# The Destination image of Phuket from the perspective of Thai tourists during Covid-19

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This is to certify that the work here submitted is the result of the candidate's own investigations. Due acknowledgement has been made of any assistance received.

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I hereby certify that this work has not been accepted in substance for any degree, and is not being currently submitted in candidature for any degree.

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Candidate

**ชื่อวิทยานิพนธ์:** ภาพลักษณ์ของภูเก็ตในมุมมองของนักท่องเที่ยวชาวไทยช่วงโควิด 19
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**บทคัดย่อ**

การพึ่งพาการท่องเที่ยวระหว่างประเทศที่มากเกินไปตอกย้ำถึงข้อเท็จจริงที่ว่าภูเก็ต จำเป็นต้องให้ความสำคัญกับตลาดในประเทศมากขึ้นโดยเฉพาะในช่วงโควิด-19 เนื่องจากภูเก็ต ได้รับ ผลกระทบอย่างหนักจากโควิด-19 นอกจากข้อจำกัดในการเดินทางระหว่างประเทศ ประกาศ เคอร์ฟิวทั่วประเทศยังจำกัดความคล่องตัวของผู้คนอีกด้วยธุรกิจที่เกี่ยวกับการท่องเที่ยวประสบปัญหา ไม่มีลูกค้าเนื่องจากการว่างงานเพิ่มขึ้น ล็อกดาวน์ ปิดพรมแดน กระทบผู้มีรายได้น้อย รายได้รายวัน แม้ว่าโครง"เที่ยวด้วยกัน" จะชดเชยการสูญเสียรายได้เช่นได้สำเร็จในบางจังหวัด แต่ในจังหวัดภูเก็ต เป็นแหล่งท่องเที่ยวที่สำคัญก็ยังไม่เพียงพอที่จะฟื้นฟูเศรษฐกิจของภูเก็ตได้อย่างเต็มที่ นอกจากนี้ การศึกษาหลายแห่งเกี่ยวกับภูเก็ตในฐานะสถานที่ท่องเที่ยวได้เน้นที่การรับรู้ของนักท่องเที่ยวต่างชาติ เท่านั้นการศึกษาเพียงเล็กน้อยนักที่วิเคราะห์การรับรู้ของนักท่องเที่ยวชาวไทยดังนั้นการศึกษานี้จึงมี วัตถุประสงค์เพื่อศึกษาภาพลักษณ์ของภูเก็ตในทุกๆด้านที่มีต่อนักท่องเที่ยวชาวไทยว่ามีความแตกต่าง กันอย่างไรเมื่อเปรียบเทียบกรอบเวลาระหว่างก่อนเกิดโควิด-19 กับในช่วงที่มีการระบาดอย่าง ต่อเนื่องรวมไปถึงศึกษาปัจจัยทางสังคมและประชากรและช่องทางการรับสารของนักท่องเที่ยวว่ามี ความแตกต่างกันหรือไม่อย่างไรต่อภาพลักษณ์ของภูเก็ต

ในการศึกษาครั้งนี้ได้ทำการสำรวจออนไลน์มีผู้ตอบแบบสอบถามเป็นจำนวน 535 คน โดยมีระยะการเก็บข้อมูลในเดือนกันยายน ถึง ธันวาคม 2564 แบบสอบถามถูกแจกแจงไปตาม สัดส่วน 6 ภูมิภาคจำแนกตามเกณฑ์ของททท. คือภาคกลาง เหนือ ตะวันออกเฉียงเหนือ ตะวันตก ตะวันออก และใต้ สำหรับการวิเคราะห์ข้อมูลได้ใช้ทั้งสถิติพรรณนา สถิติอ้างอิง เทคนิคการวิเคราะห์ ความแปรปรวนทางเดียว (One-way ANOVA) และการเปรียบเทียบค่าเฉลี่ยแบบคู่ (paired sample t-test) ผลการวิจัยพบว่าภาพลักษณ์ของภูเก็ตมีลักษณะแตกต่างกันออกไปเมื่อเปรียบเทียบเวลาปกติ (ก่อนโควิด-19) กับช่วงที่มีการระบาด ภาพลักษณ์ของภูเก็ตถูกมองว่าดีขึ้นในช่วงเวลาการระบาด คุณลักษณะหลายๆด้านเหล่านี้รวมถึงปัจจัยด้านทรัพยากรธรรมชาติและสิ่งแวดล้อม ประวัติศาสตร์ วัฒนธรรมและศิลปะ โครงสร้างพื้นฐานทั่วไป สภาพแวดล้อมทางสังคม โครงสร้างพื้นฐานด้าน การท่องเที่ยว ปัจจัยทางการเมืองและเศรษฐกิจ ความปลอดภัยและความมั่นคง และการรับรู้ความ เสี่ยงที่เกี่ยวข้องกับโควิดรวมทั้งภาพลักษณ์ของภูเก็ตยังถูกมองแตกต่างกันตามปัจจัยทางสังคม

การค้นพบจากการศึกษานี้มีความสำคัญและเป็นประโยชน์สำหรับผู้กำหนดนโยบาย ในการพิจารณากำหนดกลยุทธ์ทางการตลาดเพื่อเพิ่มอุปสงค์ภายในประเทศและเสริมสร้างภาพลักษณ์ ของภูเก็ต การฟื้นฟูการท่องเที่ยวภายในประเทศถูกยืนยันจากการศึกษามากมายว่าเป็นกุญแจสำคัญ ในการขับเคลื่อนพื้นที่นั้นๆให้อยู่รอดในขณะที่รอให้การระบาดใหญ่สิ้นสุดลง ภูเก็ตอาจปรับตำแหน่ง ทางตลาดการท่องเที่ยวเพื่อขยายรายได้ทางเลือกให้ครอบคลุมมากขึ้นโดยการดึงดูดนักท่องเที่ยว ชาวไทยจากตลาดในประเทศ รวมทั้งการกำหนดนโยบายต่างๆควรจะให้เป็นไปตามการพัฒนาที่ยั่งยืน ตามหลักสากล

**คำสำคัญ:** ภาพลักษณ์สถานที่ท่องเที่ยว, การท่องเที่ยวภูเก็ต, นักท่องเที่ยวในประเทศ, โควิด-19

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## ABSTRACT

The excessive reliance on international tourism underscores the fact that Phuket needs to pay more attention to the domestic market, especially during COVID-19. Because Phuket has been heavily affected by Covid-19. In addition to international travel restrictions, nationwide curfews also limit people's mobility. Tourism-related businesses are struggling with customer absences due to rising unemployment, lockdowns, closing borders, affecting low-income and daily incomes. Government assistance has helped boost tourist tourism through campaigns yet, deficient to fully restore Phuket's economy. Additionally, many studies of Phuket as a tourist destination have focused solely on the perception of foreign tourists, very few studies have analyzed the perceptions of Thai tourists. Therefore, the aim of this study was to compare the destination image perceived by Thai tourists before and during Covid-19, to examine image's differences in socio-demographic factors as well as examine how tourists who influential by different information sources view those images.

In this study, a total of 535 people were surveyed online, with a data collection period of September-December 2021. The questionnaire was distributed according to the proportions of 6 regions classified by TAT. There were the Central, North, Northeast, West, East and South. Data analysis employed different techniques including descriptive statistics, one-way ANOVA (Analysis of variance), and paired sample t-test. The findings indicated that Phuket's images in different attributes vary, when comparing the normal time (before Covid-19) and during the ongoing pandemic. Those attributes include natural resources and environment, cultural history and arts, general infrastructure, social environment, tourist infrastructure, political and economic factors, safety and security and Covid-related risk perception. In addition, Phuket's images are viewed differently among different socio-demographics factors.

The findings from this study are important and helpful for policymakers in determining marketing strategies to increase domestic demand and enhance Phuket's image. Restoring domestic tourism is confirmed by numerous

studies as the key to survive in destinations while waiting for the pandemic to end. Phuket may reposition its tourism marketing for alternative source of income generator by attracting Thai tourists from the domestic market and direction of strategies should align with Sustainable Development Goals (SGDs).

