		
DA9	.500	.663		
KMO 0.908 , Barlett's test: Chi-square = 810.285, Sig. .000				

3.9.3.4 Model Construct Reliability Test

The reliability tests were employed to evaluate the reliability of the research measurement. Reliability refers to the degree to which an assessment instrument conducts the consistency and stability of measurement. It indicates that the measurement scales for a given construct should be at least fairly correlated among others and it can be evaluated by the total correlations of indicators.

A Cronbach's α test was used to test the internal consistency and stability of the measurement tool. The first measurement related to each separate item, including the item-to-total correlation (the correlation of the item to the assessed item score) and the inter-item correlation (the correlation among items). Hair et al. (2010) recommended the item-to-total correlations and that the inter item correlations exceed 0.30. And those indicators which have correlation below 0.3 should be deleted from the subscales (Nunnally, 1978). The second type of diagnostic measure is the reliability coefficient. Nunnally (1978) recommended that a minimum Cronbach's α coefficient of 0.70 is required in order to treat an indicator in an adequate scale. A lenient cut-off value of 0.60 is considered acceptable for exploratory study (Hair et al., 2010).

Table 24 reveals the summary of convergent validity and reliability test on the model constructs that resulted from exploratory factor analysis. The table shows the total correlation of measurements and internal reliability coefficient of each independent construct. A total of 10 independent constructs were assessed. The lowest correlation of total measurement items was found to be 0.739 and the highest value was 0.948. The results of the item-to-total correlations are all above the threshold of 0.3. The internal reliability coefficients of the model constructs ranged from 0.402 to 0.870. As a result, one item was considered to delete during the reliability analysis because of the low value of Cronbach's alpha, which is 'Comfortable climate/weather' at the destination (DCCR2) with 0.402. According to Hair et al. (2010) and Nunnally (1978), the generally agreed upon lower limit for Cronbach's alpha is .60 or higher, was considered satisfactory. Thus, all measurement items in this study were retained and the developed instrument was considered reliable.

Table 24. Model Construct Reliability Test

Dimensions and Items	Item-to-total	Alpha if item	Reliability Coefficient
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	correlations	deleted	
Destination Competitiveness			0.918
Core Resource (DCCR)			0.739
DCCR1	0.608	0.650	
DCCR2	0.392	0.780	
DCCR3	0.617	0.764	
DCCR4	0.694	0.746	
DCCR5	0.630	0.767	
Supporting Resource (DCSR)			0.870
DCSR1	0.715	0.841	
DCSR2	0.812	0.812	
DCSR3	0.686	0.845	
DCSR4	0.605	0.863	
DCSR5	0.690	0.849	
Destination Management (DCDM)			0.860
DCDM1	0.705	0.826	
DCDM2	0.748	0.819	
DCDM3	0.618	0.843	
DCDM4	0.606	0.848	
DCDM5	0.601	0.851	
DCDM6	0.694	0.829	
Situational Condition (DCSC)			0.862
DCSC1	0.674	0.836	
DCSC2	0.614	0.850	
DCSC3	0.731	0.821	
DCSC4	0.665	0.839	
DCSC5	0.732	0.820	
Tourist experience			0.914
Cognitive Experience (TECE)			0.833
TECE1	0.602	0.820	
TECE2	0.687	0.780	
TECE3	0.661	0.789	
TECE4	0.712	0.767	
Affective Experience (TEAE)			0.884
TEAE1	0.758	0.851	
TEAE2	0.755	0.851	
TEAE3	0.820	0.824	
TEAE4	0.682	0.876	
Behavioral Experience (TEBE)			0.869
TEBE1	0.675	0.852	
TEBE2	0.757	0.825	
TEBE3	0.808	0.797	
TEBE4	0.702	0.857	
Tourist satisfaction			.935
TS1	0.719	0.930	
TS2	0.697	0.931	
TS3	0.745	0.928	

TS4	0.752	0.928	
TS5	0.741	0.928	
TS6	0.711	0.930	
TS7	0.806	0.925	
TS8	0.870	0.921	
TS9	0.792	0.926	
Tourist Trust in Destination			0.948
TT1	0.791	0.942	
TT2	0.822	0.941	
TT3	0.828	0.940	
TT4	0.795	0.943	
TT5	0.828	0.940	
TT6	0.817	0.941	
TT7	0.850	0.938	
TT8	0.771	0.944	
Destination Advocacy			0.945
DA1	0.806	0.938	
DA2	0.824	0.937	
DA3	0.765	0.940	
DA4	0.869	0.934	
DA5	0.797	0.939	
DA6	0.786	0.939	
DA7	0.756	0.941	
DA8	0.847	0.936	
DA9	0.648	0.946	

3.9.3.5 Summary of Pilot Test

A quantitative approach was employed to improve the validity and reliability of the research instrument in order to access the structural model proposed in this study. The instrument used in this study was initially developed by literature review and proved the content validity by three experts in tourism field. A pilot study was operated by using the initial developed questionnaire. With reference the pilot test results, the study instrument was revised and subsequently employed for the large scale of questionnaire survey, which distributed to the group of international tourists visiting to Bangkok. Two items of research measurement were considered to delete in the stage of content validity and reliability. They were: 'Comfortable climate/weather at the destination' (Indicator of destination competitiveness) and 'I felt I was in a different world' (Indicator of tourist experience). The ensuring survey questionnaire consisted of 5 sub-scales and 58 indicators. Table 25 summarizes the details of the research measurement before and after revision.

Table 25. Summary of Research Measurement Development

Sub-scale	Dimensionality	Initial No. of items	Revised No. of items
Destination Competitiveness	4	21	20
Tourist Experience	3	13	12

Tourist Satisfaction	1	9	9
Tourist Trust	1	8	8
Destination Advocacy	1	9	9
Total	10	60	58



Chapter 4 Results and Findings

4.1 Chapter Introduction

This chapter presents the empirical results and findings of large-scaled data analysis. It consists of six sections. The first section presents the descriptive statistics and the characteristics of the sample. The second section is data cleaning and screening in order to impute and remove the missing data by expected maximization (EM) method. This section also demonstrates the data normality for determining appropriate estimation method for confirmatory factor analysis (CFA). Then, descriptive statistics were conducted to examine destination competitiveness, tourist experience, tourist satisfaction, and destination advocacy for understanding an overview of the item ranking, frequency, mean and standard deviation (S.D.). The third section provides the validation of measurement model in each research concept. The measurement model was validated by using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). The fourth section presents the evaluation of the overall measurement model, which includes all latent variables assembled in the third section. The fifth section shows the structural equation modeling analysis and hypotheses testing. A summary of the entire chapter is presented in section six.

4.2 Sample Characteristics

The questionnaire survey which includes a cover page and self-administered questionnaire were distributed to the selected tourism attractions in Bangkok during the period of November to December 2018. 640 questionnaires were distributed to international tourists traveling in Bangkok, Thailand. A total of 603 samples were valid and usable for subsequent analysis, giving a success rate of 94 percent.

4.2.1 Demographic Profile

Table 26 presents the demographic characteristics of survey respondents. Among the 603 samples, the majority of the respondents were 260 male tourists (43.1%), and a total number of female tourists were 343 tourists (56.9%). Japanese was the most common nationality with 63 respondents (10.4%), then 52 Americans (8.6%), 50 Germans (8.3%), 44 Chinese (7.3%), and 24 Malaysians (4%). Meanwhile, 226 of the respondents were aged between 23 to 30 years (37.5%), 150 between 31-40 years (24.9%), 116 less than 22 years (19.2%), 43 between 51 to 60 years (7.1%), 39 between 41 to 50 years (6.5%), and 29 over 61 years (4.8%). The majority of the education levels of international respondents were Bachelor's degree, which accounted 45.3% of the total education level. The educational levels of these were surveyed among the groups of Master's degree (27.5%), high school (20.1%), doctoral degree (35%), and the other levels (1.3%). In terms of the travel purposes, 478 of the respondents were in Bangkok on vacation (79.8%), 79 for a business trip (13.1%), and 46 for other purposes (7.6%). The most employment status of the respondents was employed (47.4%), self-employed (20.1%), student (17.9%), retired (9%), and unemployed status (5.6%). For average duration of stay in Thailand, 187 were in Thailand for more than a week (31.0%), 158 between 3 to 5 days (26.2%), 97 between 5 to 7 days (16.1%), 95 for more than a month (15.8%), and 66 for less than 3 days (10.9%). The style of travel included 255 travelling as a group (42.3%), 164

travelling with family (27.2%), 128 traveling solo (21.2%), and 56 travelling in other ways (9.3%). The majority of international tourists have visited the destination included 380 for the first time (63.0%), and 223 for more than 1 time (37.0%).

Table 26. Demographic Profile of Respondents (n=603)

Demographics	Frequency	%
Sex		
Male	260	43.1
Female	343	56.9
Country		
China	44	7.3
America	52	8.6
Japan	63	10.4
Korea	17	2.8
Malaysia	24	4.0
India	23	3.8
Germany	50	8.3
Singapore	9	1.5
Other Asian countries (such as other Central Asia, East Asia, South Asia, Southeast Asia, and Western Asia)	113	18.7
Out of Asia (such as Africa, Central and South America, Europe, and Oceania)	208	34.5
Age		
Less than 22	116	19.2
23-30	226	37.5
31-40	150	24.9
41-50	39	6.5
51-60	43	7.1
61 and over	29	4.8
Education level		
High school	121	20.1
Bachelor's degree	273	45.3
Master's degree	166	27.5
Doctoral degree	35	5.8
Others	8	1.3
Purpose of Travel		
Vacation	478	79.3
Business	79	13.1
Others	46	7.6
Employment status		
Employed	286	47.4
Self-employed	121	20.1
Unemployed	34	5.6
Retired	54	9
Student	104	17.9
Duration of Stay		

Less than 3 days	95	15.8
3-5 days	158	26.2
5-7 days	97	16.1
More than 1 week	187	31.0
More than 1 month	66	10.9
Travel Style		
Group (Friends/couple)	255	42.3
Single	128	21.2
Family	164	27.2
Other	56	9.3
Is this your first visit to this destination?		
Yes	380	63.0
No	223	37.0

4.2.2 Origin and Trip Profile

The data was collected from the tourism attractions in Bangkok, foreign tourists were asked to indicate which nationality they are. As shown in Table 27, the entire samples were more than 10 different nations. The majority of the respondents were out of Asia (such as Africa, Central and South America, Europe, and Oceania), which accounted 34.5% of the total respondents. The nationality of these were evenly surveyed among the nation groups of other Asian countries (such as other Central Asia, East Asia, South Asia, Southeast Asia, and Western Asia) (18.7%), Japanese (10.4%), American (8.6%), German (8.3%), Chinese (7.3%), Malaysian (4%), Indian (3.8%), Korean (2.8%) and Singaporean (1.5%).

Table 27. Origin of Survey Respondents (n=603)

Country	Frequency	%	Rank
Other Asian countries (such as other Central Asia, East Asia, South Asia, Southeast Asia, and Western Asia)	208	34.5	1
Countries outside Asia (such as Africa, Central and South America, Europe, and Oceania)	113	18.7	2
Japanese	63	10.4	3
American	52	8.6	4
German	50	8.3	5
Chinese	44	7.3	6
Malaysian	23	4.0	7
Indian	22	3.8	8
Korean	17	2.8	9
Singaporean	9	1.5	10

4.2.3 Descriptive Statistic Analysis

This section examines the mean score and standard deviation of the measurement items in the subscales of destination competitiveness, tourist experience, tourist trust, tourist satisfaction, destination advocacy. The items of each subscale were prepared in descending order according to the mean score in Table 28. The results suggested making the decision to delete any unusual item in factor analysis process. The items with very high mean score in each subscale were commonly considered important and particular attentions were paid to any deletion of those items.

It was found that most of the destination competitiveness items had mean score over five (5 = important), meaning that international tourists held confirming attitude toward these destination competitiveness, especially the top five items with highest mean scores were: DCD4 security and safety at the destination (mean = 6.091), DCCR1 natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination (mean = 6.035), DCCR4 unique and exotic local custom of the destination (mean = 5.993), DCCR3 wonderful sceneries at the destination (mean = 5.865), and DCD3 environmental conservation at the destination (mean = 5.769). The five items with lowest mean scores were: DCSR2 telecommunication services at the destination (mean = 5.468), DCSC3 distance and travel time the destination (mean = 5.448), DCSR3 easy access to banking and financial services at the destination (mean = 5.345), DCSC1 clean environment at the destination (mean = 5.298), and DCSR5 varieties of shopping items and areas at the destination (mean = 5.181). The result indicated that international tourists were less likely to be driven by these destination factors.

Table 28. Mean Score and Standard Deviation of Variables (n=603)

Dimensions and Items	Mean Score	Standard Deviation
<i>Destination Competitiveness (DC)</i>		
DCD4	6.091	1.236
DCCR1	6.035	1.250
DCCR4	5.993	1.242
DCCR3	5.865	1.288
DCD3	5.769	1.339
DCCR5	5.768	1.283
DCD1	5.765	1.307
DCD5	5.756	1.279
DCSC2	5.744	1.283
DCSC4	5.725	1.338
DCD6	5.657	1.376
DCD2	5.615	1.344
DCSC5	5.612	1.361
DCSR4	5.610	1.355
DCSR1	5.536	1.363
DCSR2	5.468	1.445
DCSC3	5.448	1.338
DCSR3	5.345	1.383

DCSC1	5.298	1.304
DCSR5	5.181	1.444
<i>Tourist Experience (TE)</i>		
TECE4	5.955	1.272
TECE2	5.914	1.276
TEAE2	5.894	1.250
TEAE3	5.844	1.303
TECE3	5.839	1.305
TEAE4	5.760	1.373
TEBE3	5.667	1.343
TEBE1	5.652	1.316
TEBE2	5.645	1.308
TEBE4	5.627	1.383
TEAE1	5.590	1.300
TECE1	5.569	1.256
<i>Tourist Trust (TRUST)</i>		
TRUST4	5.753	1.219
TRUST6	5.746	1.286
TRUST5	5.710	1.240
TRUST8	5.708	1.321
TRUST7	5.692	1.289
TRUST1	5.667	1.272
TRUST3	5.534	1.289
TRUST2	5.529	1.312
<i>Tourist Satisfaction (TS)</i>		
TSAF2	5.947	1.213
TSAF3	5.917	1.245
TSCG4	5.897	1.236
TSCG5	5.889	1.255
TSAF1	5.889	1.207
TSAF4	5.881	1.291
TSCG2	5.733	1.318
TSCG3	5.695	1.231
TSCG1	5.639	1.301
<i>Destination Advocacy (DA)</i>		
DA8	6.037	1.217
DA6	6.015	1.253
DA3	5.978	1.190
DA4	5.960	1.299
DA1	5.922	1.295
DA2	5.892	1.247
DA9	5.834	1.328
DA5	5.803	1.351
DA7	5.779	1.231

Note. Mean scores of destination competitive based on a seven-point Likert scale: 1 = extremely unimportant, 2 = very unimportant, 3 = Unimportant, 4 = Neutral, 5 = important, 6 = very important, 7 = extremely important. Mean score of tourist

experience, tourist satisfaction and destination advocacy based on a seven-point Likert scale: 1 = entirely disagree, 2 = strongly disagree, 3 partly disagree, 4 = neutral, 5 = party agree, 6 = strongly agree, 7 = entirely agree

The descriptive information of tourist experience showed that all items had mean scores higher than five (5 = important). This means that tourist experience in Bangkok have been positively perceived by international tourists. Ranked on the top five items with highest mean scores were: TECE4 I felt good about my decision to visit the destination (mean = 5.955), TECE2 I enjoyed the place where I have not visited before (mean = 5.914), TEAE2 I had happy time at the destination (mean = 5.894), TEAE3 I really enjoyed the tourism experience at the destination (mean = 5.844), and TECE3 overall it was good value to visit here (mean = 5.839). The five items with lowest mean scores were: TEBE1 I was involved in something that I really liked to do at the destination (mean = 5.652), TEBE2 I did something new and different at the destination (mean = 5.645), TEBE4 I had a “once in a lifetime” experience while spending the time at the destination (mean = 5.627), TEAE1 the destination made me feel relaxed during the trip (mean = 5.590), and TECE1 this destination exceeded my expectation (mean = 5.569). The result demonstrated that international travelers were less likely to be driven by these experience factors.

The descriptive results of tourist trust revealed that all items had mean scores higher than five (5 = Important). This means that tourist trust in Bangkok have been positively perceived by international tourists. Ranked on the top five items with highest mean scores were: TRUST4 this destination meets my expectations (mean = 5.753), TRUST6 I feel confidence with this destination (mean = 5.746), TRUST5 this destination guarantees satisfaction (mean = 5.710), TRUST8 I believe that this destination is always remembered as my best interests in mind (mean = 5.708), and TRUST7 I could rely on this destination to respond to my need (mean = 5.692). The result showed that international travelers were less likely to be driven by these factors.

The results were also indicated that most of the tourist satisfaction items had mean score over five (5 = Important), meaning that foreign travelers held confirming attitude toward these tourist satisfaction, especially the top three items with highest mean scores were: TSAF2 my experience at the destination made me happy (mean = 5.947), TSAF3 overall, this destination gave me a pleasant experience (mean = 5.917), and TSCG4 I think I made the right decision to visit the destination (mean = 5.897). The three items with lowest mean scores were: TSCG2 if I had another chance, I would make the same choice again (mean = 5.733), TSCG3 overall, this destination gave exactly what I needed (mean = 5.695), and TSCG1 the tourism destination turned out better than I expected (mean = 5.639). The result indicated that international tourists were less likely to be driven by these satisfaction factors.

Table 28 shows that most of the destination advocacy items had mean score over five (5 = Important), meaning that international tourists held confirming attitude toward these destination advocacy, especially the top three items with highest mean scores were: DA8 I think I made the right decision to visit the destination (mean = 6.037), DA6 I would support my friends or relatives if they need information about the destination (mean = 6.015), and DA3 I would say positive things about my trip to other people (mean = 5.978). The three items with lowest mean scores were: DA9 I

would buy a local product from the destination in the future (mean = 5.834), DA5 I would defend the destination when someone says something untrue about the destination (mean = 5.803), and DA7 I would defend the destination when some says negative about it (mean = 5.779). The result revealed that foreign travelers were less likely to be driven by the destination advocacy.

4.3 Data Cleaning and Screening

4.3.1 Missing Value

Missing value complicate the testing of Structural Equation Modeling (SEM) in general because in most approaches to remedying missing data, the sample size is reduced to some extent from the original number of cases. Generally, Missing data must always be addressed if the missing value are in a nonrandom pattern or more than 10 percent of the data items are missing. But If the amount of missing value becomes very high (15 percent or more), SEM may not be appropriate. Missing value is considered missing completely at random (MCAR) if the pattern of missing data for an observed variable does not depend on any other variable in the data set or on the values of the observed variable itself. If the pattern of missing data for a variable is related to any other variables, but not related to its own values, then it is considered to be missing at random (MAR) (Hair et al., 2010).

Recently, a various ad hoc procedures have been developed with each own idiosyncrasies. Little and Rubin (1987) suggested that Expectation Maximization (EM) estimation of missing data is introduced as a major advance approach for estimating the missing value. The approach supposes that the way the data showed to be missing can be ignored. The alternative is to monitor the missing data mechanism and this leads to summaries that are intensively dependent on models that can only be guessed at. Allison's monograph is an up to date review of how to analyze the missing data of the entire data sets. Allison is judicious for doing this and except for the penultimate chapter deals with examples where the missing data is either completely randomly distributed or randomly distributed except for dependence on a few specified observed variables, Expectation Maximization (EM) was conducted to estimate the case.

The expectation maximization imputation algorithm sets up by estimating the expected values of missing data from the observed data, and then evaluates the estimation using both the estimated missing values and the observed data. The estimation process repeats until the actual values stabilized. In this study, the expectation maximization (EM) imputation was adopted to evaluate the estimated values of the missing data in the existing sample.

4.3.2 Data Normality

The data normality of data distribution is an essential assumption in Structural Modeling Equation (SEM) analysis. Univariate normality was tested by following the indices of skewness and kurtosis. According to Kline (2005), univariate normality was assumed when the univariate values skewness was between -3.0 to 3.0 and the

univariate kurtosis index was between -8.0 to 8.0. Otherwise, the data distribution is considered as having a problem of extreme skewness or extreme kurtosis.

Table 29 presents the data distribution test, it indicated that the univariate normality test had an acceptable result but the assumption of multivariate normality did not hold. The skewness distribution test of single variables was in the acceptable range, the absolute values of skewness in the study are all below 3.0. And the kurtosis distribution test of single variables also was in the acceptable level, the absolute values of skewness in the study are all below 8.0.

Table 29. Univariate Normality Test (n=603)

Univariate Normality				
Items	Skewness	Kurtosis	Descriptive statistics	
			Mean	S.D.
<i>Destination Competitiveness (DC)</i>				
DCCR1	-2.090	5.314	6.035	.051
DCCR2	-1.865	4.280	5.865	.052
DCCR3	-2.046	5.086	5.993	.051
DCCR4	-1.452	2.670	5.768	.052
DCSR1	-1.103	1.492	5.536	.055
DCSR2	-.956	.686	5.468	.059
DCSR3	-.824	.685	5.345	.056
DCSR4	-1.129	1.360	5.610	.055
DCSR5	-.594	.103	5.181	.059
DCD1	-1.371	2.286	5.765	.053
DCD2	-1.282	2.114	5.615	.055
DCD3	-1.432	2.509	5.769	.054
DCD4	-2.191	5.879	6.091	.050
DCD5	-1.481	2.860	5.756	.052
DCD6	-1.177	1.412	5.657	.056
DCSC1	-.818	.923	5.299	.053
DCSC2	-1.490	2.841	5.745	.052
DCSC3	-.962	1.016	5.448	.054
DCSC4	-1.269	1.692	5.725	.055
DCSC5	-1.113	1.277	5.612	.055
<i>Tourist Experience (TE)</i>				
TECE1	-1.350	2.555	5.569	.051
TECE2	-1.809	3.834	5.914	.052
TECE3	-1.778	4.010	5.839	.053
TECE4	-1.734	3.528	5.955	.052
TEAE1	-1.391	2.323	5.590	.053
TEAE2	-1.885	4.492	5.894	.051
TEAE3	-1.718	3.557	5.844	.053

TEAE4	-1.599	2.843	5.759	.056
TEBE1	-1.485	2.835	5.645	.054
TEBE2	-1.280	1.807	5.642	.053
TEBE3	-1.328	1.981	5.667	.055
TEBE4	-1.227	1.427	5.627	.056
<i>Tourist Trust (TT)</i>				
TRUST1	-1.615	3.487	5.667	.052
TRUST2	-1.385	2.417	5.529	.053
TRUST3	-1.245	2.003	5.534	.052
TRUST4	-1.673	3.943	5.753	.049
TRUST5	-1.448	2.783	5.710	.051
TRUST6	-1.618	3.398	5.746	.052
TRUST7	-1.427	2.549	5.691	.052
TRUST8	-1.442	2.310	5.708	.054
<i>Tourist Satisfaction (TS)</i>				
TSCG1	-1.432	2.745	5.639	.053
TSCG2	-1.425	2.333	5.733	.054
TSCG3	-1.447	2.708	5.695	.050
TSCG4	-1.859	4.527	5.897	.050
TSCG5	-1.795	4.144	5.889	.051
TSAF1	-1.558	2.815	5.889	.049
TSAF2	-1.835	4.211	5.947	.049
TSAF3	-1.742	3.830	5.917	.050
TSAF4	-1.854	4.224	5.880	.052
<i>Destination Advocacy (DA)</i>				
DA1	-2.038	5.038	5.922	.053
DA2	-1.812	4.134	5.892	.051
DA3	-1.803	4.057	5.978	.048
DA4	-2.091	5.196	5.960	.053
DA5	-1.692	3.276	5.803	.055
DA6	-2.200	5.947	6.015	.051
DA7	-1.344	1.968	5.778	.050
DA8	-2.168	5.751	6.036	.049
DA9	-1.688	3.456	5.834	.054

According to Kline (2005), a sample size over 200 is considered large enough to conduct significant result in a normality test. All variables were below the guideline for skewness and kurtosis (<3 and <8, respectively) recommended by Kline (2005). Skewness was less than 1.5 for 52% of the variables and less than 2.2 for the remainder; while kurtosis was less than 1.5 for 17.2%, and less than 6.0 for the rest of items.

4.4 Reliability Test of Measurement Scale

Reliability refers to the extent to which the different indicators in the measurement measure the same trait (J. C. Nunnally, 1970). A Cronbach's α test was employed to test the reliability of the measurement items. J. C. Nunnally (1970)

suggested Cronbach's α test is the most popular method of evaluating reliability of the measurement because of the high degree of sensitivity and also provides over its alternatives. Nunnally (1978) recommended that the cut-off point of α coefficient is 0.50, and the greater than 0.50 are considered as good indication of construct reliability. The more commonly accepted minimum value of 0.60 (α coefficient) is considered acceptable for exploratory research (Hair et al., 2010). Table 30 summarizes the result of reliability test on each variable. As Table 30 reveals, all measured items were deemed to have an acceptable level of reliability, with the α coefficient between 0.739 and 0.915. These variables are used in the study instrument for the larger sample of data collecting process.