# ACKNOWLEDGEMENT

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| Description | Abbreviation |
|---|---|
| Analysis of Variance | ANOVA |
| Coronavirus Disease of 2019 | COVID-19 |
| Index of Item – Objective Congruence | IOC |
| Tourism Authority of Thailand | TAT |
| Destination Marketing Organization | DMO |
| World Health Organization | WHO |
| United Nation World Health Organization | UNWHO |

## Chapter 1

## Introduction

### 1.1 Background

Phuket is known as Thailand's largest island. As the island destination, Phuket has many beautiful natural attractions, particularly the beaches and small islands surrounding it. Despite the highlight of island tourism, it it also recognized for the charming local cultures (Thai, Chinese and Muslim) as well as the historical attractions of the old town which has influenced from European old times. A variety of tourism products are provided to international tourists. Phuket has it all for natural resources, cultural experience and a number of entertainments which established Phuket as a popular destination for international tourists of all ages. According to Marzuki (2012), Phuket has experienced enormous development since the 1980s. Many grand projects such as international chain hotels have been carried out on the islands with the main purpose to facilitate tourism development. Rapid investments by the government and private sector have significantly turned Phuket into a popular tourist destination and a shopping paradise for local and foreign tourists.

Currently, the Coronavirus or Covid-19 has been one of the world's major concerns. The World Health Organization (WHO,2021) declared Covid-19 as a pandemic (UNESCO, 2022). The first case was found in Wuhan, China on 17 November 2019. Thailand was one of the countries with early transmission. The Ministry of Public Health announced the first lab-confirmed novel coronavirus case in Thailand on 13 January 2020. A case was found by a tourist who travelled to Thailand from Wuhan, China. According to a WHO report, on 17 January 2020. The protocol by fever screening of travellers from all direct flights from Wuhan, China to the Suvarnabhumi, Don Mueang, Phuket, Chiang Mai, and Krabi airports, the protocol started at Krabi Airport was implemented by the Department of Disease Control. Later on, cases in Phuket were found in March 2020. As per the suggestions of the World Health Organization (WHO, 2021) to sustain the pandemic. Although WHO has only advised to prevent transmission of the virus by temperature screening initially ("Updated WHO advice for international traffic in relation to the outbreak of the novel coronavirus 2019-nCoV", 2021). Public health authorities should reinforce collaboration with each country and be vigilant to retain the mobility of their people. As a result, several countries strictly implemented restrictions of population's mobility, closure of tourism attractions, and suspension of business activities/public events during the Covid-19 pandemic (UNWTO, 2020). Moreover, avoiding close

contact and social meetings are the most effective way to contain a viral outbreak within a country (Remuzzi & Remuzzi, 2020).

Severe impacts have been addressed, specifically in tourism. Thailand has been ranked 4th country in the world with the highest revenue loss due to the Covid-19 (Worldbank, 2020). The World Tourism Barometer report for the month of June 2020 of the United Nations World Tourism Organization (UNWTO) shows the growth of world tourism in the first quarter. In 2020 (January-March 2020) with the number of tourists among different countries decreased 22.7 percent from the same period in 2019 which is an unprecedented decrease in the history of world tourism since 1950 and is considered to be the lowest period in the 10 years. Domestic tourists decreased 30.77 percent and tourism receipts decreased 31.53 percent while international tourists decreased 38.1 percent compared to the same quarter last year (UNWTO, 2020).

According to the World Tourism Barometer in June 2020 by the United Nations *World Tourism Organization*: *UNWTO*. Covid-19 outbreak caused the reduction of the number of international tourists by 22.7 percent compared to 2019. It has been the most severe damage to tourism worldwide in the past decade. The income from tourism decreased from the top two tourists which are Chinese 58.20 billion baht and Russian 38.87 billion baht. Total tourism receipts of 2019 were approximately 1.9 trillion THB (Ministry of Tourism and Sports, 2019).

The following figure 1.1 shows the number of international and domestic flights decreasing in Phuket in comparison during 2014 to 2021. The figure 1.2 shows the portion of tourist receipts in domestic and international tourists during 2012 to 2021.

Figure 1.1 International and domestic arrivals to Phuket during 2014-2021



|  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|---|---|---|---|---|---|---|---|
| Foreigners | 8,085,616 | 9,095,355 | 9,237,971 | 9,683,686 | 9,921,154 | 10,167,165 | 2,110,854 | 224,537 |
| Thai | 3,226,421 | 3,425,414 | 3,471,444 | 3,591,083 | 3,730,147 | 3,661,303 | 1,892,436 | 923,767 |
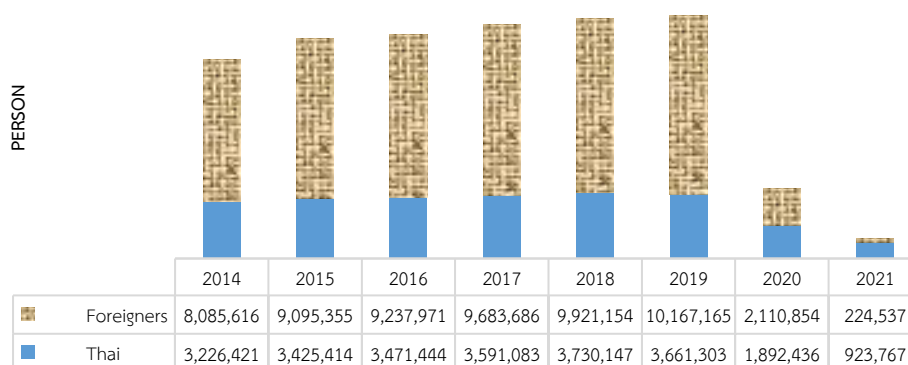
source: Ministry of Tourism and sports; 2014,2015,2016,2017,2018,2019,2020,2021

Figure 1.2 International and domestic tourist receipts for Phuket during 2012- 2021



| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021(Jan -Oct) |
|---|---|---|---|---|---|---|---|---|---|---|
| ■ Foreigner | 172,767. | 223,224. | 222,915 | 272,531. | 333,886. | 374,901. | 397,250. | 393,164 | 87,527. | 5,041.94 |
| ■ Thai | 27,053.0 | 37,217.2 | 36,375. | 40,473.9 | 43,991.2 | 48,111.2 | 51,850.7 | 49,725. | 20,936. | 5,205.0 |
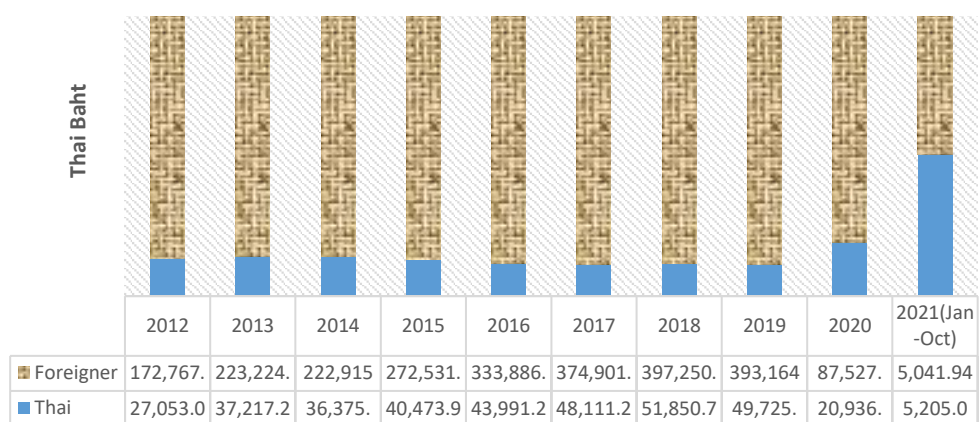
Source: Ministry of Tourism and sports; 2012,2013,2014,2015,2016,2017,2018,2019,2020,2021

After lockdown measures and curfew were implemented prohibiting international flights from April 2020 has been carried out. In that sense, tourism has been severely affected. Businesses relating to tourism were suffering from not having customers. Subsequently, the provincial lockdown and closing of borders. The measure to prevent the transmission of the disease has caused low-income and daily-earners essentially. Economically, domestic purchasing power exists to some extent but is inefficient. "We travel together" campaign was launched to encourage Thai people to travel in the country to stimulate tourism as a whole. Phuket too, has been taken advantage of to welcome tourists from other provinces. The campaign was to offset 40 percent from tourist's expenses from their trips such as flight, accommodations and food and beverages. During the time, the affordability to visit Phuket was higher than usual since tourists were not urged to pay as much as before.