Table 30. Item-total Correlation and Coefficient Alpha (n=603)

Dimensions and Items	Item-to-total correlations	Alpha if item deleted	Reliability Coefficient
<i>Destination Competitiveness (DC)</i>			.974
DCCR1	.765	.973	
DCCR2	.739	.973	
DCCR3	.795	.973	
DCCR4	.777	.973	
DCSR1	.816	.972	
DCSR2	.780	.973	
DCSR3	.768	.973	
DCSR4	.789	.973	
DCSR5	.771	.973	
DCD1	.817	.972	
DCD2	.812	.972	
DCD3	.799	.973	
DCD4	.813	.973	
DCD5	.861	.972	
DCD6	.818	.972	
DCSC1	.822	.972	
DCSC2	.812	.972	
DCSC3	.791	.973	
DCSC4	.784	.973	
DCSC5	.816	.972	
<i>Tourist Experience (TE)</i>			.970
TECE1	.833	.968	
TECE2	.851	.967	
TECE3	.873	.967	
TECE4	.850	.967	
TEAE1	.835	.968	
TEAE2	.880	.967	
TEAE3	.850	.967	
TEAE4	.831	.968	
TEBE1	.844	.967	

TEBE2	.833	.968	
TEBE3	.833	.968	
TEBE4	.782	.969	
<i>Tourist Trust (TRUST)</i>			.970
TRUST1	.858	.967	
TRUST2	.861	.967	
TRUST3	.881	.966	
TRUST4	.896	.965	
TRUST5	.901	.965	
TRUST6	.911	.964	
TRUST7	.886	.965	
TRUST8	.847	.968	
<i>Tourist Satisfaction (TS)</i>			.973
TSCG1	.849	.971	
TSCG2	.846	.971	
TSCG3	.885	.969	
TSCG4	.887	.969	
TSCG5	.876	.970	
TSAF1	.876	.970	
TSAF2	.890	.969	
TSAF3	.913	.968	
TSAF4	.905	.968	
<i>Destination Advocacy (DA)</i>			.972
DA1	.893	.968	
DA2	.890	.968	
DA3	.870	.969	
DA4	.907	.967	
DA5	.887	.968	
DA6	.899	.968	
DA7	.824	.971	
DA8	.915	.967	
DA9	.819	.971	

4.5 Criteria of the Model Construct

The model constructs were validated by the following processes. For the purpose of this study, a total of 603 samples were firstly assessed by an exploratory factor analysis. Then, the confirmatory factor analysis was conducted with a total of the validation sample. The internal reliability and convergent validity was assessed for each model construct. The discriminant validity was tested by evaluated the correlation matrix of latent variables.

4.5.1 Criteria of Exploratory Factor Analysis

Exploratory factor analysis (EFA) is an interdependence technique whose primary purpose is to define the underlying structure among the variables in the analysis (Hair et al., 2010). In the study, the exploratory factor analysis was employed

to explore all variables of the construct model, including destination competitiveness, tourist experience, tourist trust, tourist satisfaction, and destination advocacy. The sample size should be at least 50 cases or larger (Hair et al., 2010). Hair et al. (2010) suggested that only the factors expressing eigenvalue greater than 1 is considered as the significant factors. This study also conducted the principal component method with varimax rotation. Measurement items are deleted if its factor loading were below 0.4 on all factors or if it is cross-loaded on more than one factor with a factor loading higher than 0.4. Items with communalities less than 0.40 are considered as not having sufficient explanation, therefore, it is considered to be deleted from the measurement items. Nunnally (1978) recommended that a minimum reliability coefficient of 0.70 is required in order to treat an indicator in an adequate scale. The Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) should be greater than 0.50, the results of the factor analysis is considered acceptable. A significant Bartlett's test of sphericity ($p < 0.05$) indicates that sufficient correlations exist among the variables to proceed (Hair et al., 2010).

Table 31. Summary of EFA Selection Criteria

Sample size	More than 50 cases
Eigenvalue	Greater than 1.0
Factor Loading	Greater than 0.4
Communalities	Greater than 0.4
Reliability Coefficient	More than 0.70
KMO	More than 0.50
Bartlett's test of sphericity (p-value)	Less than 0.05

Source: Hair et al. (2010); Nunnally (1978)

4.5.2 Criteria of Convergent Validity

Convergent validity is a way of testing how well measured variables represent a smaller number of constructs. One of the primary objectives of CFA is to assess the construct validity of a model measurement theory. Construct validity is the extent to which a set of measured items actually reflects the theoretical latent variable those items are developed to measure. The items that are observed variables of a specific construct should converge or share a high proportion of variance in common, called as convergent validity. According to convergent cut-off criteria, Hair et al. (2010) suggested that factor loading or standardized loading estimates should be greater than 0.5. The average variance extracted (AVE) should be 0.5 or higher for thumb suggesting adequate convergence. And construct reliability (CR) which is often used in conjunction with SEM model should be 0.6 or higher, provided that other indicators of a model's construct validity are good.

Table 32. Summary of Convergent Validity Criteria

Factor Loading (Standardized loading estimate)	Greater than 0.5
Average Variance Extracted (AVE)	Greater than 0.5
Construct Reliability (CR)	Greater than 0.6

Source: Hair et al. (2010)

4.5.3 Criteria of Discriminant Validity

Discriminant validity is the extent to which a construct is truly distinct from other constructs. The discriminant validity of the model is established if the scale expresses predictably low or negative correlations between it and other indicators that are supposedly not measuring the same variable or construct (Churchill, 1979). According to Hair et al. (2010), a correlations value exceeding 0.80 should be noted as a discriminant validity problem. If high cross-loadings do indeed exist, and they are not represented by the measurement model, the Confirmatory Factor Analysis fit should not be good.

Table 33. Summary of Discriminant Validity Criteria

Correlation value	Less than 0.80
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Source: Hair et al. (2010)

4.5.4 Criteria of Goodness-of-Fit Indices

A 'Good-fitting model' is a pre-requisite for Structural Equation Model (SEM). However, there are literally hundreds of measures of fit and little consistency on the best criteria (Bollen, 1989). As a solution, researchers primarily use multiple indices to evaluate whether there is an acceptable fit between the research model and the collected data. Goodness-of-fit measures can be measured into absolute fit (Joreskog, 1999). Absolute fit measures assess the overall model fit for both measurement and structural models (Bollen, 1989). Frequently used absolute fit measures are the Chi square (χ^2) statistic, the ratio of chi-square to degrees of freedom (χ^2/df), the comparative fit index (CFI), the normal fit index (NFI), the root mean square error of approximation (RMSEA) and the root mean square residual (RMR). Regardless of which fit indices are chosen, this study requires certain predetermined levels, cut-off criteria, to be used as a base for good or bad fit decision. The following is a list of model fit indices and their cut-off levels, commonly accepted by academic researchers, and used in the present study.

Chi Square: The Chi square (χ^2) is one of the most commonly used indices and measures whether or not observed variance/covariance matrices differ. A non-significant χ^2 value point out that the 2 matrices are similar. In other words, the theoretical model significantly reproduces the sample variance/covariance relationships within the matrix (Kelloway, 1998). The researchers are thus interested in obtaining a non-significant χ^2 with associated degree of freedom, which indicates good fit. However, χ^2 model fit criterion is sensitive to sample size because as sample size increase (generally above 250 samples), criterion has the tendency to indicate significant probability (Hair et al., 2010; Schumacker & Lomax, 2004). Alternatively, it is recommended calculating the ration of χ^2 value to its degrees of freedom where 3:1 is a fitting ration (Joreskog & Sorbom, 1996).

CFI: Comparative fit index (CFI) is known as Bentler CFI, compares the covariance matrix of the existing model to observed covariance matrix to measure the percent of lack of fit, which is accounted for by going from the null model to the researcher's model (Hayduk, 1996). Comparative fit index (CFI) is considered as one of the measures least affected by sample size and varies from 0.00 to 1.00, thus its values close to 1.00 represent a very good fit. CFI values should be greater than 0.90,

indicating that 90% of co-variation within the data can be reproduced by the given model (Hair et al., 2010).

NFI: The normal fit index (NFI) is known as Tucker-Lewis Index (TLI), are based upon the idea of comparing the proposed model to a model in which absolutely no inter-relationships are assumed among any of the variables. This is also considered as null model or independence model (Aaker & Bagozzi, 1979). The normal fit index (NFI) is computed by relating the difference χ^2 value for the proposed model to the χ^2 value for the independence model. The descriptive fit measures both indices, and ranges from 0.00 to 1.00, with values close to 1.00, indicating a reasonably good approximation of the data. A value of between .90 and 1.00 is considered acceptable as a good fit for indices (J. C. Nunnally & Bernstein, 1994).

RMSEA and RMR: The root mean square error of approximation (RMSEA) takes into account the model complexity while reporting model error/discrepancy per degree of freedom (Schumacker & Lomax, 2004). RMSEA is based on the non-centrality parameter and signals a very good model fit if the value is less than or equal to 0.05, while values between 0.05 and 0.07 are considered an indication of adequate fit (Hair et al., 2010). On the other hand, the root mean square residual (RMR) measures the standardized difference between the observed covariance and the predicted covariance where a value of zero represented perfect fit (Aaker & Bagozzi, 1979). A root mean square residual (RMR) by measuring fitted residuals divided by their estimated standard errors, its values less than 0.07 indicate a good fit (Hair et al., 2010).

In summary, a confirmatory factor analysis (CFA) was conducted to test the measurement construct model specified as a result of exploratory factor analysis. Multiple criteria were used to evaluate model fit. According to Hair et al.'s absolute fit indices, χ^2 was the most fundamental absolute fit index and expected to be insignificant with its p-value higher than 0.05, but an insignificant χ^2 is difficult to obtain with a sample larger than 250. Therefore, the sample sizes are more than 250 cases or larger, preferably χ^2 should be significant (Hair et al., 2010). The value of χ^2/df lower than 5 was considered acceptable and a value lower than 3 indicated a good fit of the model to the data. The normal fit index (NFI) and comparative fit index (CFI) should be higher than 0.90. The Root Mean Square Error of Approximation (RMSEA) values below 0.7 are commonly associated with a model that fits well. Root Mean Square Residual (RMR) values less than 0.08 were indicative of acceptable fit.

Table 34. Summary of Absolute Fit Indices

N < 250		N > 250	
χ^2	Insignificant	χ^2	Significant
χ^2/df	Less than 5	χ^2/df	Less than 5
NFI	Above 0.90	NFI	Above 0.90
CFI	Above 0.92	CFI	Above 0.90
RMSEA	< 0.08 with CFI above 0.92	RMSEA	< 0.07 with CFI above 0.90 or higher
RMR	< 0.09 with CFI	RMR	< 0.08 with CFI

	above 0.92		above 0.92
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Source: Hair et al. (2010)

4.6 Construct Validity of the Measurement Model

4.6.1 Destination Competitiveness

4.6.1.1 Exploratory Factor Analysis of Destination Competitiveness

Table 35 shows the result of exploratory factor analysis on 20 items used to measure destination competitiveness of international tourists to Bangkok. As the EFA result, there is no destination competitiveness indicator deleted during analysis. Since all indicators have enough explanation power with a factor loading more than 0.4.

Table 35. Exploratory Factor Analysis of Destination Competitiveness

Dimensions and Items	Factor Loadings	Eigen-value	Variance Explained	Reliability Coefficient
<i>Core Resource</i>		3.280	81.992	.927
DCCR1	.803			
DCCR2	.825			
DCCR3	.854			
DCCR4	.797			
<i>Supporting Resource</i>		3.947	78.944	.933
DCSR1	.795			
DCSR2	.831			
DCSR3	.784			
DCSR4	.764			
DCSR5	.773			
<i>Destination Management</i>		4.692	78.194	.944
DCD1	.795			
DCD2	.782			
DCD3	.784			
DCD4	.774			
DCD5	.797			
DCD6	.758			
<i>Situational Conditions</i>		3.925	78.495	.931
DCSC1	.778			
DCSC2	.789			
DCSC3	.790			
DCSC4	.762			
DCSC5	.805			

KMO .969; Bartlett's test: Chi-square = 12527.948, Sig. = .00

As shown in Table 35, four dimensions were extracted with Eigen-value greater than 1.00, which explained more than 78% of the destination competitiveness variance. The measurement of KMO sampling adequacy is .969, which was above 0.50 and indicated the appropriateness of the factor analysis. Bartlett's test of sphericity was used to test the overall significance of all correlation within a correlation matrix. The value of the test was 12527.948 and was statistically significant. The reliability

coefficient was above 0.70, indicating a good internal consistency of destination competitiveness items.

The first dimension of destination competitiveness consisted of four items with loading over 0.79. These items were: natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination (DCCR1), cultural and historical attractions of the destination (DCCR2), wonderful sceneries at the destination (DCCR3), and unique and exotic local custom of the destination (DCCR4). This dimension was labeled core resources. It was the most essential destination competitiveness factor that was identified among international tourists in Bangkok. This dimension explained 81.992% of the variance with a reliability coefficient of .927.

The second dimension of destination competitiveness was comprised of five items with factor loading over .760. These items were: various modes of transportations at the destination (DCSR1), telecommunication services at the destination (DCSR2), easy access to banking and financial services at the destination (DCSR3), varieties of food and beverages to choose at the destination (DCSR4), and varieties of shopping items and areas at the destination (DCSR5). This dimension was named supporting resources. It was the most essential destination competitiveness factor that was identified among international tourists in Bangkok. This dimension explained 78.944% of the variance and the internal reliability of this dimension was .933.

The third dimension of destination competitiveness consisted of six items with loading over .750. These items were: clean environment at the destination (DCD1), user-friendly guidance (DCD2), environmental conservation at the destination (DCD3), Security and safety at the destination (DCD4), the quality of services at the destination (hotel, restaurant, tourist attractions, etc.) (DCD5), and multilingual signage at the destination (DCD6). This dimension was named destination management. It was the most essential destination competitiveness factor that was identified among international tourists in Bangkok. This dimension explained 78.194% of the variance with a reliability coefficient of .944.

The fourth dimension of destination competitiveness consisted of five items with loading over .760. These items were: varieties of tourism activities or special events (DCSC1), overall reasonable prices at the destination (DCSC2), distance and travel time the destination (DCSC3), ease of entry to the destination (Visa/passport) (DCSC4), and the good value for currency exchange rate (DCSC5). This dimension was labeled situational conditions. It was one of the most essential destination competitiveness factors that were identified among international tourists in Bangkok. This dimension explained 78.495% of the variance and the internal reliability of this dimension was .931.

Factor Rotation of Destination Competitiveness

Factor rotation is the most important tool in interpreting factors. The reference axes of the factors are turned about the origin until some other position has been reached. As indicated earlier, unrotated factor solutions extract factors in the order of the variance extracted. The first factor tends to be a general factor with almost every

variable loading significantly, and it accounts for the largest amount of variance. The second and subsequent factors are then based on the residual amount of variance. Each accounts for successively smaller portions of variance. The ultimate effect of rotating the factor matrix is to redistribute the variance from earlier factors to later ones to achieve a simpler, theoretically more meaningful factor pattern (Hair et al., 2010).

The principal component method with varimax rotation was used for the analysis. Items are deleted if its factor loading were lower than 0.4 on all factors or if it is cross-loaded on more than one factor with a loading higher than 0.4. Items are also dropped if they loaded on a factor with an internal reliability coefficient of lower than 0.7, and with communalities less than 0.50 are considered as not having sufficient explanation (Hair et al., 2010) and therefore to be deleted from the measurement scale in the factor rotation stage.

Table 36. Factor Rotation of Destination Competitiveness

Items	Factor Communalities	Components			
		1 Core resource	2 Supporting resources	3 Destination management	4 Situational conditions
DCCR1	.794	.743			
DCCR3	.834	.805			
DCCR4	.854	.775			
DCCR5	.797	.732			
DCSR1	.788		.707		
DCSR2	.843		.812		
DCSR3	.786		.762		
DCSR4	.759		.712		
DCSR5	.779		.747		
DCD1	.819			.702	
DCD2	.802			.686	
DCD3	.827			.719	
DCD4	.783			.608	
DCD5	.802			.530	
DCD6	.744			.570	
DCSC1	.777				.599
DCSC2	.799				.639
DCSC3	.805				.710
DCSC4	.792				.698
DCSC5	.810				.679

As shown in Table 36, the first dimension of destination competitiveness consisted of four items with factor loading between 0.732 and 0.805. The second component of destination competitiveness comprised of five factors with factor loading between 0.707 and 0.812. The third dimension consisted of six items with factor loading between 0.530 and 0.719. And the last components comprised of five

factors with factor loading between 0.599 and 0.710. All factor loading values were above 0.40 and all communalities were above 0.50. Therefore, the factor rotation was acceptable.

4.6.1.2 Convergent Validity of Destination Competitiveness

The properties of destination competitiveness in the studied model were tested by a confirmatory factor analysis (CFA) to specify the relationships between the observed variables and the latent constructs. Multiple indices have been chosen to evaluate the overall fit of the measurement model, including factor loading or standardized loading estimates should be greater than 0.5; the average variance extracted (AVE) should be 0.5 or higher for thumb suggesting adequate convergence; and construct reliability (CR) which is often used in conjunction with SEM model should be 0.6 or higher, provided that other indicators of a model's construct validity are good.

Table 37. Convergent Validity and Model Fit Indices of Destination Competitiveness

Dimensions and Items	Loadings	R ²
<i>Core Resource: AVE = 76.19%; CR = 0.927</i>		
DCCR1	.85	.73
DCCR2	.88	.77
DCCR3	.91	.83
DCCR4	.85	.72
<i>Supporting Resource: AVE = 74.02%; CR = 0.934</i>		
DCSR1	.87	.75
DCSR2	.90	.81
DCSR3	.86	.74
DCSR4	.83	.68
DCSR5	.84	.70
<i>Destination Management: AVE = 73.69%; CR = 0.944</i>		
DCD1	.87	.76
DCD2	.86	.74
DCD3	.86	.74
DCD4	.85	.73
DCD5	.87	.76
DCD6	.84	.71
<i>Situational Conditions: AVE = 73.28%; CR = 0.932</i>		
DCSC1	.85	.72
DCSC2	.86	.74
DCSC3	.86	.74
DCSC4	.84	.70
DCSC5	.87	.76

According to Hair et al. (2010), the construct is commonly measured by the average variance extracted (AVE), which suggested that value should be greater than 0.50. Factor loading or standardized loading estimates should be greater than 0.50, and construct reliability (CR) should be 0.6 or higher. The AVE values of the four latent variables in the adjusted model were all above 0.50, meaning that the latent

variables could explain more than 50% of the total variance, which is an indication of good convergent validity for the measurement model. The loading values of each observed variable were above 0.50, which considered acceptable. And the CR values for the four latent variables in the model were all above the 0.6, therefore, strong reliability was assumed with the measurement adjusted model for destination competitiveness (Table 37).

Discriminant validity reflects the extent to which the measure is indeed novel and not simply a reflection of some other variables. Discriminant validity of the measurement model was assessed by reviewing the correlations among the latent variables. A correlations value exceeding 0.80 should be noted as a discriminant validity problem. However, all the latent variables in the adjusted model of destination competitiveness were moderately correlated with correlation coefficient between .624 and .776 (Table 38).

Table 38. Correlation Matrix between Latent Variables of Destination Competitiveness

Latent variables	Core	Supporting	Management	Condition
Core	1			
Supporting	.624 (.073) ^a	1		
Management	.751 (.076) ^a	.733 (.083) ^a	1	
Condition	.713 (.074) ^a	.763 (.084) ^a	.776 (.081) ^a	1

^a The figure in the second line in the denoted standard error (SE)

4.6.2 Tourist Experience

4.6.2.1 Exploratory Factor Analysis of Tourist Experience

Table 39 shows the result of exploratory factor analysis on 12 items used to measure tourist experience of international tourists to Bangkok. All indicators did not have enough explanation power with a factor loading lower than 0.4. As the EFA result, there is no tourist experience indicator was deleted during analysis.

Table 39. Exploratory Factor Analysis of Tourist Experience

Dimensions and Items	Factor Loadings	Eigen-value	Variance Explained	Reliability Coefficient
<i>Cognitive components</i>		3.494	87.354	.952
TECE1	.914			
TECE2	.939			
TECE3	.949			
TECE4	.935			
<i>Affective components</i>		3.393	84.837	.939
TEAE1	.911			
TEAE2	.942			

TEAE3	.933			
TEAE4	.897			
<i>Behavioral components</i>		3.356	83.889	.936
TEBE1	.897			
TEBE2	.929			
TEBE3	.934			
TEBE4	.904			

KMO .957; Bartlett's test: Chi-square = 8381.857, Sig. = .000

As shown in Table 39, three dimensions have been extracted with Eigen-value greater than 1.00, which explains more than 80% of the tourist experience variance. The measurement of KMO sampling adequacy is .957, which was well above 0.50 and indicates the appropriateness of the factor analysis. Bartlett's test of sphericity was used to test the overall significance of all correlation within a correlation matrix. The value of the test is 8381.857 and was statistically significant. The reliability coefficient was above 0.70, indicating a good internal consistency of tourist experience items.

The first dimension of tourist experience consisted of four items with loading over .90. These items were: this destination exceeded my expectation (TECE1); I enjoyed the place where I have not visited before (TECE2); overall it was good value to visit here (TECE3); and I felt good about my decision to visit the destination (TECE4). This dimension was labeled cognitive components. It was the most important tourist experience factor that was identified among international tourists in Bangkok. This dimension explained 87.354% of the variance with a reliability coefficient of .952.

The second dimension of tourist experience was comprised of four items with loading over .890. These items were: the destination made me feel relaxed during the trip (TEAE1); I had happy time at the destination (TEAE2); I really enjoyed the tourism experience at the destination (TEAE3); and I was thrilled about having a new experience (TEAE4). This dimension was named affective components. It was the most essential tourist experience factor that was identified among international tourists in Bangkok. This dimension explained 84.837% of the variance and the internal reliability of this dimension was .939.

The third dimension of tourist experience consisted of four items with loading over .890. These items were: I was involved in something that I really liked to do at the destination (TEBE1); I did something new and different at the destination (TEBE2); I did something unique and memorable at the destination (TEBE3); and I had a "once in a lifetime" experience while spending the time at the destination (TEBE4). This dimension was named behavioral components. It was the most essential tourist experience factor that was identified among international tourists in Bangkok. This dimension explained 83.889% of the variance with a reliability coefficient of .936.

Factor Rotation of Tourist Experience

Factor rotation is the most important tool in interpreting factors. The reference axes of the factors are turned about the origin until some other position has been

reached. As indicated earlier, unrotated factor solutions extract factors in the order of the variance extracted. The first factor tends to be a general factor with almost every variable loading significantly, and it accounts for the largest amount of variance. The second and subsequent factors are then based on the residual amount of variance. Each accounts for successively smaller portions of variance. The ultimate effect of rotating the factor matrix is to redistribute the variance from earlier factors to later ones to achieve a simpler, theoretically more meaningful factor pattern (Hair et al., 2010).

The principal component method with varimax rotation was used for the analysis. Items are deleted if its factor loading were lower than 0.4 on all factors or if it is cross-loaded on more than one factor with a loading higher than 0.4. Items are also dropped if they loaded on a factor with an internal reliability coefficient of lower than 0.7, and with communalities less than 0.50 are considered as not having sufficient explanation (Hair et al., 2010) and therefore to be deleted from the measurement scale in the factor rotation stage.

Table 40. Factor Rotation of Tourist Experience

Items	Factor Communalities	Components		
		1 Cognitive experience	2 Affective experience	3 Behavioral experience
TECE1	.849	.765		
TECE2	.886	.791		
TECE3	.897	.771		
TECE4	.874	.770		
TEAE1	.833		.726	
TEAE2	.887		.725	
TEAE3	.878		.766	
TEAE4	.802		.692	
TEBE1	.795			.663
TEBE2	.858			.777
TEBE3	.878			.801
TEBE4	.846			.818

As shown in Table 40, the first dimension of tourist experience was comprised of four items with factor loading between 0.765 and 0.791. The second component of tourist experience comprised of four factors with factor loading between 0.692 and 0.766. And the last components comprised of four factors with factor loading between 0.663 and 0.818. All factor loading values were above 0.40 and all communalities were above 0.50 (between 0.795 and 0.897). Therefore, the factor rotation of tourist experience was acceptable.

4.6.2.2 Convergent Validity and Model Fit Indices of Tourist Experience

The properties of tourist experience in the studied model were tested by a confirmatory factor analysis (CFA) to specify the relationships between the observed variables and the latent constructs. Multiple indices were chosen to evaluate the

overall fit of the measurement model, including factor loading or standardized loading estimates should be greater than 0.5; the average variance extracted (AVE) should be 0.5 or higher for thumb suggesting adequate convergence; and construct reliability (CR) which is often used in conjunction with SEM model should be 0.6 or higher, provided that other indicators of a model's construct validity are good.

Table 41. Convergent Validity of Tourist Experience

Dimensions and Items	Loadings	R ²
<i>Cognitive components: AVE = 82.03%; CR = 0.948</i>		
TECE1	.85	.72
TECE2	.90	.90
TECE3	.95	.95
TECE4	.92	.92
<i>Affective components: AVE = 80.23%; CR = 0.941</i>		
TEAE1	.87	.76
TEAE2	.94	.88
TEAE3	.92	.84
TEAE4	.85	.72
<i>Behavioral components: AVE = 77.62%; CR = 0.932</i>		
TEBE1	.82	.68
TEBE2	.89	.79
TEBE3	.94	.88
TEBE4	.87	.76

According to Hair et al. (2010), the construct model is commonly measured by the average variance extracted (AVE), which suggested that AVE value should be greater than 0.50. Factor loading or standardized loading estimates should be greater than 0.50, and construct reliability (CR) should be 0.6 or higher. The AVE values of the three latent variables in the adjusted model were all above 0.50, meaning that the latent variables could explain more than 50% of the total variance, which is an indication of good convergent validity for the measurement model. The loading values of each observed variable were above 0.50, which considered acceptable. And the CR values for the three latent variables in the model were all above the 0.6, therefore, strong reliability was assumed with the measurement adjusted model for tourist experience (Table 41).

Discriminant validity reflects the extent to which the measure is indeed novel and not simply a reflection of some other variables. Discriminant validity of the measurement model was assessed by reviewing the correlations among the latent variables. A correlations value exceeding 0.80 should be noted as a discriminant validity problem. However, all the latent variables in the adjusted model of tourist experience were moderately correlated with correlation coefficient between .73 and .79 (Table 42).

Table 42. Correlation Matrix between Latent Variables of Tourist Experience

Latent variables	Cognitive component	Affective component	Behavioral component
Cognitive component	1		
Affective component	.79 (0.77) ^a	1	
Behavioral component	.73 (0.76) ^a	.77 (.081) ^a	1

^a The figure in the second line in the denoted standard error (SE)

4.6.3 Tourist Trust

4.6.3.1 Exploratory Factor Analysis of Tourist Trust

Table 43 shows the result of exploratory factor analysis on 8 items used to measure tourist trust of international tourists to Bangkok. The indicators did not have enough explanation power with a factor loading lower than 0.4. As the EFA result, there is no tourist trust indicator was deleted during analysis.

Table 43. Exploratory Factor Analysis of Tourist Trust

Dimensions and Items	Factor Loadings	Eigen-value	Variance Explained	Reliability Coefficient
<i>Tourist Trust</i>		6.617	82.714	.970
TRUST1	.892			
TRUST2	.894			
TRUST3	.910			
TRUST4	.922			
TRUST5	.926			
TRUST6	.934			
TRUST7	.914			
TRUST8	.884			

KMO .948; Bartlett's test: Chi-square = 6048.572, Sig. = .000

As shown in Table 43, the unidimensional factor has been extracted with Eigen-value greater than 1.00, which explains 82.714% of the tourist trust variance. The measurement of KMO sampling adequacy is .948, which was above 0.50 and indicates the appropriateness of the factor analysis. Bartlett's test of sphericity was used to test the overall significance of all correlation within a correlation matrix. The value of the test was 6048.572 and was statistically significant. The reliability coefficient was above 0.70, indicating a good internal consistency of tourist trust items.

The unidimensional factor of tourist trust consisted of eight items with loading over .80. These items were: I trust this destination (TRUST1); I feel that I can trust this destination completely (TRUST2); I feel secure when I visit this destination because I know that it will never let me down (TRUST3); this destination meets my expectations (TRUST4); this destination guarantees satisfaction (TRUST5); I feel confidence with this destination (TRUST6); I could rely on this destination to respond to my need (TRUST7); and I believe that this destination is always remembered as my

best interests in mind (TRUST8). This dimension explained 82.714% of the variance with a reliability coefficient of .970.

4.6.3.2 Convergent Validity and Model Fit Indices of Tourist Trust

The properties of tourist trust in the studied model were tested by a confirmatory factor analysis (CFA) to specify the relationships between the observed variables and the latent constructs. Multiple indices were chosen to evaluate the overall fit of the measurement model, including factor loading or standardized loading estimates should be greater than 0.5; the average variance extracted (AVE) should be 0.5 or higher for thumb suggesting adequate convergence; and construct reliability (CR) which is often used in conjunction with SEM model should be higher than 0.6, provided that other indicators of a model's construct validity are good.

Table 44. Convergent Validity of Tourist Trust

Dimensions and Items	Loadings	R ²
<i>TOURIST TRUST: AVE = 80.15%; CR = 0.969</i>		
TRUST1	.87	.76
TRUST2	.87	.76
TRUST3	.89	.80
TRUST4	.91	.83
TRUST5	.92	.84
TRUST6	.93	.86
TRUST7	.90	.82
TRUST8	.87	.76

According to Hair et al. (2010), the construct is commonly measured by the average variance extracted (AVE), which suggested value should be greater than 0.50. Factor loading or standardized loading estimates should be greater than 0.50, and construct reliability (CR) should be 0.6 or higher. The AVE values of the three latent variables in the adjusted model were all above 0.50, meaning that the latent variables could explain more than 50% of the total variance, which is an indication of good convergent validity for the measurement model. The loading values of each observed variable were above 0.50, which considered acceptable. And the CR values for the four latent variables in the model were all above the 0.6, therefore, the strong reliability was assumed with the measurement adjusted model for tourist trust (Table 44).

4.6.4 Tourist Satisfaction

4.6.4.1 Exploratory Factor Analysis of Tourist Satisfaction

Table 45 shows the result of exploratory factor analysis on nine items used to measure tourist satisfaction of international tourists to Bangkok. As the EFA result, there was no tourist satisfaction indicator deleted during analysis. Since those indicators did not have enough explanation power with a factor loading lower than 0.4.

Table 45. Exploratory Factor Analysis of Tourist Satisfaction

Dimensions and Items	Factor Loadings	Eigen-value	Variance Explained	Reliability Coefficient
<i>Cognitive satisfaction</i>		4.203	84.062	.952
TSCG1	.899			
TSCG2	.908			
TSCG3	.934			
TSCG4	.923			
TSCG5	.920			
<i>Affective satisfaction</i>		3.607	90.163	.963
TSAF1	.876			
TSAF2	.903			
TSAF3	.927			
TSAF4	.900			

KMO .956; Bartlett's test: Chi-square = 7043.842, Sig. = .000

As shown in Table 45, two dimensions were extracted with Eigen-value greater than 1.00, which explained 84% of the tourist satisfaction variance. The measurement of KMO sampling adequacy is 0.956, which was above 0.50 and indicated the appropriateness of the factor analysis. Barlet's test of sphericity was used to test the overall significance of all correlation within a correlation matrix. The value of the test is 7043.842 and was statistically significant. The reliability coefficient was above 0.70, indicating a good internal consistency of tourist satisfaction items.

The first dimension of tourist satisfaction consisted of five items with loading over 0.80. These items were: the tourism destination turned out better than I expected (TSCG1); If I had another chance, I would make the same choice again (TSCG2); overall, this destination gave exactly what I needed (TSCG3); I think I made the right decision to visit the destination (TSCG4); and overall, I am satisfied with the value for price I paid (TSCG5). This dimension was labeled cognitive satisfaction. It was the most important tourist satisfaction factor that was identified among international tourists in Bangkok. This dimension explained 84.062% of the variance with a reliability coefficient of 0.952.

The second dimension of tourist satisfaction consisted of four items with loading over 0.80. These items were: I am satisfied with my decision to travel to the destination (TSAF1); my experience at the destination made me happy (TSAF2); overall, this destination gave me a pleasant experience (TSAF3); overall, I felt delight at the destination (TSAF4). This dimension was named affective satisfaction. It was the most essential tourist satisfaction factor that was identified among international tourists in Bangkok. This dimension explained 90.163% of the variance and the internal reliability of this dimension was 0.963.

Factor Rotation of Tourist Satisfaction

Factor rotation is the most important tool in interpreting factors. The reference axes of the factors are turned about the origin until some other position has been reached. As indicated earlier, unrotated factor solutions extract factors in the order of

the variance extracted. The first factor tends to be a general factor with almost every variable loading significantly, and it accounts for the largest amount of variance. The second and subsequent factors are then based on the residual amount of variance. Each accounts for successively smaller portions of variance. The ultimate effect of rotating the factor matrix is to redistribute the variance from earlier factors to later ones to achieve a simpler, theoretically more meaningful factor pattern (Hair et al., 2010).

The principal component method with varimax rotation was used for the analysis. Items are deleted if its factor loading were lower than 0.4 on all factors or if it is cross-loaded on more than one factor with a loading higher than 0.4. Items are also dropped if they loaded on a factor with an internal reliability coefficient of lower than 0.7, and with communalities less than 0.50 are considered as not having sufficient explanation (Hair et al., 2010) and therefore to be deleted from the measurement scale in the factor rotation stage.

Table 46. Factor Rotation of Tourist Satisfaction

	Components		
	Factor Communalities	1 Cognitive satisfaction	2 Affective satisfaction
TSCG1	.880	.769	
TSCG2	.878	.828	
TSCG3	.909	.804	
TSCG4	.912	.718	
TSCG5	.902	.728	
TSAF1	.904		.817
TSAF2	.915		.830
TSAF3	.934		.817
TSAF4	.927		.782

As shown in Table 46, the first dimension of tourist satisfaction consisted of five items with factor loading between 0.718 and 0.828. The second component of tourist experience comprised of four factors with factor loading between 0.782 and 0.830. All factor loading values were above 0.40 and all communalities were above 0.50 (between 0.878 and 0.934). Therefore, the factor rotation of tourist satisfaction was acceptable.

4.6.4.2 Convergent Validity and Model Fit Indices of Tourist Satisfaction

The properties of tourist satisfaction in the studied model were tested by a confirmatory factor analysis (CFA) to specify the relationships between the observed and the latent variables. Multiple indices were chosen to evaluate the overall fit of the measurement model, including factor loading or standardized loading estimates should be greater than 0.5; the average variance extracted (AVE) should be 0.5 or higher for thumb suggesting adequate convergence; and construct reliability (CR) which is often used in conjunction with SEM model should be 0.6 or higher, provided that other indicators of a model's construct validity are good.

Table 47. Convergent Validity of Tourist Satisfaction

Dimensions and Items	Loadings	R ²
<i>Cognitive satisfaction: AVE = 79.97%; CR = 0.952</i>		
TSCG1	.86	.75
TSCG2	.88	.78
TSCG3	.92	.85
TSCG4	.91	.82
TSCG5	.90	.81
<i>Affective satisfaction: AVE = 86.53%; CR = 0.962</i>		
TSAF1	.90	.82
TSAF2	.93	.87
TSAF3	.96	.92
TSAF4	.93	.87

According to Hair et al. (2010), the construct is commonly measured by the average variance extracted (AVE), which suggested value should be greater than 0.50. Factor loading or standardized loading estimates should be greater than 0.50, and construct reliability (CR) should be 0.6 or higher. The AVE values of the two latent variables in the adjusted model were all above 0.50, meaning that the latent variables could explain more than 50% of the total variance, which is an indication of good convergent validity for the measurement model. The loading values of each observed variable were above 0.50, which considered acceptable. And the CR values for the four latent variables in the model were all above the 0.6, therefore, strong reliability was assumed with the measurement adjusted model for tourist satisfaction (Table 47).

Discriminant validity reflects the extent to which the measure is indeed novel and not simply a reflection of some other variables. Discriminant validity of the measurement model was assessed by reviewing the correlations among the latent variables. A correlations value exceeding 0.80 should be noted as a discriminant validity problem. However, all the latent variables in the adjusted model of tourist satisfaction were moderately correlated with correlation coefficient of 0.82 (Table 48).

Table 48. Correlation Matrix between Latent Variables of Tourist Satisfaction

Latent variables	Cognitive satisfaction	Affective satisfaction
Cognitive satisfaction	1	
Affective satisfaction	.82 (.077) ^a	1

^a The figure in the second line in the denoted standard error (SE)

4.6.5 Destination Advocacy

4.6.5.1 Exploratory Factor Analysis of Destination Advocacy

Table 49 shows the result of exploratory factor analysis on 9 items used to measure destination advocacy of international tourists to Bangkok. All indicators did

not have enough explanation power with a factor loading lower than 0.4. As the EFA result, there is no destination advocacy indicator deleted during analysis.

Table 49. Exploratory Factor Analysis of Tourist Trust

Dimensions and Items	Factor Loadings	Eigen-value	Variance Explained	Reliability Coefficient
<i>Destination Advocacy</i>		7.372	81.913	.972
DA1	.918			
DA2	.915			
DA3	.899			
DA4	.929			
DA5	.912			
DA6	.922			
DA7	.859			
DA8	.934			
DA9	.856			

KMO .953; Bartlett's test: Chi-square = 6993.400, Sig. = .000

As shown in Table 49, the unidimensional factor was extracted with Eigen-value greater than 1.00, which explained 81.913% of the destination advocacy variance. The measurement of KMO sampling adequacy is .953, which was above 0.50 and indicated the appropriateness of the factor analysis. Bartlett's test of sphericity was used to test the overall significance of all correlation within a correlation matrix. The value of the test was 6993.400 and was statistically significant. The reliability coefficient was above 0.70, indicating a good internal consistency of destination advocacy items.

The unidimensional factor of tourist trust consisted of eight items with loading over .80. These items were: I would recommend the destination to my friends or relatives (DA1); I would encourage friends and relatives to visit the destination (DA2); I would say positive things about my trip to other people (DA3); I would suggest this destination to people if they want an advice for a trip (DA4); I would defend the destination when someone says something untrue about the destination (DA5); I would support my friends or relatives if they need information about the destination (DA6); I would defend the destination when some says negative about it (DA7); I think I made the right decision to visit the destination (DA8); and I would buy a local product from the destination in the future (DA9). This dimension explained 81.913% of the variance with a reliability coefficient of .972.

4.6.5.2 Convergent Validity of Destination Advocacy

The properties of tourist trust in the studied model were tested by a confirmatory factor analysis (CFA) to specify the relationships between the observed variables and the latent constructs. Multiple indices were chosen to evaluate the overall fit of the measurement model, including factor loading or standardized loading estimates should be greater than 0.5; the average variance extracted (AVE) should be 0.5 or higher for thumb suggesting adequate convergence; and construct reliability (CR) which is often used in conjunction with SEM model should be 0.6 or higher, provided that other indicators of a model's construct validity are good.

Table 50. Convergent Validity of Destination Advocacy

Dimensions and Items	Loadings	R ²
<i>Destination Advocacy: AVE = 79.53%; CR = 0.972</i>		
DA1	.91	.83
DA2	.91	.83
DA3	.89	.79
DA4	.92	.85
DA5	.89	.80
DA6	.91	.83
DA7	.83	.69
DA8	.93	.86
DA9	.83	.69

According to Hair et al. (2010), the construct model is commonly measured by the average variance extracted (AVE), which suggested value should be greater than 0.50. Factor loading or standardized loading estimates should be greater than 0.50, and construct reliability (CR) should be 0.6 or higher. The AVE value of the one latent variable in the adjusted model was all above 0.50, meaning that the latent variable could explain more than 50% of the total variance, which is an indication of good convergent validity for the measurement model. The loading values of each observed variable were above 0.50, which considered acceptable. And the CR value for one latent variable in the model was above 0.6, therefore, strong reliability was assumed with the measurement adjusted model for destination advocacy (Table 50).

4.6.6 Overall Measurement Model

After all latent variables for each theoretical concept were validated; all the latent variables were nested in one complete construct model for overall assessment. Table 51 presents the assessment result of overall absolute fit indices. The absolute fit indices for the overall model was unacceptable ($\chi^2 (4739.102) = 0.00$, CFI = .891, NFI = .692, RMSEA = .082, and RMR = .087), Therefore, adjusted indices were examined.

Table 51. Overall Measurement Model (N= 603)

Dimensions and Items	Loadings	R ²
<i>Destination Competitiveness</i>		
<i>Core Resource: AVE = 62.45%; CR = 0.769</i>		
DCCR3	.77	.60
DCCR5	.81	.65
<i>Supporting Resource: AVE = 61.91%; CR = 0.830</i>		
DCSR1	.81	.65
DCSR4	.78	.61
DCSR5	.77	.59
<i>Destination Management: AVE = 68.34%; CR = 0.862</i>		
DCD1	.83	.69
DCD2	.83	.69
DCD3	.82	.67
DCD4	.84	.71

DCD5	.88	.77
DCD6	.82	.67
<i>Conditional Situation: AVE = 65.12%; CR = 0.848</i>		
DCSC1	.84	.71
DCSC3	.79	.62
DCSC4	.79	.62
DCSC5	.82	.67
<i>Tourist Experience</i>		
<i>Cognitive components: AVE = 78.63%; CR = 0.917</i>		
TECE1	.87	.76
TECE2	.89	.79
TECE3	.90	.81
TECE4	.88	.77
<i>Affective components: AVE = 74.58%; CR = 0.898</i>		
TEAE1	.84	.71
TEAE2	.89	.80
TEAE3	.86	.74
TEAE4	.84	.71
<i>Behavioral components: AVE = 64.60%; CR = 0.845</i>		
TEBE2	.81	.66
TEBE3	.83	.69
TEBE4	.77	.59
<i>Tourist Trust</i>		
<i>Tourist Trust components: AVE = 79.26%; CR = 0.920</i>		
TRUST1	.87	.76
TRUST3	.88	.77
TRUST4	.92	.85
TRUST5	.92	.85
TRUST6	.93	.87
TRUST7	.91	.83
TRUST8	.88	.77
<i>Tourist Satisfaction</i>		
<i>Cognitive satisfaction: AVE = 75.19%; CR = 0.901</i>		
TSCG2	.83	.83
TSCG3	.87	.87
TSCG4	.90	.90
TSCG5	.88	.88
<i>Affective satisfaction: AVE = 85.12%; CR = 0.958</i>		
TSAF1	.90	.81
TSAF2	.92	.84
TSAF3	.94	.88
TSAF4	.93	.86
<i>Destination Advocacy</i>		
<i>Destination Advocacy: AVE = 79.53%; CR = 0.972</i>		

DA3					.87		.76	
DA4					.91		.83	
DA6					.91		.83	
DA7					.83		.69	
DA9					.84		.71	
Absolute Model Fit Indices								
Model	χ^2	<i>d.f.</i>	$\chi^2 / d.f.$	<i>p-value</i>	NFI	CFI	RMSEA	RMR
Initial	4739.102	932	5.085	.000	.692	.891	.082	.087
Adjusted	3399.44	964	3.526	.000	.907	.931	.065	.069

The modified overall model was also examined for model improvement. The modification index is an estimate or prediction of the decrease in chi-square that will be obtained if that particular path is introduced in the model. Based on the adjusted model, the modification indices were revised by applying minimum modifications regarding covariance among items (Byrne, 2005).

According to destination competitiveness, five observed variables were found to be redundant and subsequently removed. They were: natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination (DCCR1); comfortable climate/weather at the destination (DCCR2); wonderful sceneries at the destination (DCCR4); telecommunication services at the destination (DCSR2); easy access to banking and financial services at the destination (DCSR3). Five variable' covariances were bind together. They were: cultural and historical attractions of the destination (DCCR3) and unique and exotic local custom of the destination (DCCR5); varieties of food and beverages to choose at the destination (DCSR4) and varieties of shopping items and areas at the destination (DCSR5); clean environment at the destination (DCD1) and environmental conservation at the destination (DCD3); security and safety at the destination (DCD4) and varieties of tourism activities or special events (DCSC1); distance and travel time the destination (DCSC3) and ease of entry to the destination (Visa/passport) (DCSC4).

Secondly, the model of tourist experience was modified based on the modification indices. One observed variable was found to be redundant and hence deleted. It was: I was involved in something that I really liked to do at the destination. (TEBE1). Four variable' covariances were bind together. They were: Overall it was good value to visit here (TECE3) and I felt good about my decision to visit the destination (TECE4); I had happy time at the destination (TEAE2) and I really enjoyed the tourism experience at the destination (TEAE3); I did something new and different at the destination (TEBE2) and I did something unique and memorable at the destination (TEBE3); I did something unique and memorable at the destination (TEBE3) and I had a "once in a lifetime" experience while spending the time at the destination (TEBE4).

Based on the model of tourist trust, the modification indices were revised by applying minimum modifications regarding covariance among items. One observed variable was found to be redundant and subsequently removed, including: I feel that I can trust this destination completely (TRUST2). One variable covariance was bind

together. They were: I trust this destination (TRUST1) and I believe that this destination is always remembered as my best interests in mind (TRUST8).

According to the model of tourist satisfaction, one observed variable was found to be redundant and hence deleted. It was: The tourism destination turned out better than I expected (TSCG1). Two observed variables' covariances were bind together. They were: if I had another chance, I would make the same choice again (TSCG2) and overall, this destination gave exactly what I needed (TSCG3); and overall, I felt delight at the destination (TSAF4) and I had a "once in a lifetime" experience while spending the time at the destination (TEBE4).

Finally, the model of destination advocacy was adjusted based on the modification indices. Four observed variables were found to be redundant and subsequently removed, including: I would recommend the destination to my friends or relatives (DA1); I would say positive things about my trip to other people (DA2); I would defend the destination when someone says something untrue about the destination (DA5); and I think I made the right decision to visit the destination (DA8). One observed variables' covariance was bind together. They were: I would say positive things about my trip to other people (DA3) and I would suggest this destination to people if they want an advice for a trip (DA4).

Adjusted model were also examine to improve the model. The modification index is an estimate or prediction of the decrease in Chi-square that will be obtained if that particular path is introduced in the model. Based on the adjusted model, the modification indices were revised by applying minimal modifications to the covariance items (Byrne, 2005). The Chi-square value decreased to 3.526 per degree of freedom and it was below the critical value of .000. The NFI and CFI values were above 0.9, the RMSEA and RMR value also were below 0.07, which indicate a good fit of the proposed model and the data. The modification overall model was therefore deemed acceptable.

Table 52. Correlation Matrix of the Overall Measurement Model

Latent variables	DCCR	DCSR	DCD	DCS C	TEC E	TEA E	TEB E	TRU ST	TSC G	TSA F	DA
DCCR	1										
DCSR	.664 (.00) ^a	1									
DCD	.746 (.00)	.747 (.00)	1								
DCSC	.749 (.00)	.741 (.00)	.749 (.00)	1							
TECE	.737 (.00)	.538 (.00)	.615 (.00)	.651 (.00)	1						
TEAE	.732 (.00)	.589 (.00)	.625 (.00)	.663 (.00)	.728 (.00)	1					
TEBE	.738 (.00)	.569 (.00)	.623 (.00)	.636 (.00)	.700 (.00)	.745 (.00)	1				

TRUST	.740 (.00)	.579 (.00)	.653 (.00)	.701 (.00)	.708 (.00)	.714 (.00)	.670 (.00)	1			
TSCG	.744 (.00)	.562 (.00)	.612 (.00)	.643 (.00)	.743 (.00)	.721 (.00)	.718 (.00)	.713 (.00)	1		
TSAF	.651 (.00)	.544 (.00)	.605 (.00)	.642 (.00)	.747 (.00)	.731 (.00)	.704 (.00)	.724 (.00)	.739 (.00)	1	
DA	.695 (.00)	.580 (.00)	.653 (.00)	.678 (.00)	.744 (.00)	.721 (.00)	.742 (.00)	.748 (.00)	.726 (.00)	.736 (.00)	1

^a The figure in the second line in the denoted p-value.

Table 52 summarizes the correlation matrix of all latent variables nested in the overall measurement model. All the correlation coefficients of latent variables were smaller than the problematic level of 0.80. It was found that the 95% confidential interval for this correlation coefficient was between .538 and .749. This means that the discriminant validity of these latent variables is present. Therefore, the discriminant validity was acceptable for all the latent variables included in the overall measurement model.

4.6.7 Structural Modeling

This section tests the causal relationship of the conceptual model by using the method of Structural Equation Modeling (SEM) analysis. Since the proposed model was comprised of several endogenous variables, the entire model was tested through several stages from simpler to more complex structural relations. Multiple fit indices were chosen to assess the overall fit of the model, including 1) Chi-square statistic; 2) Chi-square divided by degree of freedom; 3) the normal fit index (NFI); 4) the comparative fit index (CFI); 5) the Root Mean Square Error of Approximation (RMSEA) values; and 6) the Root Mean Square Residual (RMR) values. Finally, the path analysis and proposed research hypotheses were tested.

4.6.7.1 Structural Model of Tourist Trust

A structural model of tourist trust (TRUST) was used to examine the causal relationship of destination competitiveness and tourist experience on tourist trust of international destination perceived by foreign travelers. The full model consisted of four exogenous latent variables of destination competitiveness, three exogenous latent variables of tourist experience and one endogenous variable of tourist trust. The structural model results of tourist trust model are presented in Table 53, which includes both fit indices and parameters of the model.

Table 53. Structural Model of Tourist Trust (N= 603)

Exogenous Latent Variables	Estimate	Std. Error	C.R.
Destination competitiveness (Beta=.251)	.305	.041	7.350**
Tourist experience (Beta=.698)	.726	.040	18.150**
$R^2 = 0.81$			

* t test were significant as $p < 0.05$, ** t test were significant as $p < 0.001$

Table 53 summarizes the result of SEM analysis on the full model of tourist trust. As indicated by the value of squared multiple correlation (R^2), 81% of the variance in tourist trust was explained by the model. With t -value being greater than

1.96, two variables were found to be significant on tourist trust at $p < 0.001$ level. These significant factors were: destination competitiveness ($\beta = .305$, S.E. = .041, C.R. = 7.350) and tourist experience ($\beta = .726$, S.E. = .040, C.R. = 18.150).