To regain trust and confidence in Thai tourists to travel to Phuket again after a long pause. The minister of Tourism and Sports announced the campaign called "Phuket Ded Tang Koh" (Phuket- Amazing entire island) Thailand Authority tourism (TAT) has cooperated with Phuket Tourism Business Associations. The roadshows have been promoted throughout major provinces in each region such as Bangkok, Udonthani, Phuket, Suratthani and Songkhla during March to June 2021. The expo project aims to stimulate Phuket tourism among domestic tourists by offering discount hotels, restaurants, shops and another entertainment venue. Phuket Great Time#2 campaigns have been announced, which is a further operation from the previous year after receiving a good response from Thai tourists. Discounted

accommodations are promoted to welcome domestic tourists once again (Phuket Province, 2021).

Moreover, through the operation of TAT and private tourism sectors and associations, the Testival Seafood & Gastronomy Phuket (Roi-Rim-Lay), a seafood and local food fair, has been organized 6 times on 5 beaches and 1 in the city centre. Organizing a seafood and local food festival in Phuket this time is one of the activities to comply with UNESCO as Phuket has been selected to be a creative city for food science, 1 in 26 cities around the world. Phuket has been once again, introduced to the country of good deeds. In the meantime, people in Phuket including locals, expats and service providers were asked to cooperate to get vaccinated before Phuket can be trusted to welcome tourists.

Phuket has been selected to be the model of the "Phuket Sandbox " project where vaccinated tourists and fully tested negative for Covid-19 are allowed to visit without compulsory quarantine and length of stay minimum 7 days before travel to other provinces. Other top tourist provinces are to follow the Phuket model in October (Bunnag et al., 2021). As a result, the third wave is expected to have a significant influence on these high-spending individuals which will have an impact on the country's potential economic recovery (Thaienquier, 2021). Deputy Governor for Tourism Products and Business of the Tourism Authority of Thailand revealed that the opening of the country under the Phuket Sandbox measure is a "model" of travelling domestically and internationally, demonstrating a great management service system (Thaipost, 2021). After a month the Phuket Sandbox program was launched in July 2021. 14,000 foreign tourists visited Phuket, and the revenue they generated for the local economy amounted to 829 million Baht. The largest source markets are in the United State of America, the United Kingdom, Israel, Germany and France. The contribution of income generated consisted of accommodation 282m illion baht, tourism products and services 194-million-baht, food and beverage 175 million baht, medical/health services 124 million baht and other expenses 54 million baht (Chuenniran, 2022). The expenditure assessment of the Department of Tourism and Sports Economics revealed that total income of 829 million baht will directly generate income for tourism-related businesses such as accommodation, restaurants, merchandise, souvenirs, medical services, etc. Tourist spending generates circulating income in the whole economy, both directly related to tourism and supply chains that support tourism such as agriculture, industry, energy, etc. Moreover, employment has increased due to the demand (Thansettakij, 2021).

## 1.2 Significance of the study

Thailand as a country has a tourism sector close to 15 percent of GDP (Worldbank, 2020) and Bangkok, Pattaya, Phuket and Chiangmai have contributed the most income receipts from international tourists. Phuket especially plays a significant part in the country's economy contributing to the development of the country as a whole. As per the Tourism and Sports Ministry, statistics in 2019 were 14,545,187 tourists. 3,908,872 are Thai tourists and 10,636,315 are international tourists. 471,605.9 million (THB) was generated and accounted for 97 percent of the overall income of Phuket. Recently Phuket has been ranked 14th of "Popular Destinations — World" in the TripAdvisor Travellers' Choice Awards 2021 (TripAdvisor, 2021) and previous years Phuket has been ranked as one of the top destinations among international tourists. To the world's eye, Phuket has abundant resources as well as many advantages for being the destination for all. Apparently, Phuket is one of the 3 destinations to generate enormous income to Thailand. Many job opportunities are generated on this small island for many lives from all over Thailand.

The significance of destination image of Phuket is a prominent role in driving the economy of a tourist's destination because the brand identity significantly navigates the motivation and decision-making to visit a place. In other word, without reputation of value and qualities of Phuket as a world's destination, generating the stream income of a country would not be possible. Tourists decide to visit a place based on many factors that "impress" them. Those factors including the beauty of tourist attractions, service quality, price, variety of accommodation, activities, entertainment which serve their lifestyle and the prompt infrastructure to provide comfort.

### Why Thai tourists?

Phuket needs to be self-sufficient (Chatikavanij, 2021) also suggested that the Thai government is in need to assist domestic purchasing power to some extent because Thailand's high-income proportion is derived from exports and international tourists. In that manner, "Travel togther" program has served its purpose. Similarly, the whitepaper by BOI and VISA revealed that to transform Thailand' tourism into a resilient economy post Covid-19, the driving trend in domestic tourism and short-haul will cover the gap of tourism revenue during low season (Bank of Thailand, 2021). Similarly, future direction of the Phuket economy suggested that it should assist employment opportunities and financial support, prioritize lodging and food and beverage business support and develop Phuket as a whole (Phetvaroon et. al., 2021).

As statement by Arbulú et al., (2021) "a deep understanding of the characteristics of domestic travellers and the volatility of their demand could be valuable tools for a destination to evaluate the potential of a strategy of reliance on domestic tourism" Therefore, the focus now is to seek for other opportunity to continue the tourism in Phuket. Thus, attracting domestic market could be one of the most effective solutions and timely for this moment.

## 1.3 Problem statement

As the pandemic took place, Phuket, one of the most important destinations, was severely impacted. For over decades, Phuket tourism has been relying on international tourists more than 80 percent compared to domestic. The problem of business survival in Phuket can be stated from this point where there is a high reliance on international tourists severely affected by the Covid-19. Apart from the limitation to travel internationally, nationwide curfew has also limited people's mobility. Businesses relating to tourism were suffering from not having customers as a result of an increase in unemployment. The provincial lockdown, closing borders were affecting low-income and daily-earners. Direct and instant impact to Phuket tourism was the Chinese government announcing the suspension of domestic and foreign travel companies from January 2020 resulting in an enormously decreased tourist's arrival in Thailand. According to the report, Phuket by its geography is an island surrounded by water. The people mainly work in the service and tourism business. The second income generated an account second largest apart from Bangkok (กลุ่มงานคณะกรรมาธิการการพัฒนาเศรษฐกิจ สำนักกรรมาธิการ 1 สำนักงานเลขาธิการสภาผู้แทนราษฎร, 2021). The impact and loss in Phuket tourism has been analyzed. The estimated economic loss during February to July 2020 was 190,043 million Baht in revenue decreased from visitors which accounted for 83 percent from previous years. Result in total 428,198 million Baht or 87 percent revenue of Andaman's GPP in 2018. The most effective is accommodation and food and beverage services. The findings showed that during March to May 2020 sales in total business 98 percent decreased. Average percentage of 80 percent contributed from hotels and accommodations. Job loss accounted for 53 percent in formal workers and 39 percent in informal workers. Majority business are from car rental business, hotels and accommodations and water transportation (Phetvaroon et al., 2021). Although domestic tourism activities are ongoing, it only accounts for 10 percent. Before the spread of the pandemic Phuket used to have 11000 companies and 179000 employees, approximately 450000 registered employees were laid off by

August 2020 (กลุ่มงานคณะกรรมาธิการการพัฒนาเศรษฐกิจ สำนักกรรมาธิการ 1 สำนักงาน เลขาธิการสภาผู้แทนราษฎร, 2021).