4.6.7.2 Structural Model of Tourist Satisfaction

A structural model of tourist satisfaction (TS) was used to examine the causal relationship of destination competitiveness, tourist experience, and tourist trust on tourist satisfaction of international destination perceived by foreign travelers. The full model included three exogenous latent variables of destination competitiveness, tourist experience, tourist trust and an endogenous variable of tourist satisfaction. Tourist satisfaction was a two-dimensional scale made up of cognitive satisfaction and affective satisfaction. The results of tourist satisfaction model are presented in Table 54, which includes both fit indices and parameters of the model.

Table 54. Structural Model of Tourist Satisfaction (N= 603)

Exogenous Latent Variables	Estimate	Std. Error	C.R.
Destination competitiveness (Beta=-.022)	-.025	.030	-.858
Tourist experience (Beta=.778)	.767	.043	17.807**
Tourist trust (Beta=.221)	.209	.037	5.626**
$R^2 = 0.92$			

* t test were significant as $p < 0.05$, ** t test were significant as $p < 0.001$

Table 54 summarizes the result of SEM analysis on the full model of cognitive satisfaction. As indicated by the value of squared multiple correlation (R^2), 92% of the variance in tourist satisfaction was explained by the model. With t -value being greater than 1.96, two variables were found to be significant effects on tourist satisfaction at $p < 0.05$ level. These significant factors were: tourist experience ($\beta = .767$, S.E. = .043, C.R. = 17.807) and tourist trust ($\beta = .209$, S.E. = .037, C.R. = 5.626).

4.6.7.3 Structural Model of Destination Advocacy

A structural model of destination advocacy (DA) was used to examine the causal relationship of destination competitiveness, tourist experience, tourist trust, tourist satisfaction on destination advocacy of international destination perceived by foreign travelers. The full model included four exogenous latent variables of destination competitiveness, three exogenous latent variables of tourist experience, one exogenous latent variable of tourist trust, and two exogenous latent variable of tourist satisfaction on one endogenous variable of destination advocacy. The results of destination advocacy model are presented in Table 55, which includes both fit indices and parameters of the model.

Table 55. Structural Model of Destination Advocacy (N= 603)

Exogenous Latent Variables	Estimate	Std. Error	C.R.
Destination competitiveness (Beta=.082)	.089	.033	2.679*
Tourist experience (Beta=.222)	.205	.077	2.670*

Tourist trust (Beta=.418)	.372	.044	8.505**					
Tourist satisfaction (Beta=.268)	.252	.078	3.239**					
$R^2 = 0.89$								
Absolute Model Fit Indices								
Model	χ^2	d.f.	$\chi^2 / d.f.$	p-value	NFI	CFI	RMSEA	RMR
overall	3399.44	964	3.526	.000	.907	.931	.065	.069

* *t* test were significant as $p < 0.05$, ** *t* test were significant as $p < 0.001$

The structural model of destination advocacy is shown in Table 55. As indicated by the value of squared multiple correlation (R^2), 89% of the variance in destination advocacy was explained by the model. With *t*-value being greater than 1.96, four variables were found to significant effect on destination advocacy at $p < 0.05$ level. These significant factors were: destination competitiveness ($\beta = .082$, S.E. = .033, C.R. = 2.679), tourist experience ($\beta = .205$, S.E. = .077, C.R. = 2.670), tourist trust ($\beta = .372$, S.E. = .044, C.R. = 8.505), and tourist satisfaction ($\beta = .252$, S.E. = .078, C.R. = 3.239).

The overall model fit was satisfactory. Most fit indices indicated that the model had a good fit to the data ($\chi^2 = 3399.44$, $\chi^2 / d.f. = 3.526$, CFI = .931, NFI = .907, RMSEA = .065, and RMR = .069), all the other fit indices expressed a good fit of the overall model and could be considered acceptable.

4.6.7.4 Overall Structural Model

The measurement model of tourist trust, tourist satisfaction (affective and cognitive satisfaction) and destination advocacy were finally combined to form the overall structural model (see Table 56). The overall model included 11 latent exogenous and endogenous variables. With all the observed variables used to measure them appeared to be significant at $p < 0.05$ level and *t*-values are greater than 1.96, this provides evidence of the validity of the measurement. The values of squared multiple correlations (R^2) ranged from 0.820 to 0.922, it means that 82-92.2% of the variance in the observed variables was explained the latent variables.

Table 56. Overall Structural Model (N= 603)

Parameters of Tourist Trust			
Exogenous Latent Variables	Estimate	Std. Error	C.R.
Destination competitiveness (Beta=.251)	.305	.041	7.350**
Tourist experience (Beta=.698)	.726	.040	18.150**
$R^2 = 0.81$			
Parameters of Tourist Satisfaction			
Exogenous Latent Variables	Estimate	Std. Error	C.R.
Destination competitiveness (Beta=-.022)	-.025	.030	-.858
Tourist experience (Beta=.778)	.767	.043	17.807**
Tourist trust (Beta=.221)	.209	.037	5.626**
$R^2 = 0.92$			

Parameters of Destination Advocacy			
Exogenous Latent Variables	Estimate	Std. Error	C.R.
Destination competitiveness (Beta=.082)	.089	.033	2.679*
Tourist experience (Beta=.222)			
Tourist trust (Beta=.418)	.205	.077	2.670*
Tourist satisfaction (Beta=.268)	.372	.044	8.505**
	.252	.078	3.239**
$R^2 = 0.89$			
Dimensions and Items	Estimate	C.R.	R^2
<i>Destination Competitiveness</i>			
<i>Core Resource(DCCR)</i>			
DCCR3	1.000	-	.556
DCCR5	1.031	25.684	.611
<i>Supporting Resource(DCSR)</i>			
DCSR1	1.000	-	.659
DCSR4	.958	22.448	.612
DCSR5	1.000	21.804	.587
<i>Destination Management(DCD)</i>			
DCD1	1.000	-	.686
DCD2	1.032	29.153	.685
DCD3	1.023	29.020	.678
DCD4	.967	25.812	.711
DCD5	1.046	27.856	.777
<i>Situational Conditions(DCSC)</i>			
DCSC1	1.000	-	.697
DCSC3	.969	23.561	.623
DCSC4	.967	23.179	.619
DCSC5	1.029	25.183	.678
<i>Tourist Experience(TE)</i>			
<i>Cognitive components(TECE)</i>			
TECE4	1.000	-	.779
TECE3	1.048	.024	.814
TECE2	1.007	.031	.785
TECE1	.966	.032	.746
<i>Affective components(TEAE)</i>			
TEAE4	1.000	-	.699
TEAE3	.974	27.196	.737
TEAE2	.971	29.062	.794
TEAE1	.952	26.232	.705
<i>Behavioral components(TEBE)</i>			
TEBE4	1.000	-	.597
TEBE3	.970	32.416	.682
TEBE2	.992	29.268	.658
<i>Tourist Trust(TRUST)</i>			
<i>TRUST</i>			
TRUST8	1.000	-	.781
TRUST7	1.003	34.344	.825

TRUST6	1.021	36.107	.859					
TRUST5	.979	35.525	.848					
TRUST4	.959	35.313	.844					
TRUST3	.970	31.793	.772					
TRUST1	.944	26.667	.750					
<i>Tourist Satisfaction(TS)</i>								
<i>Cognitive satisfaction(TSCG)</i>								
TSCG4	1.000	-	.803					
TSCG3	.970	33.416	.762					
TSCG2	.992	29.268	.695					
TSCG5	1.000	33.289	.779					
<i>Affective satisfaction(TSAF)</i>								
TSAF4	1.000	-	.859					
TSAF3	.977	.022	.880					
TSAF2	.935	.023	.850					
TSAF1	.910	.024	.813					
<i>Destination Advocacy(DA)</i>								
<i>DA</i>								
DA3	1.000	-	.760					
DA4	1.132	.027	.818					
DA6	1.101	.033	.832					
DA7	.982	.036	.686					
DA9	1.077	.039	.708					
<i>Absolute Model Fit Indices</i>								
Model	χ^2	<i>d.f.</i>	$\chi^2 / d.f.$	<i>p-value</i>	NFI	CFI	RMSEA	RMR
overall	3399.44	964	3.526	.000	.907	.931	.065	.069

* *t* test were significant as $p < 0.05$, ** *t* test were significant as $p < 0.001$

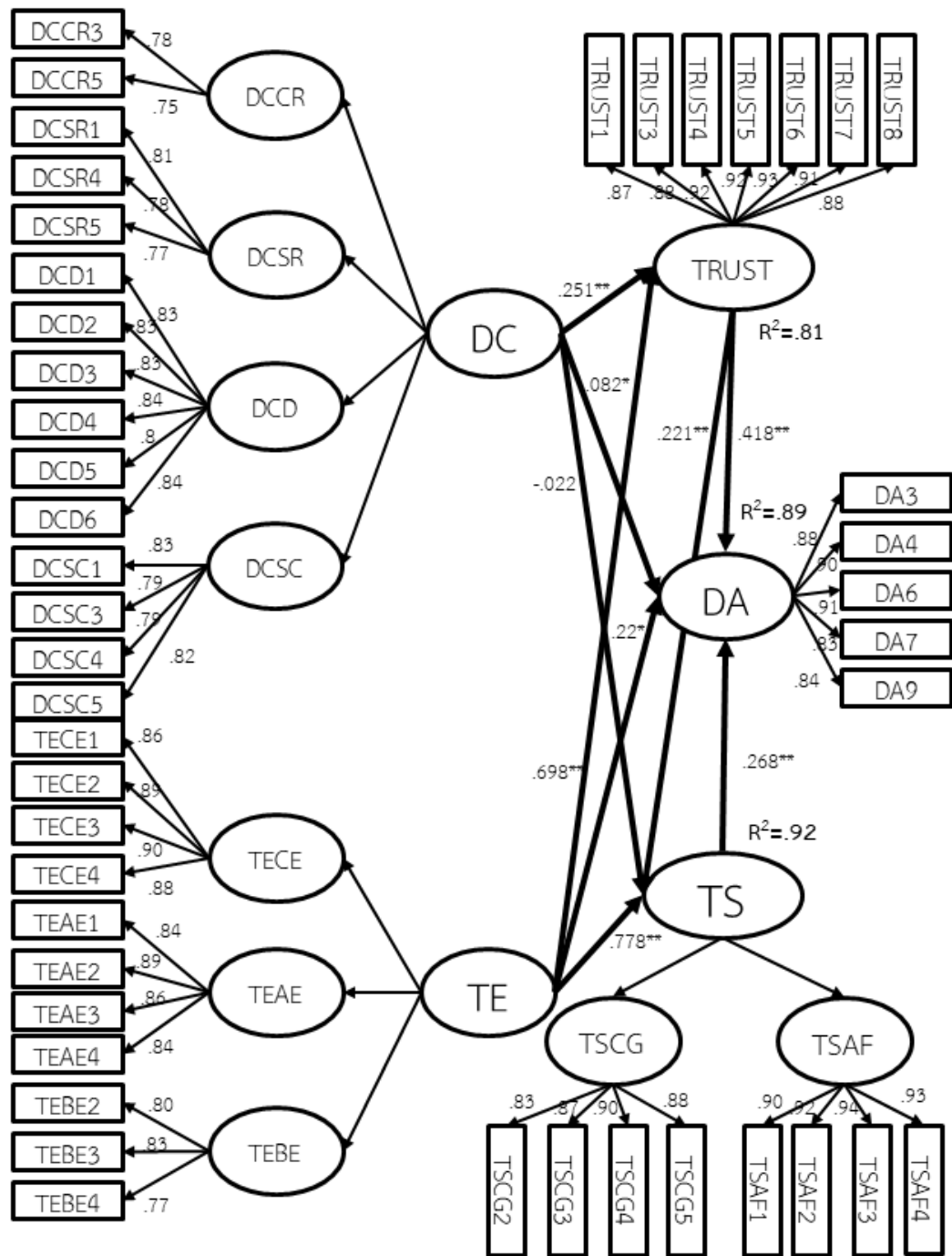
With *t*-value greater than 1.96, the path coefficients of the latent variables were all significant at $p < 0.05$ level or better. 89 percent of the variance of tourist trust was explained by two variables: destination competitiveness ($\gamma = .305$, Sig. = .000), and tourist experience ($\beta = .726$, Sig. = .000). Two variables which accounted for 92% of the variance in tourist satisfaction were tourist experience ($\beta = .767$, Sig. = .000) and tourist trust ($\beta = .221$, Sig. = .000). Four variables were accounted for 89% of the total variance in destination advocacy. They were: destination competitiveness ($\beta = .089$, Sig. = .007), tourist experience ($\beta = .205$, Sig. = .004), tourist trust ($\beta = .372$, Sig. = .000) and tourist satisfaction ($\beta = .252$, Sig. = .000).

The Chi-square value per degree of difference was 3.526, which is an indication of a good model fit. The RMSEA was under 0.07, the criterion for satisfactory model fit. The NFI and CFI were both over 0.90 and close to 1.00, an indication that the model fit the data exceedingly well. The RMR was lower than 0.07 which considered as the satisfactory of criterion. Therefore, the overall model was considered acceptable.

4.6.8 Path Analysis

The issue of whether the hypothesized relationship is supported by the collected data is analyzed by the signs and magnitude of the parameters that represent the paths between exogenous and endogenous latent variables. The path coefficient analysis between exogenous and endogenous latent variables was assessed for this purpose (see Figure 7). According to the path diagram, the exogenous latent variables might exert their effect both direct and indirect on the endogenous latent variables. The indirect effect represents the influence of an exogenous variable on one endogenous variable as mediated by one or more intervening variables (Diamantopoulos et al., 2000). A path analysis was conducted to decompose the direct indirect effect of one latent variable exerted on another (see Table 57).





Model	χ^2	df.	$\chi^2/df.$	p-value	NFI	CFI	RMSEA	RMR
Overall	3399.44	964	3.526	.000	.907	.931	.065	.069

Figure 8. Path Diagram of Overall Structural Model (N = 603)

Table 57 summarizes the path diagram results regarding direct, indirect and total effects of exogenous/endogenous variables on other endogenous variables. The sign and magnitude of the estimated parameter provide statistical data regarding the direction and strength of the hypothesized relationship. According to E. Cohen (2004), path coefficients with absolute values less than 0.20 may indicate a small effect, the absolute values between 0.21-0.49 may express a medium effect, and the values equaling to or greater than 0.50 may indicate a strong effect.

Table 57. Path Analysis of the Overall Structural Model (N = 603)

Variables	Endogenous variables			
	Path to	Tourist Trust	Tourist Satisfaction	Destination Advocacy
Destination Competitiveness (DC)	Direct	.251**	-.022	.082*
	Indirect	-	.055	.114
	Total	.251**	.033	.196*
Hypotheses		H2 Supported	H1 Not supported	H3 Supported
Tourist Experience (TE)	Direct	.698**	.778**	.222*
	Indirect	-	.154	.542
	Total	.698**	.932**	.764**
Hypotheses		H5 Supported	H4 Supported	H6 Supported
Tourist Trust (TRUST)	Direct	-	.221**	.418**
	Indirect	-	-	.060
	Total	-	.221**	.478**
Hypotheses			H7 Supported	H9 Supported
Tourist Satisfaction (TS)	Direct	-	-	.268**
	Indirect	-	-	.000
	Total	-	-	.268**
Hypotheses				H8 Supported
R^2		.81	.92	.89

*As the t-value is greater than 1.96, the path coefficient is significant at $p < 0.05$ level.

**As t-value is greater than 2.58, the path coefficient is significant at $p < 0.001$ level or better.

The overall structural model included 11 latent variables. All exogenous variables were significant since they were found to have impact on any endogenous variables after SEM analysis. All the direct impacts on endogenous variables were represented by the path coefficients from the exogenous or endogenous variables, which have been discussed in the previous section. Tourist satisfaction and destination advocacy received the direct effects from exogenous variables. Destination competitiveness had a moderate positive significant effect on tourist trust with a standard coefficient of .251. Tourist satisfaction was slightly affected by tourist trust

(Beta = .221). Besides the significant direct effect four exogenous latent variables on destination advocacy. The antecedent impacts of destination advocacy were found from the moderate effects of tourist experience (Beta = .222), tourist trust (Beta = .418) and tourist satisfaction (Beta = .268), and destination competitiveness had a weak effect on destination advocacy with a standard coefficient of .082. The direct effects from these variables were all significant at $p < 0.05$ level or better.

Table 57 also includes the R^2 values (Squared multiple correlations) associated with the four endogenous variables. The R^2 values for the structural equations indicate the amount of variance in each endogenous latent variable that is accounted by all exogenous latent variables that are expected to be significant. The higher R^2 values, the greater the joint explanatory impact of the hypothesized antecedents. Cohen (1988) suggested that using R^2 values of 0.01, 0.09 and above 0.25 indicating low, moderate and strong explanatory impact, respectively, as a guideline in behavior science. In this analysis, the R^2 values for tourist trust, tourist satisfaction and destination advocacy were respectively .81, .92 and .89, which denoted all strong explanatory impacts.

4.6.9 Hypotheses Testing

Based on the results of path analysis, the hypothesized relationships of all latent variables in the conceptual model were tested. Only significant paths were included in the overall structural model, because all the insignificant paths were dropped during the process of structural equation modeling (SEM). As shown in Table 58, both destination competitiveness (4 dimensions) and tourist experience (3 dimensions) were the exogenous multidimensional variables. The three endogenous variables were tourist trust, tourist satisfaction, and destination advocacy.

Hypothesis 1 proposed that ‘There is a positive relationship between destination competitiveness and tourist satisfaction’. This exogenous variable consists of 4 components which are core resources (natural landscape (DCCR1), wonderful sceneries (DCCR4), and local custom (DCCR5)), supporting resources (transportations (DCSR1), telecommunication services (DCSR2), and banking services (DCSR3)), destination management (clean environment (DCD1), friendly guidance (DCD2), and multilingual signage (DCD6)), and situational conditions (Reasonable prices (DCSC2), distance and travel time (DCSC3) and the good value for currency exchange rate (DCSC5)). Core resources, supporting resources, destination management, and situational conditions were found to have insignificant impacts on tourist satisfaction. Therefore, Hypothesis 1 was not supported by the empirical evidence.

Hypothesis 2 proposed that ‘There is a positive relationship between destination competitiveness and tourist trust’. This exogenous variable consists of 4 components which are core resources (Natural landscape (DCCR1), wonderful sceneries (DCCR4), and local custom (DCCR5)), supporting resources (Transportations (DCSR1), telecommunication services (DCSR2), and banking services (DCSR3)), destination management (Clean environment (DCD1), friendly guidance (DCD2), and multilingual signage (DCD6)), and situational conditions

(Reasonable prices (DCSC2), distance and travel time (DCSC3) and the good value for currency exchange rate (DCSC5)). Core resources, supporting resource, destination management, and situational conditions were found to have significant impacts on tourist trust. Thus, Hypothesis 2 was supported by the empirical data.

Hypothesis 3 posited that ‘There is a positive relationship between destination competitiveness and destination advocacy’. This exogenous variable consists of 4 components which are core resources (Natural landscape (DCCR1), wonderful sceneries (DCCR4), and local custom (DCCR5)), supporting resources (Transportations (DCSR1), telecommunication services (DCSR2), and banking services (DCSR3)), destination management (Clean environment (DCD1), friendly guidance (DCD2), and multilingual signage (DCD6)), and situational conditions (Reasonable prices (DCSC2), distance and travel time (DCSC3) and the good value for currency exchange rate (DCSC5)). Core resources, supporting resource, destination management, and situational conditions were found to have significant impacts on destination advocacy. Therefore, Hypothesis 3 was supported.

Hypothesis 4 proposed that ‘There is a positive relationship between tourist experience and tourist satisfaction. This exogenous variable consists of 3 components which are cognitive experience (This destination exceeded my expectation (TECE1), I enjoyed the place where I have not visited before (TECE2), Overall it was good value to visit here (TECE3), and I felt good about my decision to visit the destination (TECE4)), affective experience (The destination made me feel relaxed during the trip (TEAE1), I really enjoyed the tourism experience at the destination (TEAE3), and I was thrilled about having a new experience (TEAE4)), and behavioral experience (I was involved in something that I really liked to do at the destination (TEBE1), I did something new and different at the destination (TEBE2), and I did something unique and memorable at the destination (TEBE3)). Cognitive, affective and behavioral tourist experiences were found to have significant impacts on tourist satisfaction. Therefore, Hypothesis 4 was supported by the empirical evidence.

Hypothesis 5a proposed that ‘There is a positive relationship between tourist experience and tourist trust’. This exogenous variable consists of 3 components which are cognitive experience (This destination exceeded my expectation (TECE1), I enjoyed the place where I have not visited before (TECE2), Overall it was good value to visit here (TECE3), and I felt good about my decision to visit the destination (TECE4)), affective experience (The destination made me feel relaxed during the trip (TEAE1), I really enjoyed the tourism experience at the destination (TEAE3), and I was thrilled about having a new experience (TEAE4)), and behavioral experience (I was involved in something that I really liked to do at the destination (TEBE1), I did something new and different at the destination (TEBE2), and I did something unique and memorable at the destination (TEBE3)). Cognitive, affective and behavioral tourist experiences were found to have significant impacts on tourist trust. Thus, H5 was supported by empirical data.

Hypothesis 6 stated that ‘There is a positive relationship between tourist experience and destination advocacy’. This exogenous variable consists of 3 components which are cognitive experience (This destination exceeded my expectation (TECE1), I enjoyed the place where I have not visited before (TECE2),

Overall it was good value to visit here (TECE3), and I felt good about my decision to visit the destination (TECE4)), affective experience (The destination made me feel relaxed during the trip (TEAE1), I really enjoyed the tourism experience at the destination (TEAE3), and I was thrilled about having a new experience (TEAE4)), and behavioral experience (I was involved in something that I really liked to do at the destination (TEBE1), I did something new and different at the destination (TEBE2), and I did something unique and memorable at the destination (TEBE3)). Cognitive, affective and behavioral tourist experiences were found to have significant impacts on destination advocacy. Therefore, Hypothesis 6 was supported.

Hypothesis H7 proposed that ‘There is a positive relationship between tourist trust and tourist satisfaction’. This destination guarantees satisfaction (TRUST5), I feel confidence with this destination (TRUST6), I could rely on this destination to respond to my need (TRUST7), and I believe that this destination is always remembered as my best interests in mind (TRUST8) were found significant impacts on tourist satisfaction. Thus, Hypothesis 7 was supported by the empirical data.

Hypothesis 8 proposed that ‘There is a positive relationship between tourist satisfaction and destination advocacy’. Tourist satisfaction consists of 2 components which are cognitive satisfaction (the tourism destination turned out better than I expected (TSCG1), If I had another chance, I would make the same choice again (TSCG2), and overall, this destination gave exactly what I needed (TSCG3)) and affective satisfaction (I am satisfied with my decision to travel to the destination (TSAF1), overall, this destination gave me a pleasant experience (TSAF3), and overall, I felt delight at the destination (TSAF4)) were found to be significant on destination advocacy. Therefore, Hypothesis 8 was supported by the data.

Hypothesis 9 proposed that ‘There is a positive relationship between tourist trust and destination advocacy’. This destination guarantees satisfaction (TRUST5), I feel confidence with this destination (TRUST6), I could rely on this destination to respond to my need (TRUST7), and I believe that this destination is always remembered as my best interests in mind (TRUST8) were found significant impacts on destination advocacy. Thus, Hypothesis 9 was supported by the empirical data.

Table 58. Summary of Research Hypotheses (N = 603)

Hypotheses	Std. Coefficient	Support
H1 Positive Effect of DC on TS	.033	Not supported
H2 Positive Effect of DC on TT	.251**	Supported
H3 Positive Effect of DC on DA	.196*	Supported
H4 Positive Effect of TE on TS	.698**	Supported
H5 Positive Effect of TE on TT	.932**	Supported
H6 Positive Effect of TE on DA	.764**	Supported
H7 Positive Effect of TT on TS	.221**	Supported
H8 Positive Effect of TS on DA	.478**	Supported
H9 Positive Effect of TT on DA	.268**	Supported

Note. DC=Destination competitiveness, TE=Tourist experience, TS=Tourist satisfaction, TT=Tourist trust, DA=destination advocacy

4.6.10 Mediating Effects Result

A mediating variable accounts for the relation between the independent and dependent variable, MacKinnon, Fairchild, and Fritz (2007) defined it as “transmits the effect of an independent variable on a dependent variable”. In contrast to an interaction or moderating where an observed relationship depends on the level of a third variable, a mediating effect occurs when the relationship between independent and dependent variable can be interpreted by looking at a mediating effect. Baron and Kenny (1986) stated that “whereas moderator variables specify when certain effects will hold, mediators speak to how or why such effects occur.”

In this study, the mediating effect affects all propositions as proposed in the mediating effect hypotheses. The relationship between the independent variables (destination competitiveness, tourist experience, and tourist trust) and the dependent variable (destination advocacy) is affected by the mediating variable (tourist satisfaction and tourist trust). According to the mediation effect analysis of classic causal step (Baron & Kenny, 1986), a direct link between the independent and dependent variables must be significant. To establish mediation, the following conditions must hold: 1) the independent variable must significantly impact the dependent variable, 2) the independent variable must significantly impact the dependent variable, and 3) the mediator must significantly affect the dependent variable. To test a mediation effect, structural models on all the previously described paths need to be estimated. Size of the coefficients and their significance levels will determine if indeed there is a mediating effect.

4.6.10.1 Mediating Effect of Tourist Satisfaction on Destination Advocacy

Destination Competitiveness

This structural model uses destination advocacy as a dependent variable, with destination competitiveness as an independent variable added. The mediating effect of tourist satisfaction is measured by a second-order variable (cognitive and affective satisfaction) in the structural model. Table 59 shows that the mediating effect of satisfaction between destination competitiveness and destination advocacy is significant ($\beta.093$, $p=.049$). Furthermore, the result showed that tourist satisfaction partially mediated the relationship between destination competitiveness and destination advocacy. Hypothesis 10 proposed that ‘Tourist satisfaction mediates the relationship between destination competitiveness and destination advocacy’. Therefore, Hypothesis 10 was supported by the empirical data.

Tourist Experience

Hypothesis 12 proposed that ‘Tourist satisfaction mediates the relationship between tourist experience and destination advocacy’. This structural model uses destination advocacy as dependent variable, with tourist experience as an independent variable added. The mediating effect of tourist satisfaction is measured by a second-order variable (cognitive and affective satisfaction) in the structural model. Table 59 shows that the mediating effect of satisfaction between tourist experience and destination advocacy is significant ($\beta.205$, $p=.021$). Furthermore, the result showed that tourist satisfaction partially mediated the relationship between tourist experience and destination advocacy. Thus, Hypothesis 12 was supported by the empirical data.

Tourist Trust

Hypothesis 14 proposed that ‘Tourist satisfaction mediates the relationship between tourist trust and destination advocacy’. This structural model uses destination advocacy as dependent variable, with tourist trust as an independent variable added. The mediating effect of tourist satisfaction is measured by a second-order variable (cognitive and affective satisfaction) in the structural model. Table 59 shows that the mediating effect of satisfaction between tourist trust and destination advocacy is significant ($\beta.392$, $p=.008$). Furthermore, the result showed that tourist satisfaction partially mediated the relationship between tourist experience and destination advocacy. Therefore, Hypothesis 14 was supported by the statistical evidence.

4.6.10.2 Mediating Effect of Tourist Trust on Destination Advocacy

Destination Competitiveness

This structural model uses destination advocacy as dependent variable, with destination competitiveness as an independent variable added. The mediating effect of tourist trust is measured by a first-order variable (This destination guarantees satisfaction (TRUST5), I feel confidence with this destination (TRUST6), I could rely on this destination to respond to my need (TRUST7), and I believe that this destination is always remembered as my best interests in mind (TRUST8)) in the structural model. Table 59 shows that the mediating effect of tourist trust between destination competitiveness and destination advocacy is significant ($\beta.089$, $p=.010$). Furthermore, the result showed that tourist trust partially mediated the relationship between destination competitiveness and destination advocacy. Hypothesis 11 proposed that ‘Tourist trust mediates the relationship between destination competitiveness and destination advocacy’. Therefore, Hypothesis 11 was supported by the empirical evidence.

Tourist Experience

Table 59 shows that the structural model uses destination advocacy as dependent variable, with tourist experience as an independent variable added. The mediating effect of tourist trust is measured by a first-order variable (This destination guarantees satisfaction (TRUST5), I feel confidence with this destination (TRUST6), I could rely on this destination to respond to my need (TRUST7), and I believe that this destination is always remembered as my best interests in mind (TRUST8)) in the structural model. Table 59 shows that the mediating effect of tourist trust between tourist experience and destination advocacy is significant ($\beta.392$, $p=.009$). Hypothesis 13 proposed that ‘Tourist trust mediates the relationship between tourist experience and destination advocacy’. Furthermore, the result showed that tourist trust partially mediated the relationship between tourist experience and destination advocacy. Thus, Hypothesis 13 was supported by the statistical data.

Table 59. Mediation Test

Mediating effects	Direct effect without mediator	Direct effect with mediator	Results	Support
DC→TS→DA	.094(p=.003)	.093(p=.049)	Partial mediation	H10: Supported
DC→TT→DA	.094(p=.003)	.089(p=.010)	Partial mediation	H11: Supported
TE→TS→DA	.218(p=.000)	.205(p=.021)	Partial mediation	H12: Supported
TE→TT→DA	.218(p=.000)	.252(p=.030)	Partial mediation	H13: Supported
TT→TS→DL	.370(p=.000)	.392(p=.008)	Partial mediation	H14: Supported

4.7 Summary

This chapter presents the main findings of the study based on the quantitative analysis of the collected data. The study has examined the causal relationship of all latent variables, which includes destination competitiveness, tourist experience, tourist trust, tourist satisfaction, and destination advocacy. The samples were explored for EFA and CFA. The four latent variables identified in destination competitiveness of the international tourists were core resources, supporting resources, destination management and situational conditions. Tourist experiences perceived by the international tourists in Bangkok consisted of cognitive, affective, and behavioral experiences. In addition, the confirmatory analysis (CFA) was also established the concept of tourist satisfaction which was used to measure with two dimensions, cognitive and affective satisfaction. The study also examined the structural relationship between the latent variables. Major factors affecting tourist trust, tourist satisfaction, and destination advocacy were found through structural equation modeling (SEM). Finally, the mediating effects between independent and dependent variables were investigated. All these findings and their implication are discussed in the following chapter.

Chapter 5 Discussions and Implications

5.1 Chapter Introduction

The previous chapter presented the results of data analyses. This chapter presents a detailed discussion on the research findings showed in the previous chapter. The findings of this research are discussed in relation to the research background, research objectives, and past literature, thereafter linking it to relevant literature based upon destination competitiveness and tourist behavior. The empirical values of the findings are also provided in detail. The discussions are structured to review the rationale for the supported hypotheses and provide some explanations for the unsupported hypotheses. As well, this chapter identifies major research findings for theory and practice.

5.2 Dimensionality of Research Variable Concepts

The main purpose of this study is to develop the measurement items for each variable and confirm the content and construct validity. A quantitative method was used to achieve this objective. The questionnaire survey and construct analysis were used to achieve the quantitative approach. The collected data was analyzed by using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). A measurement scales were finalized by employing 15 items to measure four dimensions of destination competitiveness, 11 items to measure three dimensions of tourist experience, seven items of tourist trust, eight items to measure two dimensions of tourist satisfaction, and five items of destination advocacy.

5.2.1 Destination Competitiveness

On the basis of the literature reviews, this study provides a framework developed within an international tourism context that encompasses destination competitiveness elements that are grouped into categories and subcategories, showing various interactions among all components to achieve overall destination competitiveness in the international context. The study's model, henceforth referred to as the international tourism model, has many similarities to, as well as significant differences from mainstream competitiveness models. Comparing international destination model to Ritchie and Crouch's (2003) destination competitiveness and sustainability model, which is often used as a reference point in tourism literature, helps to underscore areas of convergence and divergence. The comparison of international destination model to Ritchie and Crouch's (2003) model is presented in Table 60.

Table 60. Comparison of International Destination Model to Ritchie and Crouch's Model

Ritchie and Crouch's Model	International Destination Model
Core Resources and Attractors	Core Resources
Physiography	Natural landscape and environment
Culture	Climate and weather
Mix of activities and events	Culture and history
Entertainment	Sceneries
Superstructure	Local customs

Supporting Factors and Resources	Supporting Resources
Infrastructure	Transportations
Accessibility	Telecommunication services
Hospitality and facilitating resources	Accessibility to banking and financial services
Enterprise	Food and beverages
	Shopping areas
Destination Management	Destination Management
Marketing	Environmental management
Organization	Visitor management
Human resource development	Environmental conversation
Quality of service	Quality of service
Visitor management	Security and safety
Destination policy, Planning and Development	Situational Conditions
System definition	Special events
Vision	Cost/value
Positioning and branding	Distance and travel time
Development	Ease of entry (Visa/passport)
Competitive/Collaborative analysis	Currency exchange rate
Monitoring and evaluation	
Qualifying and Amplifying Determinants	
Safety/Security	
Cost/Value	
Awareness/Image/Brand	
Interdependence	
Location	

Source: J. B. Ritchie and Crouch (2003)

Although the international destination model emerging from the exploratory study exhibits a coherent structure among its various elements, the research framework is validated and verified by a statistical method in the pretest stage. In the next section, the findings of the exploratory model are presented and summarized for gauging any significant divergences in the underlying factor structure of the international destination model.

Table 60 summarizes the two models and contrasts their corresponding elements. In both models, the national physiography and culture play a fundamental role in core resources. While Ritchie and Crouch's model has been widely used for both domestic and international destinations, the model focuses on the natural landscape and special events of the destination. Whereas in the international destination model's core resources include the differences of climate and weather, cultures, history and local customs. The climate change and weather variability may vary from a particular region during periods of hours or days. Meanwhile, the culture, history and local customs from different countries will have developed different

values, beliefs, and patterns of behavior based on their underlying national culture. Therefore, the differences in the language, preferences, and values of the destination in different countries also need to be taken into account.

Supporting resources includes destination infrastructures, destination accessibility and services such as the quality and availability of local service providers (Dwyer & Kim, 2010). The study's model, henceforth referred to as international destination model, has some similarities of public infrastructure and accessibility to the Ritchie and Crouch's model. Furthermore, whereas the international destination model emphasizes a variety of the local food and beverages, and shopping areas in the different regions. In addition to the domestic travel, shopping is particularly important to international tourists, who would spend a more significant amount of money on souvenirs and products that may not be bought and available in their home country (Dimanche, 2003).

Table 60 shows many similarities of destination management between Ritchie and Crouch's model and the international destination model, such as visitor management and quality of service in both public and private tourism sectors. However, the international destination model emphasizes the security, safety, and environmental conversation. Meanwhile, Ritchie and Crouch's model focuses on positioning and branding in establishing marketing promotional programs. The affordable low cost airlines mainly increase demand among middle-income tourists to spend their leisure time at domestic destinations and offer more marketing promotions to those domestic travelers. Similarly to the resorts and regional tourist organization in promoting affordable packages to short distance destinations to motivate domestic tourists to spend more time at destination (Rittichainuwat & Chakraborty, 2012).

The widest divergences between Ritchie and Crouch's model and the international destination model are found in the structure of situational conditions. The international destination model focuses on the processes and complexities of entry to a country, such as distance and travel, ease of entry (Visa/passport), and a various currency exchange rate. However, both Ritchie and Crouch's model and the international destination model similarly focus on cost and value in the perspective of tourists.

Destination competitiveness has been defined as a "destination's ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitor" (Z. Hassan, 2017). Destination competitiveness has been widely used for tourism market segmentation (Aschalew & Gedyon, 2015; Dwyer & Kim, 2010; Hanafiah et al., 2016; Mechinada et al., 2010). Through exploratory factor analysis and confirmatory factor analysis on the survey data, the study separated destination competitiveness into four dimensions of international tourists in Bangkok. These destination competitiveness are core resources (2 items), supporting resources (3 items), destination management (6 items), and situational conditions (4 items).

The core resources were commonly cited by researchers in destination competitiveness studies such as Dwyer and Kim (2010); (2010); Murphy (2000); Poon (1993); Wondowossen et al. (2014). Core resource was defined as the fundamental factors for prospective visitors to choose one destination over others and involves the sustaining national resources such as national, social, cultural, and heritage resources (Aschalew & Gedyon, 2015). An empirical study conducted by

Mechinada et al. (2010) found that core resource was the most important destination competitiveness factor for international tourist traveling to Thailand. The findings of this research add further evidence that core resource is the most essential competitiveness of inbound international tourists. Inbound international tourists desired to explore different things and visit the different places such as physiography and climate, cultural and history sites, and national heritage. This study was supported by past studies and consisted of two measurement items; cultural and historical attractions of the destination (DCCR3), and unique and exotic local custom of the destination (DCCR5).

Supporting resources were another destination competitiveness component distinguished among inbound international tourists. This component of destination competitiveness includes destination infrastructures, destination accessibility and services such as the quality and availability of local service providers (Dwyer & Kim, 2010). The findings of this study add further evidence that supporting resource to be one of the most important aspects of competitiveness of inbound international tourists. Inbound international tourists desired to seek and access the destination facilities, such as the accessibility of tourism resources (taxi, rental services), financial institutions (ATMs & VISA credit cards acceptance), availability of hotels and accommodation services, destination sanitation and hygiene standards, and various areas of the public services, to make their trip more relax and convenient. Supporting resource was well supported by empirical studies on destination competitiveness (Dwyer & Kim, 2010; Hanafiah et al., 2016; Mechinada et al., 2010; Poon, 1993). The exploratory factor analysis and confirmatory factor analysis confirmed the previous studies with three measurement scales; various modes of transportations at the destination (DCSR1), varieties of food and beverages to choose at the destination (DCSR4), and varieties of shopping items and areas at the destination (DCSR5).

Destination management is another component of destination competitiveness for inbound international tourists found in the study. Destination Management includes the firm activities of destination management firms, marketing management, human resource management and firms' policy. Destination management also involves the government's activities including destination policy, planning and development, and environmental management (J. Ritchie & Crouch, 2000). The inbound international tourists in Bangkok desired the destination administration such as the regulation, promotion, planning, monitoring presentation, maintenance, coordination, enhancement and management of tourism resources. The exploratory factor analysis and confirmatory factor analysis of destination management confirmed the prior studies and comprised six measurement items; they are clean environment at the destination (DCD1), user-friendly guidance (DCD2), environmental conservation at the destination (DCD3), security and safety at the destination (DCD4), the quality of services at the destination (hotel, restaurant, tourist attractions, etc.) (DCD5), and multilingual signage at the destination (DCD6). The study of Ryglova et al. (2018) showed that destination management (i.e. service and accommodation) had comparable influence on satisfaction and destination advocacy. The relationship of destination management and other endogenous variables will be discussed further in the section of structural relations of latent variables.

Situational condition was noted as both opportunities and threats to the business, and it also relates to social, economic, cultural environmental,

governmental, political, technological and competitive trends that influence how the organizations run the business in the specific destination (David, 2001). International tourists who are motivated by seeking the special events and specific activities are likely to be satisfied with, and have trust in, the destination. This component might include demanding situation (home country environment), regulations, festivals, events, and special activities (Destination environment), and political challenges (home country, destination, and worldwide environment). Other empirical evidence also supported that situational condition is a common destination competitiveness found among international visitors (Aschalew & Gedyon, 2015; Dwyer & Kim, 2010; Mechinada et al., 2010; Murphy, 2000). This study confirmed four measurement items of situational condition; they are varieties of tourism activities or special events (DCSC1), distance and travel time the destination (DCSC3), ease of entry to the destination (Visa/passport) (DCSC4), and the good value for currency exchange rate (DCSC5). The linkages of destination competitiveness and other dependent variables will be discussed in the following section on the structural relations of latent variables.

5.2.2 Tourist Experience

The tourist experience consists of three major components: cognitive, affective, and behavioral components. These components have been assessed to understand the recognizable level as well as perceived experience towards Thailand tourism attractions from inbound international tourists. Otto and Ritchie (1995) stated that “The tourist experience is a set of physical, emotional, sensory, spiritual, and/or intellectual impressions, subjectively perceived by the tourists, from the moment they plan their trip, enjoy it in the chosen destination and even when they return to their place of origin, remembering their trip”. According to the findings of this research, three latent variables have been identified from the perceived experience of international destination.

This research provides a framework developed within an international tourism context that encompasses tourist experience elements that are grouped into categories and subcategories, showing various interactions among all components to achieve overall tourist experience in the international context. The study’s model, henceforth referred to as international tourism model, has many similarities to, as well as significant differences from mainstream experience models. Comparing international destination model to Pine and Gilmore’s (1998) the four realms of an experience economy model, which is often used as a reference point in tourism research, helps to underscore areas of convergence and divergence. The comparison of international destination model to Pine and Gilmore’s (1998) experience economy model is presented in Table 61.

Table 61. Comparison of International Destination Model to Pine and Gilmore’s Model

Indicators	Pine and Gilmore’s Model				International Destination Model		
	Entertainment	Education	Esthetic	Escapist	cognitive	affective	behavior
Knowledgeable experience		✓					✓
Sense of harmony			✓			✓	

Pleasant feeling			✓			✓	
Amusing activities	✓					✓	
Playing a different character				✓			✓
Being in a different world				✓			✓
Exceeding expectation					✓		
Feeling relaxed	✓					✓	
Good value					✓		
Feeling enjoyed	✓					✓	
Memorable experience		✓					✓

Sources: Oh et al. (2007); Pine and Gilmore (1998)

In Table 61, comparing international destination model to Pine and Gilmore's (1998) four realms of an experience economy model, there is a lack of cognitive components. Cognitive evaluation refers to one's experiences with their subjective evaluation of the value of the tourism experience which remains in their memory and is retrieved in the stage of choosing a product or destination. Although the international destination model emerging from the study exhibits a coherent structure among its various elements, the framework is validated through exploratory factor analysis. In the next section, the findings of the exploratory model are presented and summarized for gauging any significant divergences in the underlying factor structure of the international destination model.

The cognitive component relates to tourist's evaluation about their tourism programs and destination areas by feeling, such as value and quality, challenge, exploration, learning, and meaningfulness in every stage of planning, on-site, travel-back, and recollection stage (Clawson & Knetsch, 1966). From an international tourist perspective, they evaluate the actual experience with their personal relevance, unexpected happening, cognitive evaluation, and assessment of value (Ali & Kim, 2015; Fernandes & Cruz, 2016; Jalilvand et al., 2012; Quadri-Felitti & Fiore, 2013; Tan, 2017a, 2017b). The exploratory factor analysis and confirmatory factor analysis of cognitive experience confirmed the previous studies and remained four measurement items; they are this destination exceeded my expectation (TECE1), I enjoyed the place where I have not visited before (TECE2), Overall it was good value to visit here (TECE3), and I felt good about my decision to visit the destination (TECE4).

Alderson (1957) noted that affective experience is one of the main motivations for participating in tourism activities, such as pleasure, enjoyment, and entertainment. Tourist behavior is considered as congenial consumer and it tends to be performed for subjective evaluation and emotional benefits. Empirical studies have supported that affective component positively influence tourist trust, satisfaction, and destination advocacy (Akinici et al., 2014; Phau et al., 2014; Shen, 2016; Waheed & Hassan, 2016). This study confirmed four measurement items of affective component; the destination made me feel relaxed during the trip (TEAE1), I had happy time at the destination (TEAE2), I really enjoyed the tourism experience at the destination (TEAE3), and I was thrilled about having a new experience (TEAE4). The findings of this research provided consistent evidence that the tourist experience of international

tourists exerted significant positive impact on tourist trust, satisfaction, and destination advocacy. It is important for Bangkok or destinations in a similar position to provide an emotional favor to international tourists.

Behavioral experience relates to tourists' experiences and memories, relying on their past experiences and recalling what they want in advance to choose the travel destination (Alba et al., 1991). This study confirmed three measurement items of behavioral experience: I did something new and different at the destination (TEBE2), I did something unique and memorable at the destination (TEBE3), and I had a "once in a lifetime" experience while spending the time at the destination (TEBE4). The findings of this research provided consistent evidence that tourist experience of international tourists exerted significant positive impact on tourist trust, satisfaction, and destination advocacy. It is important for Bangkok or destinations in a similar position to provide an emotional favor to international tourists. These linkages will be discussed in the following section on the structural relations of latent variables.

5.2.3 Tourist Trust

Tourist trust has been recognized as an essential predictor of travel behavioral intention. This study found that tourist trust towards Bangkok was formed under the influence of destination competitiveness and tourist experience. A number of researchers have studied the role of destination trust in the travel decision-making process in different settings, such as online travel booking purchasing (Agag & El-Masry, 2016), the medical tourism industry (Abubakar & Ilkan, 2016; Rahila & Jacob, 2017), trust building in local destination (Marinao & Chasco, 2012), and tourist brand loyalty in mature tourism destination (Chatzigeorgiou & Christou, 2016). Thus, tourist trust is considered a key variable in generating a decision-making process in leisure literature.

The measurement scale for tourist trust was developed on the basis of customer and consumer trust in brand scales, as used in a brand satisfaction and loyalty by Lau and Lee (1999); L. J. Su et al. (2017). The measurement of tourist trust originally consisted with eight items and was expected to be a unidimensional variable. However, exploratory factor analysis and confirmatory factor analysis eliminated the measurement scale from eight items to seven items: I trust this destination (TRUST1), I feel secure when I visit this destination because I know that it will never let me down (TRUST3), this destination meets my expectations (TRUST4), this destination guarantees satisfaction (TRUST5), I feel confidence with this destination (TRUST6), I could rely on this destination to respond to my need (TRUST7), and I believe that this destination is always remembered as my best interests in mind (TRUST8).

Tourist trust was found to act as an antecedent of tourist satisfaction and destination advocacy, and well supported by empirical studies on destination literature (Chiou et al., 2002; Liao et al., 2010; L. J. Su et al., 2017). A tourist with higher trust towards the destination is more likely to be satisfied with the destination and tend to stay longer or visit the same destination again in the future. The relationship of tourist trust and other endogenous variables will be discussed further in the section of structural relations of latent variables.

5.2.4 Tourist Satisfaction

Tourist satisfaction in this study was categorized into two types which are cognitive and affective satisfaction (Oliver, 1993). Cognitive satisfaction results when customer has pre-consumption expectations then observe and compare the product or product performance with his/her prior expectation. The affect satisfaction is concerned when consumer's post-purchase experience included two states: positive and negative affect on consumption which represents success and failure respectively (Oliver, 1993).

Cognitive satisfaction was originally measured by using a five-item measurement scale. The measurement scale not only reflected tourists' evaluation of the destination but also reflected their comparative attitude in comparison to the value, expectation and cost. The exploratory factor analysis found the measure of cognitive satisfaction to be very satisfactory. But the confirmatory factor analysis suggested removing one of the measurement items. Therefore, the measurement items of cognitive satisfaction reduced from five to four items: they are if I had another chance, I would make the same choice again (TSCG2); overall, this destination gave exactly what I needed (TSCG3), I think I made the right decision to visit the destination (TSCG4), and overall, I am satisfied with the value for price I paid (TSCG5).

The measurement of affective satisfaction originally consisted with four items. The measurement items not only reflected tourists' evaluation of the destination but also reflected their emotional attitude in comparison with the feeling and actual emotion. The statistical analysis found that the measurement scale of affective satisfaction confirmed to have four items remaining: they are I am satisfied with my decision to travel to the destination (TSAF1), my experience at the destination made me happy (TSAF2), overall, this destination gave me a pleasant experience (TSAF3), and overall, I felt delight at the destination (TSAF4). In general international tourists have given a very high compliment to Bangkok, as the mean score of affective satisfaction was positive and higher than cognitive satisfaction score. The relationship of tourist satisfaction and other destination advocacy will be discussed further in the section of structural relations of latent variables.

5.2.5 Destination Advocacy

Destination advocacy behavior can take the form of sharing or referring that specific recreation destination with family and friends. Destination advocacy may also result through bringing friends and family members to experience the specific leisure destination together (Lurham, 1998). According to Oppermann (2000), destination advocacy has not been thoroughly investigated while an abundance of tourism studies can be found on tourist satisfaction. Destination advocacy was measured with tourists' intention to recommend, encourage, say positive things about the destination, and defend the destination when someone says negative about it.

On the basis of the comprehensive review, this study provides a framework developed within an international tourism context that encompasses destination advocacy elements that are grouped into categories, showing various interactions among all components to achieve overall destination advocacy in the international

context. The study's model, henceforth referred to as the international tourism model, has many similarities to, as well as significant differences from the loyalty model. Comparing destination advocacy model to destination loyalty model (Campon, Alves, & Hernandez, 2013; Gould-Williams, 1999; G. Lee, 2001), which is often used as a reference point in tourism literature, helps to underscore areas of convergence and divergence. The comparison of destination advocacy model to destination loyalty model is presented in Table 62.

Table 62. Comparison of International Destination Model to Destination Loyalty Model

Destination Loyalty Model	Destination Advocacy Model
Intention to recommend	Intention to recommend
Recommend the destination to friends or relatives	Recommend the destination to friends or relatives
Suggest an advice for a trip	Suggest an advice for a trip
Intention to say positive thing about destination	Intention to say positive thing about destination
Encourage friend or relative to visit destination	Encourage friend or relative to visit destination
Showing support about destination information	Showing support about destination information
Say positive words or leave positive comment on online channel	Say positive words or leave positive comment on online channel
Intention to repeat visit	Local product purchase
Intent to return	Buy a local product at the destination
The destination will be the first choice in the future	Buy a product from the visited destination in other places
	Overnight stays
	Destination defense
	Defend the destination when someone says something untrue about the destination
	Defend the destination when some says negative about it on both offline/online channels.

Sources: Campon et al. (2013); Gould-Williams (1999); G. Lee (2001)

In Table 62, comparing destination advocacy model to the destination loyalty model, both destination loyalty and international destination advocacy models mainly focus on the intention to recommend and intention to say positive thing about the destination. However, the advocacy model has some differences from the international tourist perspective, there is especially a lacks of local product purchase and destination defense. Tourists act loyal but have no emotional bond with the destination. Tourists with defensive advocacy would defend the destination when someone says something untrue about the destination (Henkel, Henkel, Agrusa,

Agrusa, & Tanner, 2006). Although the destination advocacy model emerging from the research exhibits a coherent structure among its various elements, the exploratory factor analysis was used to validate the research framework. In the next section, the findings of the exploratory model are presented and summarized for gauging any significant divergences in the underlying factor structure of the destination advocacy model.