Given the impact of the pandemic, the demand of Thai tourists can be explained because Phuket is an island and most businesses are related to tourism and service; therefore, alternative occupations are limited. Unlike other provinces in Thailand that have a variety of occupations which allow disseminate support. Phuket, let alone surrounded by water, fishing, agriculture and factories and marine trading were not developed from the first place therefore, receiving support domestically can only be the hope. Although there was an initiative that the Thai government has been striving to accelerate domestic tourism within Thailand. The travel subsidy from the "Travel together" project has been launched in order to encourage Thai people to travel domestically and revitalize the economy, however it is inefficient to cover the loss that Thailand encounters with international tourist deductions. It can only be a temporary solution because of the budget limitation.

Beside economic challenges during the crisis, the antecedent of Phuket's image has long been established among some Thai people. The population of Phuket among international may have been intimidating to Thai tourists as various aspect especially, the price. Evidently, Phuket is highly competitive among world destinations which result in high developing tourist products and infrastructure that mainly serve the purpose of international markets. Whereas domestic tourists have been neglected and disregarded as a minority market for tourism in Phuket. Moreover, the study of the perception of Thai tourists is either lacking or inefficient. In this sense, research was conducted to understand the perception of international tourists which is considered a major market. Consequently, overlooking domestic tourists demonstrates the negative image of Phuket.

Several studies of Phuket as a tourist destination have either focused on international tourists' perceptions or specific tourism's products. Chinese, Russian and European's market in particular, perception toward Phuket have had tremendous number of studies (Phakdee-Auksorn, 2009; Rittichainuwat et al, 2020; Torres Chavarria & Phakdee-Auksorn, 2017; Promsivapallop & Jarumaneerat, 2018; Soonsan & Sukahbot, 2019; Moreno-González, León & Fernández-Hernández, 2020; Soonsan & Somkai, 2021; Wu, 2021) yet, studies of perception of Thai tourists toward Phuket, the domestic market are limited. Therefore, this research aims to compare the destination image perceived by Thai tourists before and during Covid-19 whether or not Phuket's images alter between then and now given attempt of Thai government to motivate Thai market and driven economic stimulus policy. Thus, the

gap of this study is the insight of destination attributes which can offer economic contribution directly to Phuket which have not yet been clarified and some measurement potentially emerged during this unusual time. The findings help in understanding Thai tourists' view on Phuket's image and can be a valuable tool in formulating potential strategies for the domestic market and is the key to revitalising Phuket's economy. Also, the effort to promote domestic tourism is the ultimate goal for post-crisis recovery destinations.

## 1.4 Research Outcome

The attempt of this research is to revitalize the tourism of Phuket during the Covid-19 crisis in order to regain the economy for all sectors. Therefore, the expected findings of this study can contribute to the practical impact in the sense of how policy makers or DMOs in responsible to destination management could pioneer strategies toward different aspects. The insight from demographics and motivation could provide valuable information to how Phuket can effectively capture Thai market. Moreover, comparing the past and the present can be a powerful assessment to reflect how Phuket is doing such as specific attributes may have improved or deteriorated so that requiring appropriate action to be taken.

## 1.5 Research Objectives

1. To compare the destination image perceived by Thai tourists before and during Covid-19.

2. To examine the destination image of Phuket among Thai tourists by demographic.

## 1.6 Research Questions

1. Are there any differences in how tourists perceive Phuket before and during the Covid-19?

2. How do Thai tourists perceive Phuket as a travel destination?

## 1.7 Research Hypothesis

Hypothesis 1: Destination images are perceived differently before Covid-19 and during Covid-19.

Hypothesis 2: There is a difference in Phuket's image among Thai tourist's different genders.

Hypothesis 3: There is a difference in Phuket's image among Thai tourist's different age.

Hypothesis 4: There is a difference in Phuket's image among Thai tourists' different income.

Hypothesis 5: There is a difference in Phuket's image among Thai tourists' different education.

Hypothesis 6: There is a difference in Phuket's image among Thai tourists' different marital status.

Hypothesis 7: There is a difference in Phuket's image among Thai tourists' different occupation.

Hypothesis 8: There is a difference in Phuket's image among Thai tourists' different residency.

Hypothesis 9: There is a difference in Phuket's image among different influential information sources.

## 1.8 Scope of the study

**Scope of purpose:** This study aims to examine the destination image of Thai tourists and compare the destination image perceived by Thai tourists before and during Covid-19 as well as examine how information sources affect the image of Phuket in Thai tourists.

**Scope of demographic**: The sample of the study targeted potential tourists who are of Thai nationality. Aged above 18 years old who are travelling in the country at least once per year.

**Scope of geographic**: Tourists who currently live in Thailand. Following the Thailand Authority of Tourism standard of the category in 6 regions. There are Bangkok, Central, North, Northeast, East, and South.

**Scope of time**: Data collection was carried out during October to November 2021.

## 1.9 Definition of key terms

1. Destination image: the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place (Braun, P. M. W. ,1977).

2. Domestic tourist: A person who travels to places of attractions or participates in tourism activity within a country of residence for at least a period of 24 hours but not more than 265 days (IGI Global).

3. Covid-19: A global pandemic Coronavirus disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus (WHO, 2020).

# Chapter 2

# Literature Reviews

This chapter explains the primary concepts in relation to the research objectives and hypothesis of the destination image of Phuket from the perspective of Thai tourists during Covid-19 which covers the followings.

## 2.1 Image formation and perception's process

From a review of 15 studies between 1975 and 1990, Echtner, C., & Ritchie, J. (1991) revealed that most definitions were ambiguous, for instance, "impressions of a place" depend upon an individual's perception toward a particular area (Myers 1968). A simple meaning of the image is a group of ideas, beliefs, and impressions toward a destination from an individual (Crompton 1979). The overall perception of a product that is formed by processing information from different sources over time causes image perception. Dichter (1985) sees the image as a total impression resulting from consideration of individual elements combined with cognitive and emotional content. Image is claimed to be interpreting the choices made by tourists (Govers, R., & Go, F., 2003) it's not easy for tourists to obtain a clear image of a destination before visiting (Govers, R., & Go, F.,2003). Gallarza et al., (2002) demonstrated that destination image formation is a very sophisticated process, mainly due to the multiple, complex, relativistic, and dynamic nature of this construct. The multiplicity of the destination image arises from the variety of its components, dimensions, and attributes, while complexity arises from its multi-interpretation nature. Relativism derives from its subjective nature as each individual holds a distinctive image about the same destination based on their subjective judgments. Finally, the destination image is a dynamic concept due to its ability to change according to time, space, and actual experiences of the destination (Stylidis et al., 2020).