Based on the advocacy used in the field of tourism literature, this study initially developed a nine-item measurement scale for measuring destination advocacy. After the measurement scale was verified by content validity, reliability test, exploratory factor analysis and confirmatory factor analysis, one dimension of destination advocacy was measured with five items: I would say positive things about my trip to other people (DA3), I would suggest this destination to people if they want an advice for a trip (DA4), I would support my friends or relatives if they need information about the destination (DA6), I would defend the destination when some says negative about it (DA7), and I would buy a local product from the destination in the future (DA9). The individual is more inclined to believe their friends or family's positive word-of-mouth than more formal forms of marketing promotion. The receivers of encouragement and support are also motivated to believe that the communicator is speaking honestly and is unlikely to have an ulterior motive (Grewal, Cline, & Davies, 2003).

5.3 Structural Relations

The conceptual framework which directed the formulation of this study's hypotheses has drawn from previous and relevant findings in the literature. The research framework depicts the relationships between variables of the study. One purpose of this research is to identify the causal relationship of each latent variable in destination competitiveness, tourist experience, tourist trust, tourist satisfaction, and destination advocacy. This section discusses the structural relationships between latent variables distinguished through structural equation modeling (SEM).

5.3.1 Structural Relation of Tourist Trust

Tourist trust is important antecedents of tourist satisfaction and destination advocacy, which was proposed to be affected by both destination competitiveness and tourist experience. Previous empirical research has supported that destination competitiveness positively influence tourist trust (C. Lee et al., 2005; Loureiro & Gonzalez, 2008; L. J. Su et al., 2017). For example, tourists who perceive favorable destination competitiveness in mind are likely to have a positive perception of tourists' trust, which in turn lead to a higher level of trust (C. Lee et al., 2005). In this study, destination competitiveness and tourist experiences were found to have significant influences on tourist trust of inbound international tourist toward Bangkok, which accounted for more than half of its variance (tourist trust: $R^2=.81$).

The findings of this study showed that destination competitiveness (including core resources, supporting resources, destination management, and situational conditions) had a significant effect on tourist trust. The empirical results supported past studies, such as Loureiro and Gonzalez (2008); Rahila and Jacob (2017); L. J. Su et al. (2017), a key finding of this study is the significant impact of tourist trust by destination competitiveness. In a world heritage site context (L. J. Su et al., 2017),

supporting resources and destination management were found to be a positively significant predictor of tourist trust, but not so for the holiday tourism in international destinations. The world heritage site in China provides the management structure, heritage education, infrastructure, and local community (M. M. Su & Wall, 2012), which would lead tourist trust and enrich tourism attractions in order to attract tourists to stay longer and spend more (Y. W. Huang, 2006).

The previous empirical research has supported that tourist experience positively influence tourist trust (Filieri, 2015; D. J. Kim et al., 2008a; Li-Ming & Wai, 2013). This study investigated three components of tourist experience; cognitive, affective and behavioral. Tourist experiences have a strong effect on tourist trust with a standardized coefficient of .698. Consequently, the findings further confirmed past tourist studies (Filieri, 2015; D. J. Kim et al., 2008a; Li-Ming & Wai, 2013). Thailand is rich in art and culture which international tourists can enjoy new experiences or different tourism perspectives. Eighty percent of international travelers said they came to Bangkok because they enjoyed the recreation, culture and arts (Sreetrakul, 2012). Thailand provides social, emotional and conditional consumption values. Thailand's social consumption value might include being a destination that all visitors of all ages can enjoy. Its emotional consumption value might be that it is a relaxing and calm country in which to travel. And Thailand's conditional consumption value may be its location and being inexpensive travel compared to other vacation destinations (Henkel et al., 2006). The findings of this study provide evidence to the assertion that destination competitiveness and tourist experience have important effects on tourist trust for international destinations.

5.3.2 Structural Relation of Tourist Satisfaction

Tourist satisfaction is a crucial antecedent of destination advocacy, which was proposed to be affected by destination competitiveness, tourist experience and tourist trust. In this study, a number of factors were found to have significant influences on tourist satisfaction of inbound international tourist toward Bangkok, which accounted for more than half of its variance. These factors were tourist experience and tourist trust. Of these, only destination competitiveness exerted insignificant influence on tourist satisfaction.

According to Aschalew and Gedyon (2015); Dwyer and Kim (2010); Mechinada et al. (2010); Wondowossen et al. (2014), destination competitiveness can be described as physical needs that play an important role in causing a tourist to feel a psychological need that may be corrected through an on-site destination. Bangkok provides an exciting experience to international tourists who were more motivated by destination attributes. Inbound tourists who perceived the attractiveness of the nature attractions in Thailand were also more excited. It might be because the attractive nature met their expectations about Thailand. In this study, destination competitiveness showed an insignificant impact on tourist satisfaction. It broadens their view with its different endowed resources, created resources, supporting resources and destination management. But those visitors were not satisfied with destination demanding situation, regulations, festivals, events, and special activities. Hu and Ritchie (1993) noted that the more that a tourist thinks that the destination will satisfy his or her vacation desires, the more likely the tourist is to choose the destination. Thailand offers functional value that might include inexpensive shopping,

delicious food, nature and scenery, or historical sites (Henkel et al., 2006). Thailand, however, may not provide emotional consumption value that people of all ages can relax to and enjoy sufficiently.

In terms of the relationship between tourist experience and satisfaction, the findings of this study were consistent with the empirical satisfaction studies (Homburg et al., 2006; Quadri-Felitti & Fiore, 2013; Tan, 2017b). Tourist experience was found to have the strongest impact on tourist satisfaction. Tourist experience is related to visitors enjoying and passively appreciating being in the destination environment (Oh et al., 2007). International visitors who have a higher satisfaction towards Bangkok were more likely to be those who were seeking comparative attitudes in comparison with value, expectation and cost of the destination. Therefore, it is crucial for the destination to deliver a value and worthiness of tourist package, attraction ticket and traveling schedule, which would arouse the favorable feeling toward the destination and induce satisfaction in trip experience.

5.3.3 Structural Relation of Destination Advocacy

This study has identified the important antecedents influencing destination advocacy, which can account for more than half of its total variance. It was also discovered that the unidimensional component of destination advocacy was affected by different set of factors. Destination competitiveness factors (core resources, supporting resources and situational conditions) and tourist experience factors (cognitive, affective and behavioral) were found to have significant effect on destination advocacy. Tourist trust and tourist satisfactions factors (cognitive and affective satisfaction) were also found to be positively significant on destination advocacy.

As Muala (2017); Rahila and Jacob (2017); Ryglova et al. (2018) note, destination competitiveness is important factor for international tourists in perceiving destination advocacy. The results also pointed out that destination competitiveness is one of the key antecedents for building destination advocacy. Destination competitiveness was found to be an influential and significant predictor of destination advocacy. This supports the results of Ryglova et al. (2018) that destination competitiveness was the key predictor of destination advocacy, especially core resources (e.g. natural landscape, cultural and historical attractions) which showed the strongest significant dimension on destination advocacy. Meanwhile, supporting resources and situational conditions would assume that the international tourists fairly considered the telecommunication, transportation, banking services, festival or special events as key factors to spread the positive word to others. But they would recommend the destination to their friends or family owing to wonderful scenery, natural attractions and the unique custom of the destination. For destination management factors, international tourists would consider environmental cleanliness, friendly guidance or multilingual signage, and security and safety at the destination as a key factor to recommend the destination to their friends or relatives or defend the destination when someone said something untrue about it. The more tourists there are who perceive a destination will meet their needs, the more attractive the destination becomes. Therefore, the greater the probability that it will be chosen as the final destination (Henkel et al., 2006).

The positive effect of tourist experience on destination advocacy was also significant in the present study. Tourist experience had significantly direct effect on destination advocacy. The result supported the past studies (Hosany & Witham, 2010; Quadri-Felitti & Fiore, 2013; Tan, 2017a). In the cruising study (Hosany & Witham, 2010), the tourist experience had the greatest impact for destination advocacy, whereas in the present study of international destination, the tourist experience also showed results to have a moderately directly effect in predicting the destination advocacy. Bangkok provides a value experience, with its novelty and pleasure of the attractions. This supports the results of Oh et al. (2007) that travelers seek and expect different experiential attributes in different tourism contexts based on the individual emphasis of destination efforts. However, the results of the present study showed that tourist experience was the weakest significant effect on destination advocacy when compared to tourist trust and tourist satisfaction. Even though Bangkok offers a variety of entertainment areas and exciting events, there are other international destinations that also offer the new experiences to visitors. The number of novel attractions does not matter to the international tourist, but they may be delighted with the place that makes them feel enjoyable and relaxed. Subsequently, tourists may result from bringing friends and family members to experience the specific leisure destination together.

A number of researchers have studies the role of tourist trust in the travel decision-making process, such as online travel booking purchasing (Agag & El-Masry, 2016), the medical tourism industry (Abubakar & Ilkan, 2016; Rahila & Jacob, 2017), trust building in local destination (Marinao & Chasco, 2012), and tourist brand loyalty in mature tourism destinations (Chatzigeorgiou & Christou, 2016). Thus, tourist trust is considered a key variable in generating a decision-making process in tourism literature. The results of this study controvert the empirical studies; tourist trust had a significantly direct effect on destination advocacy. Based on the relationship of tourist trust and advocacy in hospitals (S.A. Afridi, 2015) and telecommunication services (Roy et al., 2014), the results were found to have a significant impact of trust on customer advocacy. Consequently, the results further confirm past tourism studies (Muala, 2017; Rahila & Jacob, 2017). For example, Muala (2017) found that the level of tourist trust in holiday tourism had a significant influence on destination advocacy. In this study, tourist trust also expressed the strongest significant effect on destination advocacy when compared to the other variables (destination competitiveness, tourist experience and tourist satisfaction). Thus, tourist trust is an essential driver in building and predicting destination advocacy, as trust builds individual's confidence and expresses in a sustainable relationship between destination and tourists (Rahila & Jacob, 2017).

Furthermore, tourist satisfaction had a significant effect on destination advocacy with the standardized coefficient of .268. Consequently, the results further confirm past studies (Fernandes & Cruz, 2016; Loncaric et al., 2017; Quadri-Felitti & Fiore, 2013; Ryglova et al., 2018; Shirazi & Som, 2013). For example, Ryglova et al. (2018) found that the level of overall satisfaction with rural tourism had a considerable influence on destination advocacy to the same destination. The results showed that this impact was confirmed and proved to be the most important, which was expected due to the tight relation between tourist satisfaction and destination advocacy. The results of the international tourists in Malaysia showed that overall

satisfaction has the greatest explanatory capacity, followed by the revisit intention level (Shirazi & Som, 2013). Assessing satisfaction of the destination attributes is a precondition to identify the factors of destination advocacy, but it is not sufficient. An examination of tourist's expectation to achieve a deep understanding of destination advocacy shall be investigated in further study.

5.4 Moderating Effects

Previous studies argue that a direct or indirect relationship exists between destination competitiveness and destination advocacy. Some researchers report that tourist trust is likely to affect destination advocacy as mediators (Rahila & Jacob, 2017; Walz & Celuch, 2010). In this study, the mediating effect of tourist trust on the relationship of destination competitiveness and destination advocacy was found to be insignificant; tourist trust had no mediating effect between the destination competitiveness on destination advocacy. According to the study of Walz and Celuch (2010), customer trust is a mediator between brand competitiveness and customer advocacy in retailer literature. Rahila and Jacob (2017) have examined the effect of the mediating variable (tourist trust) on customer advocacy in medical tourism. Destination competitiveness plays a significant role in building trust, which has both direct and indirect effects on destination advocacy. However, trust in the international tourism context may be positioned in a different way. Tourist may experience good services from hospital and trust in the method of treatment in medical tourism (Rahila & Jacob, 2017), but international tourists may not trust the destination or the country that would lead to advocacy intention.

Based on a comprehensive review of the existing literature, the findings confirmed the role of customers' trust as a mediator between the link of customer experience and customers' advocacy (Sajjad Ahmad Afridi et al., 2018; H. Kim et al., 2015; Noor & Saad, 2016). The present study showed that tourist trust partially mediated the relationship of tourist experience on destination advocacy. The empirical findings supported the results of Sajjad Ahmad Afridi et al. (2018); H. Kim et al. (2015); Noor and Saad (2016) that trust was the key mediator of tourist experience and destination advocacy. In tourism literature, the mediation effect of tourist trust on the relationship between tourist experience and destination advocacy has received little attention. The findings of this study confirm that trust is mediating variables between tourist experience and advocacy.

A number of studies have attempted to investigate the mediating role of tourist satisfaction on the relationship between destination competitiveness and destination advocacy. These studies include the mediating effect of tourist satisfaction in international tourism (M.Battour et al., 2012) and in the World Natural Heritage Site of China (Wang et al., 2016, 2017). This empirical finding showed that tourist satisfaction partially mediated the relationship between destination competitiveness and destination advocacy. This result supported the previous findings of the relationship between destination competitiveness and destination advocacy. The mediating result is also consistent with the findings on food and beverages study (Gorondutse & Hilman, 2014), their result revealed that customer satisfaction

mediated the relationship between service and customer loyalty. This means that the food and beverages industry has to improve its service advantage by employee skills training in order to maintain existing customers and overcome competitors.

According to a study on wine tourism, tourist satisfaction is a mediator between tourist experience and advocacy intention, with the results showing that tourist satisfaction partially mediated the effects of tourist experience on advocacy intention (Quadri-Felitti & Fiore, 2013). In co-creation tourism, Loncaric et al. (2017) examined the mediating effects of tourist satisfaction on tourist experience and destination advocacy, with their findings indicating that both cognitive satisfaction and affective satisfaction significantly mediated the relationship between tourist experience and destination advocacy. The present study also found that tourist satisfaction had a significant mediating effect between tourist experience and destination advocacy, in line with previous studies (Loncaric et al., 2017; Quadri-Felitti & Fiore, 2013; Tan, 2017b). In addition, the mediation effect of tourist satisfaction on the relationship between tourist experience and destination advocacy has received little attention. The findings of the present study confirm that tourist satisfaction involves mediation between tourist experience and destination advocacy.

5.5 Summary

This chapter has given detailed discussion and conclusion on the research findings presented in the previous chapter. The findings were explained in relation to the past literatures and the practical background in present society. The practical implications of the study findings were also provided, which served the purpose of achieving the research contribution of this study. The study has stated the major components of destination competitiveness, tourist experience, and tourist satisfaction. These results could be used by overseas destinations in other different attributes. The important perceptions of the international tourists' trust and advocacy were also focused among inbound international tourists. The findings can be employed by the destination to evaluate the success of its marketing strategy and accessibility.

The chapter also evaluated the relationships between the latent variables. It confirmed that destination advocacy was not solely affected by tourist satisfaction perceived after visit but was determined along with other factors while at the destination. Therefore, it is essential for destinations to focus on the aspects of destination advocacy development, deliver appropriate and clear destination competitiveness, and build a memorable experience of tourist starting from the tourism marketing strategy. The findings of this study can help the destination allocate their resources and plan the marketing strategies in a more efficient way.

Chapter 6 Conclusion and Implications

6.1 Chapter Introduction

This chapter presents the conclusion for the entire research. The first section provides an evaluation of the achievement of the research objectives. The contributions of the research from both practical and theoretical perspectives are discussed in the second section. The third section addresses the research implication from both practical and theoretical contexts. The fourth section presents the limitations of this study and suggestions for future study. An overview conclusion of the entire study is provided at the end of this chapter.

6.2 Achievement of Research Objectives

The main objective of this study is to investigate international tourists' future behavior through the destination for generating the destination income as the principle of the national revenue. The first objective is to investigate the nature and characteristics of destination and tourist-related elements required for successful destination advocacy in the international destination context. The second objective is to examine the unique resources and capabilities international tourist-centric destination which should develop and deploy to pursue destination advocacy. The third objective is to examine international tourist-oriented components in order to explore its influence on the destination advocacy. The final objective is to provide the operationalization of a set of destination and tourist-related elements that can be applied across different international tourism context.

The first objective was achieved by conceptualizing the destination and tourist-related elements based on the literature reviews in tourism and other related studies. This study proposed the conceptual framework which could be applied to improve destination advocacy. The framework theoretically establishes the antecedents of destination advocacy which consist of four independent factors, namely destination competitiveness, tourist experience, tourist trust, and tourist satisfaction.

To achieve the second objective, this study conceptualized and explored the dimensionality of the major concepts in destination competitiveness, tourist experience, tourist trust, satisfaction, and destination advocacy. Based on the acquisition of literature and preliminary verification by tourism experts, the measurement scales were developed and validated for these concepts. The initial measurement scales were modified after a pilot study, and a survey questionnaire incorporating the modified measurement was used for data collection process. A total of 603 samples were collected and valid through the questionnaire survey.

The results of exploratory factor analysis identified four latent variables in destination competitiveness including core resources, supporting resources, destination management, and situational conditions. Three latent variables in tourist experience include cognitive experience, affective experience, and behavioral experience. Two latent variables in tourist trust consist of cognitive and affective satisfaction. The concepts of tourist trust and destination advocacy were found to be unidimensional concepts. The confirmatory factor analysis (CFA) was conducted using the validation of the entire samples and the result confirmed the latent variables

in destination competitiveness, tourist experience, tourist trust, satisfaction, and destination advocacy. After consolidation of the latent variables in each individual concept, an overall measurement model including all the latent variables was tested with satisfactory results of reliability, construct validity and model fit.

The third objective was achieved by using structural equation modeling (SEM) to investigate the proposed conceptual model and tested the hypothesized relationship between all latent variables. Two exogenous variables are destination competitiveness and the tourist experience. A full construct model was tested and then simplified by dropping insignificant causal relationships for reducing the model's complexity. Most of the time, the simplified model showed a better fit than the full model. Thus, the simplified overall structural model was achieved and used for hypotheses testing. The mediating hypotheses were also tested to examine the mediating effects of tourist trust and satisfaction between the independent variables (destination competitiveness and tourist experience) and dependent variable (destination advocacy).

The last purpose of this research was to provide the operationalization of a set of destination and tourist-related elements that can be applied across different international tourism context. The findings were interpreted in the relation to the previous studies and social background. Based on the present study, the practical implications were presented to the destination and travel operators. Both the limitations of the results were discussed and important recommendations were provided for future study.

6.3 Research Contributions

6.3.1 Theoretical Contributions

In terms of theoretical contributions, this study provided a theoretical enhancement of knowledge in the existing literature on destination advocacy. It also benefits researchers in term of tourism studies as contributing the measurement of destination competitiveness, tourist experience, tourist satisfaction, trust in destination, and destination advocacy, and the results will show the proper model in theoretical contributions. These findings provided the suggestions for understanding the potential tourists' psychology by examining tourist experience, destination competitiveness, tourist satisfaction, and trust in destination, and discovering the variables influencing tourists' destination advocacy to the destination.

The theoretical contribution of this study is the measurement development for each study concept in the conceptual model. No consensus has been reached the definition and conceptualization of core resources, supporting resources, destination management, situational conditions, cognitive experience, affective experience, behavioral experience, tourist trust, cognitive satisfaction, affective satisfaction and destination advocacy. Therefore, this research has employed a quantitative method for scale development. The measurement items and concept constructs were identified through literature review and verification by tourism experts. A pilot study was conducted to test scale reliability and content validity. Exploratory factor analysis (EFA) was conducted to explore the dimensionality of each concepts and confirmatory factor analysis (CFA) was used to validate the measurement scale of each concept and test the overall measurement of this study.

Tourism advocates are preferred by destinations since international tourists are likely to recommend the destination, say positive things, defend the destination, and show a support to other potential tourists. Destination competitiveness showed the significant effects on destination advocacy. Researchers believed that it consists of both inherited and created resources (Crouch & Ritchie, 1999; J. B. Ritchie & Crouch, 2003). This study has provided deeper insight into destination competitiveness by proposing a multidimensional concept of destination competitiveness. The empirical results proved that destination competitiveness consists of the four distinctive dimensions, namely core resources (Aschalew & Gedyon, 2015; Dwyer et al., 2000; Dwyer & Kim, 2010; Ekin et al., 2015; Hanafiah et al., 2016; Komppula, 2014; Mechinada et al., 2010; Wondowossen et al., 2014; Yoon, 2002), supporting resources (Aschalew & Gedyon, 2015; Dwyer et al., 2000; Dwyer & Kim, 2010; Hanafiah et al., 2016; Mechinada et al., 2010; Wondowossen et al., 2014; Yoon, 2002), destination management (Aschalew & Gedyon, 2015; Dwyer et al., 2000; Dwyer & Kim, 2010; Ekin et al., 2015; Hanafiah et al., 2016; Komppula, 2014; Mechinada et al., 2010; Wondowossen et al., 2014; Yoon, 2002), and situational conditions (Aschalew & Gedyon, 2015; Dwyer et al., 2000; Dwyer & Kim, 2010; Hanafiah et al., 2016; Mechinada et al., 2010; Wondowossen et al., 2014; Yoon, 2002). It was therefore concluded that it is necessary to investigate each aspect for understanding a competitiveness of the destination and set up valuable advocate programs for the destination.

The concept of customer experience originally evaluated its effect on customer trust, customer satisfaction and brand loyalty in retailing and marketing context. The research provided deeper insight into tourist experience by proposing a multidimensional concept of experience in tourism context. The empirical results proved that tourist experience consists of the three distinctive dimensions, namely cognitive experience (Ali & Kim, 2015; Buonincontri et al., 2017; C. F. Chen & Chen, 2013; Fernandes & Cruz, 2016; Jalilvand et al., 2012; Noypayak, 2009; Phau et al., 2014; Quadri-Felitti & Fiore, 2013; Shen, 2016; Tan, 2016a, 2016b), affective experience (Fernandes & Cruz, 2016; Jalilvand et al., 2012; Noypayak, 2009; Phau et al., 2014; Quadri-Felitti & Fiore, 2013; Shen, 2016; Tan, 2016a, 2016b), and behavioral experience (Buonincontri et al., 2017; C. F. Chen & Chen, 2013; Jamal et al., 2011; Noypayak, 2009; Phau et al., 2014; Quadri-Felitti & Fiore, 2013; Salim, 2016; Shen, 2016; Waheed & Hassan, 2016). The findings also proposed that the concept of tourist experience was developed in order to investigate its effect on tourist trust, tourist satisfaction and destination advocacy. Tourist experience was found to have the strongest significant effect on tourist trust and satisfaction. Thus, they were considered to be one of the major factors influencing tourist trust, tourist satisfaction and destination advocacy.

This study confirmed that tourist satisfaction was the most important factor influencing destination advocacy. Satisfaction was found to have a greater effect on destination advocacy than tourist trust and tourist experience. A satisfied tourist would be more likely to recommend the destination, say positive things, defend the destination, and show a support to other potential tourists. Therefore, it is important to account for both cognitive and affective components in order to enhance destination advocacy in international tourists.

The structural equation modeling (SEM) technique was employed to test the hypothesized relationships between the exogenous latent variables and endogenous latent variables because all the concepts of interest in this research could not be directly observed. The SEM analysis also enabled the researcher to concurrently examine the multiple interrelated relationships specified in a conceptual model. This study is one of few recent tourism studies that attempted to investigate the relationships between destination competitiveness, tourist experience, tourist trust, satisfaction, and destination advocacy for destination tourism planning, competitive and development strategies. The application of SEM methods was considered to be the most appropriate approach for this study since it has been popularly adopted by behavior and business studies.

Moreover, professionals and academic researchers in tourism study also play a crucial role in tourism planning and development. The importance of this finding stems from helping tourism insights into the consequences of the quantitative results in this study. Academic researchers, including lecturers, tourism officers and students, are the future practitioners.

6.3.2 Practical Contributions

The findings from this research are several important practical contributions. The main contribution for tourism management, specifically in the tourism attraction and hotel sector, will benefit tourism and hotel practitioners empirically as they plan strategies suitable for foreign tourists. This will especially help tourism entrepreneurs to gain a complete advantage over international tourists and understand both unique attributes. The findings of this study provided some practical enhancement of knowledge in creating the tourism strategies for both public and private organizations. First, it would contribute to the links between private organizations (e.g. hotels, event agencies, restaurant, and department stores) and local state sectors in cooperating of tourism attractions and events promotion. The findings confirms the importance of in-depth cooperation between various public authorities such as Tourism Authority of Thailand (TAT), the Ministry of Tourism and Sports, and tourism promotion organizations, in better integrating management policies and marketing promotion campaign, therefore, this ensure higher sustainability of the tourism development.

Second, this study could help the public sector in the tourism industry, the results of this study suggest the guideline of destination management in developing a heightened satisfaction through the destination, and the guideline to encourage international tourists to engage in advocacy intention to support the destination. This is able to help the destinations emphasize their strengths and weaknesses in the competitiveness building process in building and retaining tourists' positive outcomes. The findings also showed that trust was the key factor in building tourist's advocacy intention. The practical contributions guide government or public organizations to consider the safety and security as the principle of trust building which could improve the international tourists' advocacy intention and gain their post-positive outcomes.

Third, the results of this study contribute to the private sector in the tourism and hospitality industry. The findings highlight that the quality of service

management influence on the level of tourist's trust and satisfaction, which leads the tourists towards higher advocacy intention levels. It provides the suggestions in quality of services which can to retain and gain the tourist's post-positive outcomes. The significance of tourist experience in this study suggests that the tourism agency or service providers need to consider the value and worthiness of the package tour in order to fulfill the tourist's expectation and satisfaction. This study also highlighted the knowledge gap by examining the notion of destination competitiveness, thereby concentrating on evaluating Thailand's tourism stakeholders' attitudes and perceptions towards tourism sustainability and development. International tourists indicated their preferences about the significance of tourism resources, destination management, and other destination conditions to further support and develop on Thailand's competitive position in the international tourism market.

6.4 Research Implications

6.4.1 Theoretical Implications

For the theoretical implications in this study, significant progress has been made in advancing the understanding about destination competitiveness (Aschalew & Gedyon, 2015; Dwyer & Kim, 2010; Hanafiah et al., 2016; Wondowossen et al., 2014), its role in tourist experience (Ali & Kim, 2015; C. F. Chen & Chen, 2013; Fernandes & Cruz, 2016; Jalilvand et al., 2012; Salim, 2016; Tan, 2016a), the measurement of tourist satisfaction (Castaldo et al., 2016; Oliver, 1996), and its components of destination advocacy (Parrott & Danbury, 2015; Roy et al., 2014). However, a review of previous marketing and tourism studies reveal a lack of understanding a set of tourist experience, tourist trust, and satisfaction in the international tourism context. There is a lack of understanding between the destination competitiveness and the destination advocacy building process. The final structural model for international tourism context has several implications for the tourism literature. Chapter 2 highlighted various gaps in the international tourism literature that specially dealt with the relationship between destination attributes, tourists' perception and destination advocacy. This research attempted to close those gaps. The conceptual framework was proposed on established relationships and tested some newly stated interrelationships between key constructs. Therefore, this research contributes to the theoretical advancement by connecting the image building process to destination advocacy and proposes the conceptual model which could be applied to improve destination advocacy in other international tourism studies.

In addition, this study utilized Richie and Crouch's destination competitiveness model, Pine and Gilmore's four realms of experience model, and Christopher's loyal ladder concept as the theoretical background for destination competitiveness, tourist experience, and destination advocacy, as the researcher believed that they provided a fully comprehensive description of the concept used in the international tourism study. The findings emanating from this study also provided a clear and extensive blueprint of the destination advocacy process in the context of international tourism. The theoretical implication of the findings can be used in different destinations which offer the different attributes of the destination resources,

society, and regulation. The measurement in this study defines those components mostly considered by Richie and Crouch's model as the most appropriate model that would be adapted to use in the international tourism study for enhancing the destination competitiveness (Aschalew & Gedyon, 2015; Dwyer et al., 2000; Dwyer & Kim, 2010; Hanafiah et al., 2016; Mechinada et al., 2010; Wondowossen et al., 2014; Yoon, 2002). The international components (situational conditions) are:

1. Special events
2. Cost/value
3. Distance and travel time
4. Ease of entry (Visa/passport)
5. Currency exchange rate

The results of this study are evidenced that the international tourism model is different from loyalty to other type of tourism destination, especially this study presented the destination competitiveness in the international tourism context. Therefore, this research confirmed and extended the multidimensional nature of destination competitiveness, tourist experience, tourist trust, satisfaction, and destination advocacy measurements. They are necessary to investigate the influencing variables on destination advocacy in order to understand the process of destination advocacy improvement. The developed measurements can be used in other international tourism context.

6.4.2 Practical Implications

These findings have several direct implications for tourism marketers and tourism agencies. First, it highlights an importance of destination attributes in order to emphasis more on advocates. It is able to help the destination analyze its strengths and weaknesses in the competitiveness building process such as its tourism marketing plan, service quality, national resource promotion and its effectiveness in creating and retaining destination advocacy. Advocates are those who not only spread information about the destination but also praise it to others. The research findings would be linked to ongoing business relations between private organizations (e.g. hotels, event agencies, restaurant, and department stores) and local state sectors. The results of this study suggested that the appropriate competitive destination strategies assisted the creation and integration of tourism's most suitable resources and attractions (destination's strengths), thus achieve long-term sustainability and competitiveness in the international destination. Therefore, policy makers (such as Tourism Authority of Thailand, the Ministry of Tourism and Sports) should understand which combination of attractions and resources to develop and what competitive destination strategies to adapt in creating a more competitive position for Thailand. Private organizations should not just focus on providing the capability of services, price or image, but they can cooperate with local government sectors for promoting the tourism activities, unique customs, and events created around local traditions. This might improve the tourist's lifetime

value. Therefore, destination managers or marketers can eventually focus on these key factors to meet the expectations and needs of tourists or customers.

Second, according to the perception of the international respondents in this study, international tourists concern 'destination management' as the most important factor among all destination competitiveness elements. Practical implications contribute to both public and private sector in the tourism industry. For the public sector, when international tourists are brought closer to nature and familiarity, they develop a heightened satisfaction through the destination, and they are encouraged to engage in advocacy intention to support the destination. The public organization may emphasize the environmental conversation and user-friendly guidance to bring those international tourists closer to nature and familiarity. For the private sector, the clean environment and quality of services at the destination (i.e. hotel, restaurant, tourist attractions, etc.) are considered as the important components in the international attitude. The natural environment forms a significant basis of tourism (Dwyer et al., 2000; Dwyer & Kim, 2010; S. Hassan, 2000; M. Porter & Van der Linde, 1995). The environmental awareness programs should involve not only the public organizations but the locals as well. The findings in this study indicated that the respondents, mainly foreign tourists, were more concerned about the environmental management and impacts of tourism and suggested appropriate competitive policies to support tourism attraction sustainability and the enhancement of destination competitiveness. Manager in tourism industry must recognize the importance of tourist retention, since the attraction of a new tourist is regarded to be more costly and time consuming. Therefore, creating quality of services for the tourism establishment can manage successfully to retain and gain the tourist's post-positive outcomes. The hospitality and tourism operators should focus on the necessary programs to ensure the quality of services because the mistakes and failures influence the tourist's perception about the quality management, which is closely associated to the tourist trust and satisfaction.

Third, the findings of this study presented three components of tourist experiences that were identified among inbound international tourists in Bangkok. These tourist experiences were cognitive, affective and behavioral. Tourists who perceived positive experience in cognitive component are the most important tourism marketing in Thailand. Bangkok has successfully provided a satisfactory and worthwhile trip experience to international tourists when they compared the trip in Bangkok with the past trip to other destinations. The research findings also showed that tourists who perceived positive experience in affective component were less likely to show their support about the destination or share their positive experience to friends or family. Affective experience seekers are generally looking for fun, thrill and excitement. Bangkok failed to create such a satisfactory attraction to affective experience seekers. Therefore, even though Thailand offered a novel, relaxing, and pleasant experience to international visitors, the tourism agency or service providers need to consider the value and worthiness of the package tour in order to fulfill the tourist's expectation and satisfaction. For example, offering the package tour of wellness tourism with relax program, tourists would leave behind their stress of everyday life in their host country and start freshly with renewed energy, and go back with a better refreshment and satisfaction. A tourist experience

is a contributor to destination advocacy and to generate a positive outcome. Although the current findings suggest cognitive and behavioral is not paramount for building tourist's advocacy, but these components should not be overlooked, as it is often an expectation of international tourists (Fountain & Charters, 2010). Business operators in the tourism industry should focus on the sensorial elements of their products and services. In addition, international tourists believed that it was essential to record local people's attitudes and behaviors towards international tourists' perceptions to ensure that they perceived a warm welcome and hospitable reception as well as evaluating tourist's satisfaction about tourism destination. This previous studies in tourism field suggested that the relationships between local residents' perception of tourism and tourist satisfaction are significant in tourism development (Homburg et al., 2006; Quadri-Felitti & Fiore, 2013; Tan, 2017b; Yoon & Uysal, 2005). This suggests the establishment of a tourism research division at the Tourism Authority of Thailand (TAT) (or wherever deemed to be a more appropriate organization) to collect data and information about tourism development influences and satisfaction with tourism authorities and development, and to monitor local residents' and tourists' activities and participations.

Fourth, this study also extends the research of tourist satisfaction by investigating its impact on destination advocacy in the international destination context. Tourist satisfaction was also found to be an essential factor influencing destination advocacy. Positive word-of-mouth has become an increasingly important information source for international tourists since the Internet contributed the popular medium around the world. Some tourists are likely to share their travel experience through the Internet after their trip. While tourist satisfaction has a positive effect on destination advocacy, tourism business operators should improve the groundwork to build tourist satisfaction for achieving a higher level of positive recommendations and revisit intention. For example, TripAdvisor allows travelers all around the world to follow and share their trip experience and information about the destination that is relevant to their interests in the same community. Tourism business operators may create the marketing campaign for offering compensation or reward to encourage their tourists participates in sharing experience on the online community. These findings showed that providing trust in destination and satisfying trip experience is an important factor affecting positive word-of-mouth. Therefore, it would be useful to implant trust in tourists for sustaining a long-term relationship. The more the tourists feel trust and satisfied with the trip experience, the more likely they will say positive thing or show support to other potential tourists.

Finally, the findings also stated that tourist trust was the most encouraging influence on destination advocacy. It is assumed that tourists who trust in destination will also feel more emotionally attached, and will would say positive things about their trip to others or choose to revisit the same place in the future. Based on the principle of trust, if the tourists receive negative information about the lack of safety in a destination it would influence their perceived trust much more than hearing of positive information about their safety. In addition, Thailand's roads are the deadliest in Southeast Asia and among the worst in the world for vehicle accidents. Therefore, the Thailand government organizations and authorities should take immediate actions to manage the dangerous road problems with support of the

local community and tourism image. Practical implications contribute to public sector, a decrease of criminal rate influences to tourists' safety awareness which could lead trust in the destination. The development of security in destination attractions should be accompanied by well-planned and executed marketing strategies (such as development of tourist health and safety, decrease of national criminal rate, political-security principle, and providing high standard facilities and security), taking into consideration the goal of achieving tourism sustainability and developing the destination management program. Therefore, building the safety and security image can improve trust towards international tourists.

6.5 Research limitations and Suggestions for Future Study

This research has been conditioned by the theoretical concept as well as methodological issues. As previously stated, the studied concepts of interest in this research have not been well identified in past literatures. No agreement has been reached on the conceptualization of destination competitiveness, tourist experience, tourist trust, satisfaction, and destination advocacy. Therefore, exploratory analysis was conducted for validating the research concepts of the proposed model. It is necessary to identify some limitations of this study and suggest recommendations for the future study.

The first limitation lies on the characteristic of the study area. Bangkok provides exotic food, shopping areas, tropical weather, cultural and historical attractions to international tourists. But there is a lack of the natural resources including natural scenery, seascapes, and natural environment. Research replication is a necessary procedure for resource competitiveness and strength consolidation of the destination in tourism. Replication research in different areas of the same country is important to extend the general applicability of the proposed model. The comparison could help us to understand the individual perspective differences in the destination strengths and weaknesses.

Second, the sampling method is not entirely random in this study. Even though a stratified sampling technique was originally needed to specify the purpose and nationality of the respondents, and was considered as an ideal method for the research methodology, it was not adopted due to the insufficient budget, reference information of the international tourist, and time. Therefore, this could not be considered a proper way for the technique of stratified sampling. If a research budget and time are sufficient, future studies could be improved by conducting stratified sampling in the same population. In particular, tourists in group tours could be the focus of the study. The needs of these group tourists would be a special interest of the tourism agencies and other tourism service providers. Future research may use a probability sampling technique that would eliminate the selection bias inherent in the convenient sampling technique used in the present study. With the different purpose and origin of the international tourists, the relationships proposed in the model could be tested by comparison groups of different tourism purposes. According to Fakeye and Crompton (1991), many of the perceptual changes occur during first direct experience rather than multiple experiences or visits.

Finally, this research mainly emphasized the interrelationship of a few tourism concepts, which could be operationalized by destination attributes (core resources, supporting resources, destination management, and situational conditions) in the process of destination image building toward the international tourist's perspective. Other factors which are known to exist and which affect the image form process (such as tourist's motivation, lifestyle and information sources) were not included in the research. Social media marketing has become a powerful tool for business by providing potential tourists access to information of the destination and opportunities to share their trip experiences with others. It is necessary for the future research to understand the information sources of international tourists in order to contribute the research findings to the destination promotion operators and marketers.

6.6 Overview Research and Conclusion

In conclusion, the significances of destination advocacy in increasing tourism revenue could be viewed from two perspectives. First, it can generate potential revisiting or longer stays at the destination, or buying more local products at the destination. Second, it provides word-of-mouth effects in both traditional and online procedures, which is a credible, cost-saving, and efficient marketing method for the tourism destination. Consequently, it would bring more tourists to the destination and generate tourism revenue. Previous studies have found that revisiting tourists are likely to spend more at the destination and share the positive experience to other potential tourists. Therefore, destination advocacy is the outcome of this study and helps to generate more revenue for the destination.

In view of the development of measurement scale, this study developed the appropriate measurement scale for the major concepts and tested in the international destination context. This data analysis was analyzed by using structural equation modeling to find the hypothesized relationship between latent variables identified from the major concepts. The theoretical concepts investigated in this study were destination competitiveness, tourist experience, tourist trust, tourist satisfaction, and destination advocacy. Both exploratory factor analysis and confirmatory factor analysis were employed to verify the construct of latent variables in these concepts. A total of 11 latent variables were identified and the hypothesized causal relationships were investigated by using structural equation modeling. The finalized structural model showed an acceptable fit to the data. Thus, the model is generalized in other related concept and has significant implications for theoretical and managerial perspectives.

This study intended to bridge the gap between the relationship of destination perspective (destination competitiveness) and tourist perspective (tourist experience) on advocacy attitude towards tourist destination, and advance existing theories on tourism study. A conceptual framework was developed to explain the interactive relationship between tourist perspective and destination perspective during the advocacy building process. This research emphasized important concepts in destination and tourist building advocacy. The results of this study are mostly satisfactory and supported by the previous empirical evidence. The theoretical and practical implications of the study were also presented to tourism literature and the industry for its improvement in future tourism studies. It also suggested the

recommendation for future research in order to consolidate tourism knowledge and form precise theories in international tourism research.





Appendices

Tourism Destination Questionnaire

We kindly ask you to participate in a survey. This survey takes about 10 minutes and is conducted anonymously.

Please indicate HOW IMPORTANT is each of these elements to you when you chose any tourist destination (in general) (rate them on a scale »1« - extremely unimportant to »7« - extremely important).

1=Extremely unimportant, 2=Very unimportant, 3=Unimportant, 4=Neutral, 5=Important, 6=Very important, 7=Extremely important

	Extremely unimportant	2	3	4	5	6	Extremely Important
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.	1	2	3	4	5	6	7
2. Comfortable climate/weather at the destination.	1	2	3	4	5	6	7
3. Cultural and historical attractions of the destination.	1	2	3	4	5	6	7
4. Wonderful sceneries at the destination.	1	2	3	4	5	6	7
5. Unique and exotic local custom of the destination.	1	2	3	4	5	6	7
1. Various modes of transportations at the destination.	1	2	3	4	5	6	7
2. Telecommunication services at the destination.	1	2	3	4	5	6	7
3. Easy access to banking and financial services at the destination.	1	2	3	4	5	6	7
4. Varieties of food and beverages to choose at the destination.	1	2	3	4	5	6	7
5. Varieties of shopping items and areas at the destination.	1	2	3	4	5	6	7
1. Clean environment at the destination.	1	2	3	4	5	6	7
2. User-friendly guidance.	1	2	3	4	5	6	7
3. Environmental conservation at the destination.	1	2	3	4	5	6	7
4. Security and safety at the destination.	1	2	3	4	5	6	7
5. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).	1	2	3	4	5	6	7
6. Multilingual signage at the destination.	1	2	3	4	5	6	7
1. Varieties of tourism activities or special events.	1	2	3	4	5	6	7
2. Overall reasonable prices at the destination.	1	2	3	4	5	6	7
3. Distance and travel time the destination.	1	2	3	4	5	6	7
4. Ease of entry to the destination (Visa/passport).	1	2	3	4	5	6	7
5. The good value for currency exchange rate.	1	2	3	4	5	6	7

Please Indicate your LEVEL OF AGREEMENT with the following statements referring to your current tourist destination (in general)

1=Totally disagree, 2=Strongly disagree, 3=Partly disagree, 4=Neutral, 5=Partly agree, 6=Strongly agree, 7=Totally agree

	Totally disagree \longrightarrow Totally Agree						
1. This destination exceeded my expectation.	1	2	3	4	5	6	7
2. I enjoyed the place where I have not visited before.	1	2	3	4	5	6	7
3. I felt I was in a different world.	1	2	3	4	5	6	7
4. Overall it was good value to visit here.	1	2	3	4	5	6	7
5. I felt good about my decision to visit the destination.	1	2	3	4	5	6	7
1. The destination made me feel relaxed during the trip.	1	2	3	4	5	6	7
2. I had happy time at the destination.	1	2	3	4	5	6	7
3. I really enjoyed the tourism experience at the destination.	1	2	3	4	5	6	7
4. I was thrilled about having a new experience.	1	2	3	4	5	6	7
1. I was involved in something that I really liked to do at the destination.	1	2	3	4	5	6	7
2. I did something new and different at the destination.	1	2	3	4	5	6	7
3. I did something unique and memorable at the destination.	1	2	3	4	5	6	7
4. I had a "once in a lifetime" experience while spending the time at the destination.	1	2	3	4	5	6	7
1. The tourism destination turned out better than I expected.	1	2	3	4	5	6	7
2. If I had another chance, I would make the same choice again.	1	2	3	4	5	6	7
3. Overall, this destination gave exactly what I needed.	1	2	3	4	5	6	7
4. I think I made the right decision to visit the destination.	1	2	3	4	5	6	7
5. Overall, I am satisfied with the value for price I paid.	1	2	3	4	5	6	7
1. I trust this destination.	1	2	3	4	5	6	7
2. I feel that I can trust this destination completely.	1	2	3	4	5	6	7
3. I feel secure when I visit this destination because I know that it will never let me down.	1	2	3	4	5	6	7
4. This destination meets my expectations.	1	2	3	4	5	6	7
5. This destination guarantees satisfaction.	1	2	3	4	5	6	7
6. I feel confidence with this destination.	1	2	3	4	5	6	7
7. I could rely on this destination to respond to my need.	1	2	3	4	5	6	7
8. I believe that this destination is always remembered as my best interests in mind.	1	2	3	4	5	6	7

1. I am satisfied with my decision to travel to the destination.	1	2	3	4	5	6	7
2. My experience at the destination made me happy.	1	2	3	4	5	6	7
3. Overall, this destination gave me a pleasant experience.	1	2	3	4	5	6	7
4. Overall, I felt delight at the destination.	1	2	3	4	5	6	7
1. I would recommend the destination to my friends or relatives.	1	2	3	4	5	6	7
2. I would encourage friends and relatives to visit the destination.	1	2	3	4	5	6	7
3. I would say positive things about my trip to other people.	1	2	3	4	5	6	7
4. I would suggest this destination to people if they want an advice for a trip.	1	2	3	4	5	6	7
1. I would defend the destination when someone says something untrue about the destination.	1	2	3	4	5	6	7
2. I would support my friends or relatives if they need information about the destination.	1	2	3	4	5	6	7
3. I would defend the destination when some says negative about it.	1	2	3	4	5	6	7
4. I think I made the right decision to visit the destination.	1	2	3	4	5	6	7
5. I would buy a local product from the destination in the future.	1	2	3	4	5	6	7

Please fill this part by marking the box that fits to your own demographic information

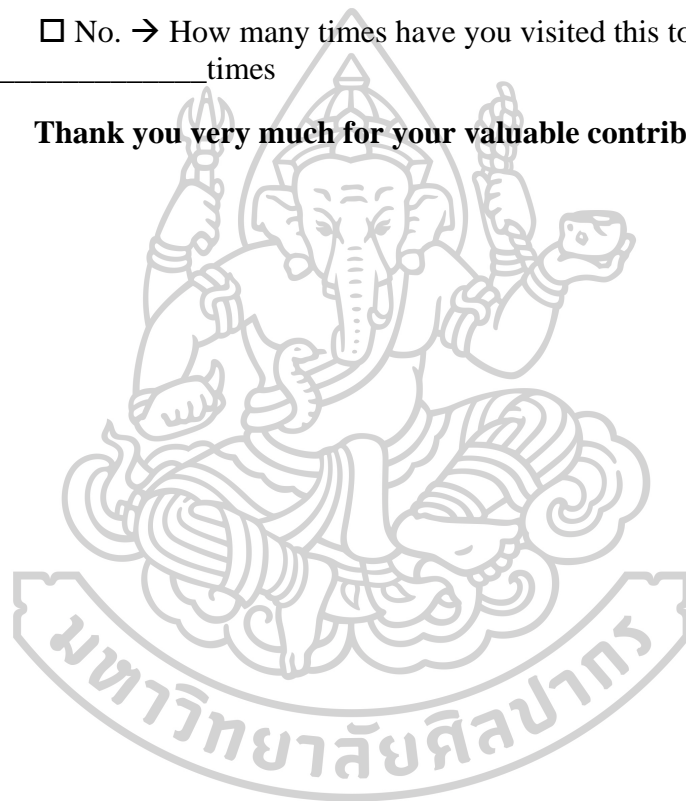
- Gender: Male Female Other
- Nationality: Chinese American Japanese Korean Malaysian
 Indian Russian German Singaporean
 Other _____
- Age: Less than 22 23 - 30 31 – 40 41 – 50
 51 – 60 61 – 70 71 and over
- Education Level: High school Bachelor's Degree Master's Degree
 Doctoral Degree Other _____
- Purpose of travel: Vacation Business Study aboard
 Medical mission Other _____
- Employment status: Employed Self-employed Unemployed

- Retired Student/pupil Other _____
 Duration of stay: <3 days 3-5 days 5-7 days
 >1 week Other _____
 Travel Style: Group Single Family
 Package tour Other _____

Is this your first visit to this tourist destination in the past?

- Yes.
 No. → How many times have you visited this tourist destination in the past? _____ times

Thank you very much for your valuable contribution.



CVI Form: Measurement Scale Item

An empirical operationalization of destination competitiveness, tourist experience and destination advocacy: The case of international tourists

Please check (✓) the appropriate box or, where relevant, specify your opinions on the following statements using the following scale.

Items	Relevance			
	Not relevant (1)	Item need some revisions (2)	Relevant but need minor revision (3)	Very relevant (4)
Destination competitiveness - Endowed core resources				
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.				
2. Comfortable climate/weather at the destination.				
3. Cultural and historical attractions of the destination.				
4. Wonderful sceneries at the destination.				
5. Unique and exotic local custom of the destination.				
Destination competitiveness - Supporting resources				
1. Various modes of transportations at the destination.				
2. Telecommunication services at the destination.				
3. Easy access to banking and financial services at the destination.				
4. Varieties of food and beverages to choose at the destination.				
5. Varieties of shopping items and areas at the destination.				
Destination competitiveness - Destination management				
1. Clean environment at the				

destination.				
2. User-friendly guidance.				
3. Environmental conservation at the destination.				
4. Security and safety at the destination.				
5. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).				
6. Multilingual signage at the destination.				
Destination competitiveness - Situational conditions				
1. Varieties of tourism activities or special events.				
2. Overall reasonable prices at the destination.				
3. Distance and travel time the destination.				
4. Ease of entry to the destination (Visa/passport).				
5. The good value for currency exchange rate.				
Tourist experience - Cognitive component				
1. This destination exceeded my expectation.				
2. I enjoyed the place where I have not visited before.				
3. I felt I was in a different world.				
4. Overall it was good value to visit here.				
5. I felt good about my decision to visit here.				
Tourist experience - Affective component				
1. The destination made I feel relaxed during the trip.				
2. I had happy time at the destination.				
3. I really enjoyed this tourism experience while spending the time at the destination.				
4. I was thrilled about having a new experience.				

Tourist experience - Behavioral component				
1. I was involved in something that I really liked to do at the destination.				
2. I did something new and different at the destination.				
3. I did something unique and memorable at the destination.				
4. I had a “once in a lifetime” experience while spending the time at the destination.				
Tourist trust				
1. I trust this destination.				
2. I feel that I can trust this destination completely.				
3. I feel secure when I visit this destination because I know that it will never let me down.				
4. This destination meets my expectations.				
5. This destination guarantees satisfaction.				
6. I feel confidence with this destination.				
7. I could rely on this destination to respond to my need.				
8. I believe that this destination is always remembered as my best interests in mind.				
Satisfaction				
1. The tourism destination turned out better than I expected.				
2. If I had another chance, I would make the same choice again.				
3. Overall, this destination gave exactly what I needed.				
4. I think I made the right decision to visit the destination.				
5. Overall, I am satisfied with the value for price I paid.				