*Perception* is defined as a set of processes people use to make sense of the different stimuli in the environment, in other words, how individuals interpret things based on sensation. The process starts with receiving stimuli and leads up to interpretation without conscious thought. People interpret it in a way that makes sense using their existing information about the world therefore what people see derives from what they perceive from selection, motivation and interest. In determining consumer selection, perception is considered to be more essential than reality. It has been argued that mental images of products form the basis of the

selection process to interpret information and to guide customer behaviour as people act upon what they believe to be true (De Nisco et al., 2016). Similarly, the tourism literature argues that mental images of tourist destinations are essential in the tourist decision-making process, shaping the tourist flow of the world (Cohen et al., 2013). Comparably, a number of writers have highlighted the importance of favorable perception in influencing the consumer's destination choice (e.g., Goodrich, 1978; Tasci, & Gartner, 2007; Woodside & Lynsonski, 1989).          As Mayo and Jarvis (1981) argue, a traveller's evaluation of a destination's 'position' is based on the perceived ability of the area to satisfy the travel needs of that individual. However, the perception of the destination's ability to satisfy tourist needs evolves with the socio-cultural from which tourist motivations derive (Adler, 1989; Gnoth, 1997). Image formation is determined as established of a mental portrayal of a destination based on information acquired from image formation agents that an individual choose (Alhemoud and Armstrong 1996; Bramwell & Rawding 1996; Court and Lupton 1997; Gunn and Taylor 1972; Young 1999). Reynolds (1965) explained that image formation derived from the flood of information that influences impression to mental development. In order to facilitate examining the relationship between image and behaviour, it is crucial to understand prior trips in the first stage (Gunn1972; Mercer 1971). As Brokaw mentioned, "Before an image can be utilized to influence behaviour, understanding what influences an image is critical". A number of studies from researchers from the field have come to an agreement that image is mainly generated by two major forces: stimulus factors and personal factors (Baloglu & McCleary 1999).

*Personal factors* have been classified by Beerli & Martin (2004) into two sectors; socio-demographic characteristics and psychological characteristics. Socio-demographic characteristics consist of age, gender, income, education level, social class, family life, occupation, marital status and place of origin (Tasci & Gartner (2007); Beerli & Martín (2004); Walmsley & Jenkins (1993). Um & Crompton (1991); Chen & Kerstetter (1999); Calantone et al., (1989); Lopes (2011); Baloglu and McCleary (1999); Stabler, (1995); Stern and Krakover (1993); Woodside and Lysonsky (1989)) and psychological characteristics consists of personality, values, preference, motivations, need, lifestyle, satisfaction, past experience and prior knowledge (Schreyer and Williams; 1984); Qu et al; 2011, Woodside and Lysonsky ;1989, Tasci & Gartner ;2007)

*Attitude* is concerned with a set of beliefs, values and personal needs that construct an attitude. Personal needs consist of three major traits; need for

rewards, defending ego and understanding the environment (Schafer & Tait, 1986). They explained further those individuals tend to have a positive attitude toward what grants reward while a negative attitude is drawn toward punishment including the need to be accepted, praised and receiving attention. Defending ego displays self-esteem therefore people tend to defend against threats potentially lessening feeling good about themselves. Understanding the environment facilitates humans to adapt to survive and behave accordingly to harmonize.  Beliefs and values can somewhat share familiarity as well as values are varied in different cultures because norms are formed individually.

### *Functional-Psychological Attributes*

From the field of psychology image formation is part of the imagery. In contradiction to "discursive processing" this is defined as attributes arising from the stimulus. Products of destination image in this essence are perceived both in terms of individual attributes and holistic impressions (MacInnis & Price, 1987). Functional characteristics are defined as obvious attributes such as prices and layout whereas psychology such as friendliness and atmosphere cannot be measured directly. The approach developed by Echtner & Ritchie (1993) considered a destination image as a three-dimensional continuum that includes attribute-holistic functional-psychological and common unique. The attribute-holistic continuum refers to the perceptions of destination attributes besides holistic impression of the destination. In contrast the functional–psychological continuum represents the destination image in terms of functional attributes that include measurable factors such as accommodation and cuisine versus the psychological attributes that are difficult to measure such as safety and hospitality. San Martin & Rodríguez (2008) confirmed that destination images are multidimensional and need to be in both aspects cognitive and affective. Stated that cultural attraction and landscape reveal functional or tangible aspects. On the other hand, feelings such as atmosphere and hospitality represent psychological or abstract aspects. Finally, the common unique continuum captures the general attributes that are applying to all destinations versus the unique attributes that differentiate the destination from its competitors.

*Cognitive and affective components*

Destination image takes place in three stages; cognitive defined as how tourists perceive a destination, affective defined as a feeling toward the destination and cognitive or behavioural definition as how cognitive and affective image influences and predicts tourists' buying behaviour (Gartner, 1994). Comparably, Beerli and Martin (2004) claim that the cognitive component reviews a tourist's knowledge, recognition, beliefs, thoughts and realization of each characteristic of a tourism destination. According to Gallarza, Saura & Garcia (2002), the dimension of destination image often combines cognitive and effective images, such as activities, landscape, nature, cultural attractions, nightlife and entertainment, shopping facilities, information availability, sports facilities, transportation, accommodation, gastronomy, price, climate, relaxation, accessibility, safety, social interaction, residents' receptiveness, originality, and service quality. Destination images among existing empirical studies are multidimensional, according to Baloglu and McClearly (1999), image formation occurs respectively in two stages. Firstly, the cognitive image which refers to belief or knowledge about something in this context is the destination that leads to the affective image which is the emotion one has toward that specific knowledge. Researchers have come to agree that cognitive images drive effective images because effective images are subjective responses from cognitive images given by destinations. Furthermore Frías et al. 2008) added that cognitive and effective image is generated into tourist's minds before visiting a destination having information sources influenced through different channels.

## 2.2 Thai tourist's characteristics

Thai people's value; there are some common values shared throughout generations such as; family first, raising children together and looking after the elderly as well as being obedient to children. This is one of the major confirmations directing the result in the TAT report that 90 percent encourage tourists to travel to spend time with family, building good relationships and show their love. Harmonious essence represents helping other people, remaining calm and not showing extreme emotions in relation to relaxing which represent the habits of "never mind" which explain that Thai people do not take things too seriously. Also, respect, due to its hierarchical social system, encourages people to respect seniors and be humble.

*Thai tourist behaviour;* according to report in 2019 by Thailand Authority Tourism, found the majority of Thai people do travel yearly basis of 66.2

percent while 33.8 percent of those who do not are portion of 55.1 percent of them do not like to travel while 14.8 percent do not have time to travel and 13.6 percent are indecision. The report showed that 49.8 percent of tourists seek travel information before travelling to a particular destination while 50.8 percent do not. Decision making for travel planning is made by themselves most of the time (62.2%). Most travellers made travel plans in advance (78%). *Pre-trip behavior;* after selecting a destination the tourist 49.2 percent searches for the information (50.8% do not) before going to a destination. Top percentage of 57.8 percent of tourists search for directions from Google maps, official website and tourist information centre. Tourist attractions have been searched by 49.4 percent of tourists through Google, Pantip and Painaidii websites. The accommodation has been searched by tourist's 33.3 percent through Agoda, Booking.com and Sanook.com (TAT, 2019).

*During-trip behavior;* searching for information has been through this stage as well as pre-trip. During the trip, most Thai tourists search for restaurants and cafés, tourist attractions and its routes. The most popular activities they participated in during trips are visiting and praying at sacred places and temples, taking photos, visiting natural places and shopping. *Post-trip behavior;* the research found that more than 64 percent of tourists did not make any reviews while 36 percent made reviews on Facebook, Line and Instagram. Those who reviewed it discussed tourist attractions, accommodation and activities at the destination. *Favorite regions* that are popular among Thai tourists are the North (54.8%), East (16.8%) and Central (13.9%). Chiangmai is the top destination among Thai tourists (19.8%). Most Thai tourists like to travel to nature such as islands, beaches and viewpoints. *Travel purpose* in Thai people: more than 90 percent said that they travel to show love and build good relationships with family, to relax and distress and to pay respect and pray at sacred places. *Destination selecting factors* for Thai tourists are the beauty of the view and nature, safety of the destination and the ease of travel to the destination. Those factors contain over 94 percent. The benefits gained from travelling in Thai tourist perceptions are relaxation and distress from daily life, new perspective in life, good memories and self-reward.

### *Phuket as a destination among Thai tourist*

According to the Thai tourist behavior report in 2019 by Thailand Authority Tourism. Phuket has been ranked 9th among 76 provinces in Thailand in the number of tourists visited as a tourist destination. The most popular destination is Chonburi. Phuket in comparison with other provinces, has the highest spending per person per trip of 6,568 Thai baht which is higher than average spending 30 percent.

Phuket had been visited mostly by tourists from the South. It is notable that Southern Thai people are more likely to visit Malaysia likewise Northern and Northeast people are more likely to visit Laos. In comparison to domestic travel, people tend to travel in their own region, especially Southern Thailand. The conclusion is understandable that the location and east of travel to the destination affect the decision making of tourists to visit a place.

Based on those literatures the hypotheses are constructed as;

Ha: There is a difference in Phuket's image among Thai tourist's different genders.

Ha: There is a difference in Phuket's image among Thai tourist's different age.

Ha: There is a difference in Phuket's image among Thai tourists' different income.

Ha: There is a difference in Phuket's image among Thai tourists' different education.

Ha: There is a difference in Phuket's image among Thai tourists' different marital status.

Ha: There is a difference in Phuket's image among Thai tourists' different occupation.

Ha: There is a difference in Phuket's image among Thai tourists' different residency.

## 2.3 Internet influence toward perception

### *The internet's influence*

Social media channels such TripAdvisor, Facebook and Instagram provide the impression of positive experience and word of mouth. Whereas negative images and bad experiences are revealed to ruin some business. As confirmed by (Goodrich, 1978; Gartner, 1994; Woodside and Lynsonski, 1989) the importance of favourable perception in influencing the consumer's destination choice. Following the study titled The Role of Prior Experience In The Perception of A Tourism Destination In User-Generated Content research. The result showed that tourists who claimed never visited a destination have a stronger belief in a destination after having seen positive reviews online. It is suggested that perception about a destination tends to be positively increased from knowledge acquisition prior experience of a destination (Marchiori & Cantoni, 2015). This explained that word of mouth plays a significant role in creating images for potential tourists.

The use of the internet including social media play a significant role in making decision processes especially tourism products as it is recognized as complex and special due to its intangibility which requires tremendous research and information to seek to receive the expected product. The risk consumers have toward choosing products is higher than other tangible products which are triable. Therefore, consumers tend to make purchasing decisions based on recommendations online most of the time. Consumers' Reliance on Product Information and Recommendations Found in the UGC paper also found that consumers are more likely to trust the messages or reviews that are created by User-generated Content (UGC) over Producer-Generated-Content (PGC) (Cheong & Morrison, 2008).

Researchers have conducted several studies in this field such as more than 80% of travellers rely on online reviews for the right selection of accommodation (TripAdvisor, 2021) and over 50% of travellers refuse to reserve a hotel room because of its negative reviews (Greven et al., 2019). Lee & Oh (2017) stated that sharing experiences about travelling demonstrates stronger self-enhancing than spreading Word of Mouth of material purchases. Yoo and Gretzel (2008) discovered that online travel posters are encouraged by the need for recognition from others. Recently, Wu and Pearce (2014) came across that Chinese tourist enhance their self-image and gain recognition from others by sharing their outbound travel experiences. It is common for tourists to brag online about their holiday trips with or without their consciousness of being boasters (Hoffman, 2014) Moreover, based on the study (Molinillo et al., 2018), the result revealed that involvement made by users on Facebook, Instagram has a positive effect on the cognitive and affective image. Martin & Eroglu (1993), suggested that country-image should be controlled to maintain positive perception which affects image formation through controlling channels of social media, television, and magazines. In a smaller perspective in domestic tourism such as Phuket. Local news, broadcasts, and events are necessary to be monitored closely. It is challenging presently to do so because the spread of fake news is extreme.

### *Negative reviews of Phuket*

According to the TAT report, well known social media platforms used among Thai tourists are varied based upon the stage of the trip such as pre-trip,during-trip, post-trip. In the perspective of destination information seeking. Pre-trip and during-trip shared the same platform which are Google, Pantip website and Painaidee(Where to go) website. On the other hand, sharing experiences post-trip was

mostly on Facebook, 94.6 percent, Line, 34.8 percent and Instagram 19 percent. From observation, those applications are used to emphasize positive reviews. However, Pantip is being used more for discussing from actual experience which includes positive and negative. In regard to Covid-19 pandemic as the current situation. Some Thai tourists are prone to have more positive perceptions about travelling to Phuket expecting lower prices due to decreased demand. There are different points of view made among Thai tourists who have visited Phuket with a combination of patronising and criticizing. Participants shared their opinions about Phuket using relatively straightforward phrases and words. The most frequent ones are "Expensive", "rip off" such as "I would rather go to Pattaya, you take advantage of us." as they mentioned about the cost of taxis, food and beverages. The cause of development at the city level is believed to have been influenced by politics and corruption. Although the situation in Phuket may change such as discounted prices on accommodation and other services, subsidies from the government facilitate the affordability to visit Phuket. However, the negative image that appears to some tourists with extreme bad experiences says "it's not just the price it self discourages me, the humiliation of business owners is unacceptable "you, Phuket people used to be greedy…, now you deserve to struggle, you will not receive any empathy from me…" Moreover, the sense of safety concerns some tourists "travel to Phuket, better be safe from crime if you know someone…"., "I definitely do not dare to stay alone in Phuket…" (Pantip, 2018).

## 2.4 Information sources influencing destination image

Information sources are considered as stimulus factors. Baloglu (1999), according to Um and Crompton (1990) and *Um (1993)* model of pleasure destination choice, external factors influenced cognitive evaluation which contains different information sources. Gunn (1972) identifies information conveyed to tourists into two levels, organic; word-of-mouth and actual visitation exclude marketer's control and induced; marketer's effort of promoting materials. Whereas Gartner (1994) believes that the image forming process is derived from different agents or information sources which are (a) overt induced, part of mass media's advertising or information which distributed from marketing agents; (b) covert induced, using celebrities for places' promotion (c) autonomous, such as television programs, broadcasting news, documentaries, films regard to places; (d) organic, destination's information given from friends or family's opinions. Phelps (1986) referred to images formed by organic, induced, and autonomous sources as secondary images, which is the one

perceived before experiencing a destination in contrast to primary images formed by actual experience from visiting a place. Mansfeld (1992) stated that the secondary image is essential in decision-making made by tourists(e) past experience, however considering the secondary source of information that affected cognitive image. The study of the effect of prior visitation toward destination status confirmed that first time visitors and repeated visitors have significantly different images of the same place (McKercher & Wong, 2004). In addition, Lennon et al., (2001) stated that in the tourism context, past experience is more reliable than external sources because the need of receiving information elsewhere is weaker when the person has direct experience. Although in the past the traditional, induced information sources have been successful in marketing for destination management, however with the vast of internet usage the traditional way seems to be less and less effective compared to social media which has been emergent especially with the high growth of new technology (Law et al.;2014; Loda et al.; 2009). Another support by Xiang (2018) also confirmed technological advances increase the availability of the sources of information for tourists (Xiang, 2018). In reality, these new channels, in addition to having an influence on the tourist's cognitive space because of their dynamism, induced sources, like other induced sources, have the power to influence the affective realm, accessibility, interaction, and a wide range of material (Li, Pan, Zhang, & Smith, 2009; Molinillo et al., 2018). There has been little research on the impact of information quality on a destination's image. Some have demonstrated the role of credibility/reliability, primarily prior to the visit or throughout the information-gathering process. According to San Martn Gutiérrez and Rodrguez Del Bosque (2008), the trustworthiness of information sources is more important.

User-Generated information such as online reviews is considered reliable and increasingly influential rather than direct commercial source and service providers (Litvin et al., 2008). Moreover, customer' reviews represent congruent between service's users and service providers regarding service quality which is unknown before actual experiences (Ott, Cardie, & Hancock, 2012). Such first-hand knowledge from other tourists is helpful to potential visitors to decide where to visit and stay (Woodside & King, 2001). These days numerous travellers post personal opinions and recommendations freely which leads to the community of internet users globally (Dellarocas, 2003; Ludwig et al., 2013; Schlosser, 2011). Study of Yoo and Gretzel (2008) demonstrated that posting to a great extent is driven by social motives such as helping other travellers and self-enhancement. Such information online is worth the trust in travellers' point of view (Filieri, 2016; Sparks et al., 2013).