6. I am satisfied with my decision to travel the destination.				
7. My experience in the destination made me happy.				
8. Overall, this destination gave me a pleasant experience.				
9. Overall, I felt delight in the destination.				
Destination advocacy - Offensive advocacy				
1. I would recommend the destination to my friends or relatives.				
2. I would encourage friends and relatives to visit the destination.				
3. I would say positive things about my trip to other people.				
4. I would suggest this destination to people if they want an advice on a trip.				
Destination advocacy- Defensive advocacy				
1. I would defend the destination when someone says something untrue about the destination.				
2. I would support my friends or relatives if they need information about the destination.				
3. I would defend the destination when some says negative.				
4. I think I made the right decision to visit the destination.				
5. I would buy a local product from the destination in the future.				
Items	Clarity			
	Not clear (1)	Item need some revision (2)	Clear but need minor revision (3)	Very clear (4)

Destination competitiveness - Endowed core resources				
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.				
2. Comfortable climate/weather at the destination.				
3. Cultural and historical attractions of the destination.				
4. Wonderful sceneries at the destination.				
5. Unique and exotic local custom of the destination.				
Destination competitiveness - Supporting resources				
1. Various modes of transportations at the destination.				
2. Telecommunication services at the destination.				
3. Easy access to banking and financial services at the destination.				
4. Varieties of food and beverages to choose at the destination.				
5. Varieties of shopping items and areas at the destination.				
Destination competitiveness - Destination management				
1. Clean environment at the destination.				
2. User-friendly guidance.				
3. Environmental conservation at the destination.				
4. Security and safety at the destination.				
5. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).				
6. Multilingual signage at the destination.				
Destination competitiveness - Situational conditions				

1. Varieties of tourism activities or special events.				
2. Overall reasonable prices at the destination.				
3. Distance and travel time the destination.				
4. Ease of entry to the destination (Visa/passport).				
5. The good value for currency exchange rate.				
Tourist experience - Cognitive component				
1. This destination exceeded my expectation.				
2. I enjoyed the place where I have not visited before.				
3. I felt I was in a different world.				
4. Overall it was good value to visit here.				
5. I felt good about my decision to visit here.				
Tourist experience - Affective component				
1. The destination made I feel relaxed during the trip.				
2. I had happy time at the destination.				
3. I really enjoyed this tourism experience while spending the time at the destination.				
4. I was thrilled about having a new experience.				
Tourist experience - Behavioral component				
1. I was involved in something that I really liked to do at the destination.				
2. I did something new and different at the destination.				
3. I did something unique and memorable at the destination.				
4. I had a “once in a lifetime” experience while spending the time at the destination.				
Tourist trust				
1. I trust this destination.				

2. I feel that I can trust this destination completely.				
3. I feel secure when I visit this destination because I know that it will never let me down.				
4. This destination meets my expectations.				
5. This destination guarantees satisfaction.				
6. I feel confidence with this destination.				
7. I could rely on this destination to respond to my need.				
8. I believe that this destination is always remembered as my best interests in mind.				
Satisfaction				
1. The tourism destination turned out better than I expected.				
2. If I had another chance, I would make the same choice again.				
3. Overall, this destination gave exactly what I needed.				
4. I think I made the right decision to visit the destination.				
5. Overall, I am satisfied with the value for price I paid.				
6. I am satisfied with my decision to travel the destination.				
7. My experience in the destination made me happy.				
8. Overall, this destination gave me a pleasant experience.				
9. Overall, I felt delight in the destination.				
Destination advocacy - Offensive advocacy				
1. I would recommend the destination to my friends or				

relatives.				
2. I would encourage friends and relatives to visit the destination.				
3. I would say positive things about my trip to other people.				
4. I would suggest this destination to people if they want an advice on a trip.				
Destination advocacy- Defensive advocacy				
1. I would defend the destination when someone says something untrue about the destination.				
2. I would support my friends or relatives if they need information about the destination.				
3. I would defend the destination when some says negative.				
4. I think I made the right decision to visit the destination.				
5. I would buy a local product from the destination in the future.				
Items	Simplicity			
	Not simple (1)	Item need some revision (2)	Simple but need minor revision (3)	Very simple (4)
Destination competitiveness - Endowed core resources				
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.				
2. Comfortable climate/weather at the destination.				
3. Cultural and historical attractions of the destination.				
4. Wonderful sceneries at the destination.				
5. Unique and exotic local				

custom of the destination.				
Destination competitiveness - Supporting resources				
1. Various modes of transportations at the destination.				
2. Telecommunication services at the destination.				
3. Easy access to banking and financial services at the destination.				
4. Varieties of food and beverages to choose at the destination.				
5. Varieties of shopping items and areas at the destination.				
Destination competitiveness - Destination management				
1. Clean environment at the destination.				
2. User-friendly guidance.				
3. Environmental conservation at the destination.				
4. Security and safety at the destination.				
5. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).				
6. Multilingual signage at the destination.				
Destination competitiveness - Situational conditions				
1. Varieties of tourism activities or special events.				
2. Overall reasonable prices at the destination.				
3. Distance and travel time the destination.				
4. Ease of entry to the destination (Visa/passport).				
5. The good value for currency exchange rate.				
Tourist experience - Cognitive component				
1. This destination exceeded				

my expectation.				
2. I enjoyed the place where I have not visited before.				
3. I felt I was in a different world.				
4. Overall it was good value to visit here.				
5. I felt good about my decision to visit here.				
Tourist experience - Affective component				
1. The destination made I feel relaxed during the trip.				
2. I had happy time at the destination.				
3. I really enjoyed this tourism experience while spending the time at the destination.				
4. I was thrilled about having a new experience.				
Tourist experience - Behavioral component				
1. I was involved in something that I really liked to do at the destination.				
2. I did something new and different at the destination.				
3. I did something unique and memorable at the destination.				
4. I had a “once in a lifetime” experience while spending the time at the destination.				
Tourist trust				
1. I trust this destination.				
2. I feel that I can trust this destination completely.				
3. I feel secure when I visit this destination because I know that it will never let me down.				
4. This destination meets my expectations.				
5. This destination guarantees satisfaction.				
6. I feel confidence with this destination.				
7. I could rely on this				

destination to respond to my need.				
8. I believe that this destination is always remembered as my best interests in mind.				
Satisfaction				
1. The tourism destination turned out better than I expected.				
2. If I had another chance, I would make the same choice again.				
3. Overall, this destination gave exactly what I needed.				
4. I think I made the right decision to visit the destination.				
5. Overall, I am satisfied with the value for price I paid.				
6. I am satisfied with my decision to travel the destination.				
7. My experience in the destination made me happy.				
8. Overall, this destination gave me a pleasant experience.				
9. Overall, I felt delight in the destination.				
Destination advocacy - Offensive advocacy				
1. I would recommend the destination to my friends or relatives.				
2. I would encourage friends and relatives to visit the destination.				
3. I would say positive things about my trip to other people.				
4. I would suggest this destination to people if they want an advice on a trip.				
Destination advocacy- Defensive advocacy				
1. I would defend the destination when someone				

says something untrue about the destination.				
2. I would support my friends or relatives if they need information about the destination.				
3. I would defend the destination when some says negative.				
4. I think I made the right decision to visit the destination.				
5. I would buy a local product from the destination in the future.				
Items	Ambiguity			
	Doubtful (1)	Item need some revision (2)	No doubt but need minor revision (3)	Meaning is clear (4)
Destination competitiveness - Endowed core resources				
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.				
2. Comfortable climate/weather at the destination.				
3. Cultural and historical attractions of the destination.				
4. Wonderful sceneries at the destination.				
5. Unique and exotic local custom of the destination.				
Destination competitiveness - Supporting resources				
1. Various modes of transportations at the destination.				
2. Telecommunication services at the destination.				
3. Easy access to banking and financial services at the				

destination.				
4. Varieties of food and beverages to choose at the destination.				
5. Varieties of shopping items and areas at the destination.				
Destination competitiveness - Destination management				
1. Clean environment at the destination.				
2. User-friendly guidance.				
3. Environmental conservation at the destination.				
4. Security and safety at the destination.				
5. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).				
6. Multilingual signage at the destination.				
Destination competitiveness - Situational conditions				
1. Varieties of tourism activities or special events.				
2. Overall reasonable prices at the destination.				
3. Distance and travel time the destination.				
4. Ease of entry to the destination (Visa/passport).				
5. The good value for currency exchange rate.				
Tourist experience - Cognitive component				
1. This destination exceeded my expectation.				
2. I enjoyed the place where I have not visited before.				
3. I felt I was in a different world.				
4. Overall it was good value to visit here.				
5. I felt good about my decision to visit here.				
Tourist experience - Affective component				

1. The destination made I feel relaxed during the trip.				
2. I had happy time at the destination.				
3. I really enjoyed this tourism experience while spending the time at the destination.				
4. I was thrilled about having a new experience.				
Tourist experience - Behavioral component				
1. I was involved in something that I really liked to do at the destination.				
2. I did something new and different at the destination.				
3. I did something unique and memorable at the destination.				
4. I had a “once in a lifetime” experience while spending the time at the destination.				
Tourist trust				
1. I trust this destination.				
2. I feel that I can trust this destination completely.				
3. I feel secure when I visit this destination because I know that it will never let me down.				
4. This destination meets my expectations.				
5. This destination guarantees satisfaction.				
6. I feel confidence with this destination.				
7. I could rely on this destination to respond to my need.				
8. I believe that this destination is always remembered as my best interests in mind.				
Satisfaction				
1. The tourism destination turned out better than I expected.				
2. If I had another chance, I				

would make the same choice again.				
3. Overall, this destination gave exactly what I needed.				
4. I think I made the right decision to visit the destination.				
5. Overall, I am satisfied with the value for price I paid.				
6. I am satisfied with my decision to travel the destination.				
7. My experience in the destination made me happy.				
8. Overall, this destination gave me a pleasant experience.				
9. Overall, I felt delight in the destination.				
Destination advocacy - Offensive advocacy				
1. I would recommend the destination to my friends or relatives.				
2. I would encourage friends and relatives to visit the destination.				
3. I would say positive things about my trip to other people.				
4. I would suggest this destination to people if they want an advice on a trip.				
Destination advocacy- Defensive advocacy				
1. I would defend the destination when someone says something untrue about the destination.				
2. I would support my friends or relatives if they need information about the destination.				
3. I would defend the destination when some says negative.				
4. I think I made the right decision to visit the				

destination.				
5. I would buy a local product from the destination in the future.				

Comments and suggestions:



Table 63: Summary of content relevance

Measurement items	Experts			Total I-CVI scores	I-CVI criteria
	1 st	2 nd	3 rd		
Destination competitiveness					
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.	1	1	1	1	passed
2. Comfortable climate/weather at the destination.	1	1	1	1	passed
3. Cultural and historical attractions of the destination.	1	1	1	1	passed
4. Wonderful sceneries at the destination.	1	1	1	1	passed
5. Unique and exotic local custom of the destination.	1	1	1	1	passed
6. Various modes of transportations at the destination.	1	1	1	1	passed
7. Telecommunication services at the destination.	1	1	1	1	passed
8. Easy access to banking and financial services at the destination.	1	1	1	1	passed
9. Varieties of food and beverages to choose at the destination.	1	1	1	1	passed
10. Varieties of shopping items and areas at the destination.	1	1	1	1	passed
11. Clean environment at the destination.	1	1	1	1	passed
12. User-friendly guidance.	1	1	1	1	passed
13. Environmental conservation at the destination.	1	1	1	1	passed
14. Security and safety at the destination.	1	1	1	1	passed
15. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).	1	1	1	1	passed
16. Multilingual signage at the destination.	1	1	1	1	passed
17. Varieties of tourism activities or special events.	1	1	1	1	passed

18. Overall reasonable prices at the destination.	1	1	1	1	passed
19. Distance and travel time the destination.	1	1	1	1	passed
20. Ease of entry to the destination (Visa/passport).	1	1	1	1	passed
21. The good value for currency exchange rate.	1	1	1	1	passed
Tourist Experience					
1. This destination exceeded my expectation.	1	1	1	1	passed
2. I enjoyed the place where I have not visited before.	1	1	1	1	passed
3. I felt I was in a different world.	1	0	1	0.667	Not relevant
4. Overall it was good value to visit here.	1	1	1	1	passed
5. I felt good about my decision to visit here.	1	1	1	1	passed
6. The destination made I feel relaxed during the trip.	1	1	1	1	passed
7. I had happy time at the destination.	1	1	1	1	passed
8. I really enjoyed this tourism experience while spending the time at the destination.	1	1	1	1	passed
9. I was thrilled about having a new experience.	1	1	1	1	passed
10. I was involved in something that I really liked to do at the destination.	1	0	1	0.667	Not relevant
11. I did something new and different at the destination.	1	1	1	1	passed
12. I did something unique and memorable at the destination.	1	1	1	1	passed
13. I had a “once in a lifetime” experience while spending the time at the destination.	1	1	1	1	passed
Tourist satisfaction					
1. The tourism destination turned out better than I expected.	1	1	1	1	passed
2. If I had another chance, I would make the same choice again.	1	1	1	1	passed

3. Overall, this destination gave exactly what I needed.	1	1	1	1	passed
4. I think I made the right decision to visit the destination.	1	1	1	1	passed
5. Overall, I am satisfied with the value for price I paid.	1	1	1	1	passed
6. I am satisfied with my decision to travel the destination.	1	1	1	1	passed
7. My experience in the destination made me happy.	1	1	1	1	passed
8. Overall, this destination gave me a pleasant experience.	1	1	1	1	passed
9. Overall, I felt delight in the destination.	1	1	1	1	passed
Destination Advocacy					
1. I would recommend the destination to my friends or relatives.	1	1	1	1	passed
2. I would encourage friends and relatives to visit the destination.	1	1	1	1	passed
3. I would say positive things about my trip to other people.	1	1	1	1	passed
4. I would suggest this destination to people if they want an advice on a trip.	1	1	1	1	passed
5. I would defend the destination when someone says something untrue about the destination.	1	1	1	1	passed
6. I would support my friends or relatives if they need information about the destination.	1	1	1	1	passed
7. I would defend the destination when some says negative.	1	1	1	1	passed
8. I think I made the right decision to visit the destination.	1	1	1	1	passed
9. I would buy a local product from the destination in the future.	1	0	1	0.667	Not relevant

Table 64: Summary of content clarity

Measurement items	Experts			Total I-CVI scores	I-CVI criteria
	1 st	2 nd	3 rd		
Destination competitiveness					
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.	1	1	1	1	passed
2. Comfortable climate/weather at the destination.	1	1	1	1	passed
3. Cultural and historical attractions of the destination.	1	1	1	1	passed
4. Wonderful sceneries at the destination.	1	1	1	1	passed
5. Unique and exotic local custom of the destination.	1	1	1	1	passed
6. Various modes of transportations at the destination.	1	1	1	1	passed
7. Telecommunication services at the destination.	1	1	1	1	passed
8. Easy access to banking and financial services at the destination.	1	1	1	1	passed
9. Varieties of food and beverages to choose at the destination.	1	1	1	1	passed
10. Varieties of shopping items and areas at the destination.	1	1	1	1	passed
11. Clean environment at the destination.	1	1	1	1	passed
12. User-friendly guidance.	1	1	1	1	passed
13. Environmental conservation at the destination.	1	1	1	1	passed
14. Security and safety at the destination.	1	1	1	1	passed
15. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).	1	1	1	1	passed
16. Multilingual signage at the destination.	1	1	1	1	passed
17. Varieties of tourism activities or special events.	1	1	1	1	passed

18. Overall reasonable prices at the destination.	1	1	1	1	passed
19. Distance and travel time the destination.	1	1	1	1	passed
20. Ease of entry to the destination (Visa/passport).	1	1	1	1	passed
21. The good value for currency exchange rate.	1	1	1	1	passed
Tourist Experience					
1. This destination exceeded my expectation.	1	1	1	1	passed
2. I enjoyed the place where I have not visited before.	1	1	1	1	passed
3. I felt I was in a different world.	1	0	1	0.667	Unclear
4. Overall it was good value to visit here.	1	0	1	0.667	Unclear
5. I felt good about my decision to visit here.	1	0	1	0.667	Unclear
6. The destination made I feel relaxed during the trip.	1	1	1	1	passed
7. I had happy time at the destination.	1	1	1	1	passed
8. I really enjoyed this tourism experience while spending the time at the destination.	1	1	1	1	passed
9. I was thrilled about having a new experience.	1	1	1	1	passed
10. I was involved in something that I really liked to do at the destination.	1	1	1	1	passed
11. I did something new and different at the destination.	1	1	1	1	passed
12. I did something unique and memorable at the destination.	1	1	1	1	passed
13. I had a “once in a lifetime” experience while spending the time at the destination.	1	1	1	1	passed
Tourist satisfaction					
1. The tourism destination turned out better than I expected.	1	1	1	1	passed
2. If I had another chance, I would make the same choice again.	1	1	1	1	passed
3. Overall, this destination gave exactly	1	1	1	1	passed

what I needed.					
4. I think I made the right decision to visit the destination.	1	1	1	1	passed
5. Overall, I am satisfied with the value for price I paid.	1	1	1	1	passed
6. I am satisfied with my decision to travel the destination.	1	1	1	1	passed
7. My experience in the destination made me happy.	1	1	1	1	passed
8. Overall, this destination gave me a pleasant experience.	1	1	1	1	passed
9. Overall, I felt delight in the destination.	1	1	1	1	passed
Destination Advocacy					
1. I would recommend the destination to my friends or relatives.	1	1	1	1	passed
2. I would encourage friends and relatives to visit the destination.	1	1	1	1	passed
3. I would say positive things about my trip to other people.	1	1	1	1	passed
4. I would suggest this destination to people if they want an advice on a trip.	1	1	1	1	passed
5. I would defend the destination when someone says something untrue about the destination.	1	1	1	1	passed
6. I would support my friends or relatives if they need information about the destination.	1	1	1	1	passed
7. I would defend the destination when some says negative.	1	1	1	1	passed
8. I think I made the right decision to visit the destination.	1	1	1	1	passed
9. I would buy a local product from the destination in the future.	1	1	1	1	passed

Table 65: Summary of content simplicity

Measurement items	Experts			Total I-CVI scores	I-CVI criteria
	1 st	2 nd	3 rd		
Destination competitiveness					
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.	1	1	1	1	passed
2. Comfortable climate/weather at the destination.	1	1	1	1	passed
3. Cultural and historical attractions of the destination.	1	1	1	1	passed
4. Wonderful sceneries at the destination.	1	1	1	1	passed
5. Unique and exotic local custom of the destination.	1	1	1	1	passed
6. Various modes of transportations at the destination.	1	1	1	1	passed
7. Telecommunication services at the destination.	1	1	1	1	passed
8. Easy access to banking and financial services at the destination.	1	1	1	1	passed
9. Varieties of food and beverages to choose at the destination.	1	1	1	1	passed
10. Varieties of shopping items and areas at the destination.	1	1	1	1	passed
11. Clean environment at the destination.	1	1	1	1	passed
12. User-friendly guidance.	1	1	1	1	passed
13. Environmental conservation at the destination.	1	1	1	1	passed
14. Security and safety at the destination.	1	1	1	1	passed
15. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).	1	1	1	1	passed
16. Multilingual signage at the destination.	1	1	1	1	passed
17. Varieties of tourism activities or special events.	1	1	1	1	passed

18. Overall reasonable prices at the destination.	1	1	1	1	passed
19. Distance and travel time the destination.	1	1	1	1	passed
20. Ease of entry to the destination (Visa/passport).	1	1	1	1	passed
21. The good value for currency exchange rate.	1	1	1	1	passed
Tourist Experience					
1. This destination exceeded my expectation.	1	1	1	1	passed
2. I enjoyed the place where I have not visited before.	1	1	1	1	passed
3. I felt I was in a different world.	1	0	1	0.667	complex
4. Overall it was good value to visit here.	1	0	1	0.667	complex
5. I felt good about my decision to visit here.	1	0	1	0.667	complex
6. The destination made I feel relaxed during the trip.	1	1	1	1	passed
7. I had happy time at the destination.	1	1	1	1	passed
8. I really enjoyed this tourism experience while spending the time at the destination.	1	1	1	1	passed
9. I was thrilled about having a new experience.	1	1	1	1	passed
10. I was involved in something that I really liked to do at the destination.	1	1	1	1	passed
11. I did something new and different at the destination.	1	1	1	1	passed
12. I did something unique and memorable at the destination.	1	1	1	1	passed
13. I had a “once in a lifetime” experience while spending the time at the destination.	1	1	1	1	passed
Tourist satisfaction					
1. The tourism destination turned out better than I expected.	1	1	1	1	passed
2. If I had another chance, I would make the same choice again.	1	1	1	1	passed
3. Overall, this destination gave exactly	1	1	1	1	passed

what I needed.					
4. I think I made the right decision to visit the destination.	1	1	1	1	passed
5. Overall, I am satisfied with the value for price I paid.	1	1	1	1	passed
6. I am satisfied with my decision to travel the destination.	1	1	1	1	passed
7. My experience in the destination made me happy.	1	1	1	1	passed
8. Overall, this destination gave me a pleasant experience.	1	1	1	1	passed
9. Overall, I felt delight in the destination.	1	1	1	1	passed
Destination Advocacy					
1. I would recommend the destination to my friends or relatives.	1	1	1	1	passed
2. I would encourage friends and relatives to visit the destination.	1	1	1	1	passed
3. I would say positive things about my trip to other people.	1	1	1	1	passed
4. I would suggest this destination to people if they want an advice on a trip.	1	1	1	1	passed
5. I would defend the destination when someone says something untrue about the destination.	1	1	1	1	passed
6. I would support my friends or relatives if they need information about the destination.	1	1	1	1	passed
7. I would defend the destination when some says negative.	1	1	1	1	passed
8. I think I made the right decision to visit the destination.	1	1	1	1	passed
9. I would buy a local product from the destination in the future.	1	1	1	1	passed

Table 66: Summary of content ambiguity

Measurement items	Experts			Total I-CVI scores	I-CVI criteria
	1 st	2 nd	3 rd		
Destination competitiveness					
1. Natural landscape (e.g. natural scenery, seascapes, natural environment, etc.) of the destination.	1	1	1	1	passed
2. Comfortable climate/weather at the destination.	1	1	1	1	passed
3. Cultural and historical attractions of the destination.	1	1	1	1	passed
4. Wonderful sceneries at the destination.	1	1	1	1	passed
5. Unique and exotic local custom of the destination.	1	1	1	1	passed
6. Various modes of transportations at the destination.	1	1	1	1	passed
7. Telecommunication services at the destination.	1	1	1	1	passed
8. Easy access to banking and financial services at the destination.	1	1	1	1	passed
9. Varieties of food and beverages to choose at the destination.	1	1	1	1	passed
10. Varieties of shopping items and areas at the destination.	1	1	1	1	passed
11. Clean environment at the destination.	1	1	1	1	passed
12. User-friendly guidance.	1	1	1	1	passed
13. Environmental conservation at the destination.	1	1	1	1	passed
14. Security and safety at the destination.	1	1	1	1	passed
15. The quality of services at the destination (hotel, restaurant, tourist attractions, etc.).	1	1	1	1	passed
16. Multilingual signage at the destination.	1	1	1	1	passed
17. Varieties of tourism activities or special events.	1	1	1	1	passed

18. Overall reasonable prices at the destination.	1	1	1	1	passed
19. Distance and travel time the destination.	1	1	1	1	passed
20. Ease of entry to the destination (Visa/passport).	1	1	1	1	passed
21. The good value for currency exchange rate.	1	1	1	1	passed
Tourist Experience					
1. This destination exceeded my expectation.	1	1	1	1	passed
2. I enjoyed the place where I have not visited before.	1	0	1	0.667	ambiguous
3. I felt I was in a different world.	1	0	1	0.667	ambiguous
4. Overall it was good value to visit here.	1	0	1	0.667	ambiguous
5. I felt good about my decision to visit here.	1	0	1	0.667	ambiguous
6. The destination made I feel relaxed during the trip.	1	1	1	1	passed
7. I had happy time at the destination.	1	1	1	1	passed
8. I really enjoyed this tourism experience while spending the time at the destination.	1	1	1	1	passed
9. I was thrilled about having a new experience.	1	1	1	1	passed
10. I was involved in something that I really liked to do at the destination.	1	1	1	1	passed
11. I did something new and different at the destination.	1	1	1	1	passed
12. I did something unique and memorable at the destination.	1	1	1	1	passed
13. I had a “once in a lifetime” experience while spending the time at the destination.	1	1	1	1	passed
Tourist satisfaction					
1. The tourism destination turned out better than I expected.	1	1	1	1	passed
2. If I had another chance, I would make the same choice again.	1	1	1	1	passed
3. Overall, this destination gave exactly	1	1	1	1	passed

what I needed.					
4. I think I made the right decision to visit the destination.	1	1	1	1	passed
5. Overall, I am satisfied with the value for price I paid.	1	1	1	1	passed
6. I am satisfied with my decision to travel the destination.	1	1	1	1	passed
7. My experience in the destination made me happy.	1	1	1	1	passed
8. Overall, this destination gave me a pleasant experience.	1	1	1	1	passed
9. Overall, I felt delight in the destination.	1	1	1	1	passed
Destination Advocacy					
1. I would recommend the destination to my friends or relatives.	1	1	1	1	passed
2. I would encourage friends and relatives to visit the destination.	1	1	1	1	passed
3. I would say positive things about my trip to other people.	1	1	1	1	passed
4. I would suggest this destination to people if they want an advice on a trip.	1	1	1	1	passed
5. I would defend the destination when someone says something untrue about the destination.	1	1	1	1	passed
6. I would support my friends or relatives if they need information about the destination.	1	1	1	1	passed
7. I would defend the destination when some says negative.	1	1	1	1	passed
8. I think I made the right decision to visit the destination.	1	1	1	1	passed
9. I would buy a local product from the destination in the future.	1	0	1	0.667	ambiguous

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