Regarding some studies, more than 80% of travelers rely on online reviews for the right selection of accommodation (TripAdvisor, 2014) and over 50% of travellers refuse to reserve a hotel room because of its negative reviews (Fox, 2019). Moreover (Lee & Oh, 2017) stated that sharing experiences about travelling demonstrates stronger self-enhancing than spreading Word of Mouth of material purchases. Yoo & Gretzel (2008) discovered that online travel posters are encouraged by the need for recognition from others. Recently, M. Y. Wu and Pearce (2016) came across that Chinese tourist enhance their self-image and to gain recognition from others by sharing their outbound travel experiences. (Scopelliti et al., 2015). It is common for tourists to brag online about their holiday trips with or without their consciousness of being boasters (Hoffman, 2014; Ogintz, 2016). The role of prior experience in the perception of a tourism destination in user-generated content research also confirmed that tourist knowledge obtained from UCG posure tends to positively increase their perception about a destination (Marchiori&Cantoni2015).

Based on those literatures the hypotheses are constructed as;

Ha: There is a difference in Phuket's image among different influential information sources.

## 2.5 Destination image attributes

A contextualized understanding is needed when developing a destination image's measurement scales, as destination image's dimensions and attributes may differ across different destinations (Chaulagain et al., 2019; Stylidis et al.,2017). Therefore to utilize most appropriate measure for Phuket has been adjust accordingly to geographic and previous study related to Thailand's image and perception of Thai residents According to the "Perceptions of international visitors and Thai residents", the result of Thai resident has shown that perception of Thai resident toward Thailand as a destination is the importance of sightseeing, friendliness of people, food, beaches, historic architecture, nature and wildlife, exotic destination, budget vacation (Henkel, et al., 2006). Likewise, for the same research using Pearson's R Evaluation confirmed the existing of top three Image Perceptions of Thailand as a tourist destination, the result show that cultural sightseeing (temples, museums, markets, crafts, festivals, etc.) has been ranked by 70 percent of Thai residents follow by beaches and nature then nature, wildlife and parks. Tourists have stereotyped images about destinations based on nature, historic interest, hotel design and tourism infrastructure therefore those attributes are necessary to be underlined (Sirgy&Su, 2000). According to Davies & Chun (2003), Principal of Orient

Pacific Century Market Research, every tourist destination in the world has a brand image associated with it. While factors such as cost and convenience play a role in tourism destination selection, the strongest factor and motivator is the image of a tourism destination (Davies & Chun, 2003). The images of tourism destinations are the destinations' brand identity that the general public perceives. These images either increase or decrease the chances of the destination being chosen by the vacation traveler. The effect of overall destination image on intention to visit due to destination image has long been an essential ascendant of tourist behaviour study.

Table 2.1 Destination attributes from past studies

| Author(s) /Year | Research topic | Destination Attributes |
|---|---|---|
| Echtner and Ritchie (1993) | The measurement of Destination Image: An Empirical Assessment | Landscape, Surrounding, Nature, Cultural attraction, Nightlife and entertainment, Shopping facilities, Information available, Sports facilities, Transportation, Accommodation, Gastronomy, Price, Value, Cost, Climate, Relaxation and massif, Accessibility, Safety, Social interaction, Resident's receptiveness, Originality, Service quality |
| Hu and Ritchie (1993) | Examine destination attractiveness according to different types of vacation experiences | Availability/quality of accommodations, Sport/Recreational opportunities, Scenery, Climate, Food, Entertainment, Historical attractions, Uniqueness, Accessibility, Cultural attractions, Festivals/special events, Shopping, Local transportation, Price level |
| Baloglu and McClearly (1997) | A Model of Destination Image Formation | Landscape, Surrounding, Cultural attraction. Nightlife and entertainment, Sports facilities, Accommodation, Gastronomy, Price, Value, Cost, Climate, Safety, Resident's receptiveness |

Table 2.1 Continued

| Author(s) /Year | Research topic | Destination Attributes |
|---|---|---|
| Pizam, Uriely, and Reichel (2000) | The intensity of tourist–host social relationship and its effects on satisfaction and change of attitudes: The case of working tourists in Israel | Employees of tourism businesses, in particular, are among the first locals the tourists meet and their attitudes toward tourists affect the way tourists are treated, thereby influencing their onsite experience and intention to recommend the destination to others |
| Henkel et., all (2006) | Thailand as a Tourist Destination: Perceptions of International Visitors and Thai Residents | cultural sightseeing, beaches, nightlife and entertainment, friendly people, exotic destination, budget vacation, historic architecture, hiking , health tourism |
| Jong-Hyeong Kim (2014) | The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences | Local culture, Variety of activities, Hospitality, Infrastructure, Environment Management, Accessibility, Quality of service, preserved area, Inspiring landscape, Cultural and ethnic tie, Unique architectures, Special cuisine |
| Brito and Pratas (2015) | Linking message strategies, tactics and brand destination attributes | Landscapes, Culture and history (including gastronomy), Services, Weather, Services, Relaxation, adventures, sports, wildlife, nightlife and entertainment, locals' attitudes, special events, price, close to other destination |
| Mussalam and Tajeddini (2016) | Tourism in Switzerland: How perceptions of place attributes for short and long holiday can influence destination choice | Natural resources, food quality, relaxation and heath, lifestyle, shopping, tourism infrastructure, transportation, variety of accommodation, information availability, service quality, price, safety and security, entertainment, special events, architecture |

Table 2.1 Continued

| Author(s) /Year | Research topic | Destination Attributes |
|---|---|---|
| Moon and Ha (2018) | Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island | Local culture, local hospitality, infrastructure, destination management, accessibility, quality of service, physiography, superstructure, quality of shopping, hedonics, peace of mind, involvement, escapism, trip satisfaction |
| Jeong Hyeong Kim (2020) | Destination Attributes Affecting Negative Memory: Scale Development and Validation | Safety, hospitality, infrastructure, environment, unethical business, unexpected incident |
| Schlesinge, Cervera-Taulet and Pérez-Cabañero (2020) | Exploring the links between destination attributes, quality of service experience and loyalty in emerging Mediterranean destinations | basic infrastructures, cleanliness, protection of natural resources, brand image, the hospitality of local people, Service quality, Price, Heritage resources, Cultural resources, Cleanliness |

## 2.6 Destination image stages and shifting

Empirical studies on the variations between pre-and post-trip images have confirmed that images shift. Secondary image or 'pre-visit' has been made before visit formed by different information resource as Echtner and Ritchie, 2003 stated "individuals can have an image of a destination although they have never visited it" then transition to a primary image or 'post-visit' become genuine experience (Beerli & Martin, 2004; Yilmaz, Utku (2009), Phelps ,1986; Chon,1992, içigen, Ekin, and Jani and Nguni (2016)) Likewise, Gartner and Hunt (1987), Pearce (1982) and Phelps (1986) highlighted that when a tourist actually visit a place, they tend to perceived more realistic, complex, which different from before visiting(secondary sources of information) Those promotional materials provides projected image of a destination because they create awareness, generate interest, stimulate desires, and ultimately result in action (Court and Lupton 1997; Selby and Morgan 1996). Fakeye and Crompton (1991) also concluded that eventually over advertising can hurt the image of a destination when expectation and actual product

are not met. Martin-Santana et al (2017) remarked that destination image has impact on tourist behaviour in all three stages which are pre visit, during visit and post visit. Emphasizing on potential tourists' prior visit to a place, perception of a destination has influence on decision making essentially due to intangibility of destination and limited knowledge about the place. Moreover, Goodall (1991) stated that a destination that has a negative image is more likely to not be chosen to visit while a positive image will drive intention to visit for future tourists (Tan&Wu. 2016). Similarly, there are demonstrations that non-visitors' future intentions to visit are positively influenced by cognitive and effective image (Kim & Stephenkova, 2015) and overall image (Choi et al.,2011).

## 2.7 The Covid-19 crisis in relation to the destination image

In regard of perceived risk, a favourable affective image takes place when perceived risk low prior arrival to a destination as a result minimizing uncertainty prior visitation will build familiarity of tourists with the destination (San Martín & Rodríguez del Bosque, 2008). Maslow (1943) stated that for travelers, safety is one of the crucial properties for a consumer. The consumer anticipates a number of disadvantages that arise from the choice of products, so his/her consumption process will consist of developing a strategy to choose a low-risk alternative. Despite the internal factors that influence perception and attitude of tourists, external variables also influence perceptions and force certain decisions. Health risks caused by Covid-19, are taken into account for new tourism behaviour (Chebli & Ben Said, 2020).

Destination image can be tarnished due to safety hazards such as diseases, crimes, natural disaster, terrorism and political instability (Xie et al., 2020). The confirmation of Covid19 is one of the important risks that influence the destination image. The immensity of Covid-19 pandemic certainly affects the behavioural changes among tourists and studying perception and risk in its regard is crucial (Triukose et al., 2021). The decision-making process will be more scrutinized in different stages of traveling. Destination is one of the first elements to consider whether or not they should visit the place when there is high potential of risk. The study of the impact of Covid-19 on tourist consumption behaviour perspective. The article concluded that, Covid-19 will influence travel habits in some distinct ways. Tourists will avoid travelling in groups and surrounded by high proximity which increases risk of the transmission. Also travel insurance plays an important role in securing their travel.  Hygiene and health issues are excessively emphasized. The

condition which is related to the destination will become one of the most crucial factors in travel decisions. Similar results from data collected from Thai tourists who travelled to Phuket. The study of Faculty of Hospitality and Tourism, found that, most importance factors affect destination selection during Covid-19 in Thai tourists are, sanitary standard implementation, sanitary information providing, cost and promotion in the destination, flexibility to adjust travel plans, avoiding group travel, lese well-known destination, and close proximity destination, respectively. Over the years, fear and inconsistent human behavior have been engendered by the outbreak of diseases or pandemics (Moukaddam, 2019), such as COVID-19. Pandemic is a substantial outbreak of infectious diseases that has psychological, economic and social effects on societies (Madhav et al., 2018). The consequences of each pandemic depend on its scale; thus, individuals' fear is significantly aroused by the fast outbreak of pandemics (Moukaddam, 2019). With respect to tourism, Giusti and Raya (2019) stated the major risks for visitors include health issues, crime, political issues and natural disasters. Additionally, Fennell (2017) concluded that factors and states regarding fear of travel are shock, panic, risk, worry, and anxiety (Chien et al., 2017; Matiza, 2020) concluded that prior traveling to a destination, tourists are more likely to perceive the risk of Covid-19 as health. This matter is proven by prediction of tourist behavior on information seeking and decision-making. Chien et al (2017) added that the high level of worry in tourists determined a significant level for travel health risk perceptions.

(Gómez-Díaz, 2021) conceptualized that Covid-19 might have influenced the destination image that derived from negative emotions of consumers or tourists in a tourism context.

## 2.8 National Covid-19 related situations and tourism's practices in Phuket

The table below shows the summary of the importance timeline of announcement, situation and practices by official organisations which relate to Phuket's tourism.

Table 2.2 National Covid-19 related situations and tourism's practices in Phuket

| Date | Situation/Announcement | Sources |
|------|------------------------|---------|
| 13 January 2020 | The Ministry of Public Health announced the first lab-confirmed novel coronavirus case in Thailand. Chinese government announces suspension of domestic and foreign travel companies. | (WHO, 2020) |
| 3 January 2020 | The Department of Disease Control has conducted surveillance and screening of passengers on routes that fly directly from Wuhan, China at Suvarnabhumi Airport. Don Muang Airport, Chiang Mai Airport and Phuket Airport. | (Bangkokpost, 2020) |
| 12 March 2020 | The Royal Thai government set up the Centre of state emergency CCSA for communication coordination in regard to Covid-19 situation. | (NNT, 2020) |
| 18 March 2020 | Phuket announcement s by governor of Phuket in regard temporary closure of boxing stadiums and sports stadiums, | (Phuket Government, 2020) |
| 20 March 2020 | Temporary closure for entertainment venues except restaurants with non-alcoholic drinks. | (Phuket Government, 2020) |
| 20 March 2020 | Closure of boxing facilities and water parks, all types of massage providers include spas, beaty, health centers, markets, martial arts schools, children recreation facilities. | (Royal Thai Government, 2020) |
| 26 March 2020 | Prime minister declared a state of emergency to barring gathering and meetings, close down risky places for the transmission and urged people to avoid travelling to other provinces. | (Royal Thai Government, 2020) |
| 26 March 2020 | Phuket Governor Asking for cooperation of tourists, both Thai and foreigners and foreigners who come to live in hotels, condominiums, condominiums or various places to stay not to leave the area of the place of residence to another place from 17.00 to 24.00. | (Phuket Government, 2020) |

Table 2.2 Continued

| Date | Situation/Announcement | Sources |
|------|------------------------|---------|
| 26 March 2020 | The Royal Thai government announced the state of emergency act (Curfew 22:00 hrs to 4:00 hrs) | (Prime Minister Office, 2020) |
| 30 March 2020 | Phuket Governor order to close the province for 30 days, allowing only vehicles to enter the province and only necessary things. | (Phuket Government ,2020) |
| 3 April 2020 | Enforcement of the state of emergency act (National curfew 22:00 hrs to 4:00 hrs) | (Prime Minister Office, 2020) |
| 3 April 2020 | The Phuket governor ordered the closure of all hotels in the province temporarily. | (Phuket Government ,2020) |
| 8 April 2020 | Closure between district and sub districts in Phuket from 13-26 April 2020 | (Phuket Government ,2020) |
| 20 April 2020 | "Amazing Thailand Safety and Health Administration: SHA certification has been introduced to increase standard tourism among international and domestic tourists. | (TAT, 2020) |
| 30 April 2020 | The Civil Aviation Authority of Thailand Issued an order to suspend operations at Phuket Airport for another 15 days from 1-15 May 2020. | (CAAT, 2020) |
| 19 May 2020 | Phuket Provincial Public Health Office (PPHO) reported zero case locally infection since April 3rd (610 cases) | (Phuket Government, 2020) |
| 17 May 2020 | Allowing reopening of shopping malls, restaurants, convention centres, wholesale markets and swimming pools. | (Phuket Government, 2020) |
| 15 July 2020 | "We Travel Together" Phase 2 has been launched. | Bangkokpost, 2020 |

Table 2.2 Continued

| Date | Situation/Announcement | Sources |
|------|------------------------|---------|
| 3 September 2020 | The Phuket Model project announced that foreign tourists will be allowed to enter Thailand under the Safe & Sealed Area program, where tourists will be restricted to areas and have health checks, get tested for COVID-19 from the country of origin before entering Thailand. | (TAT, 2020) |
| September 2020 | "Phuket Ded Tang Koh" campaign has been launched by the cooperation of Tourism Authority Thailand (TAT) and Phuket Tourist Association (PTA). | (TAT, 2020) |
| 23 September 2020 | The Coronavirus Disease 2019 Epidemic Administrative Center urges all relevant agencies to work together to drive and push the tourism policy, Special Tourist VISA 1 to stimulate the tourism economy of the country to be successful by setting it open for tourists on $1^{st}$ October 2020. The first phase will be open to tourists by requiring them to self-quarantine at an Alternative Quarantine Facility (ASQ) in Bangkok for 14 days before traveling to Phuket and phase 2 is open for tourists to fly directly to Phuket and Koh Samui. | (TAT, 2020) |
| 15-17 August 2020 | Testival Seafood & Gastronomy Phuket (Roi-Rim-Lay) took place to stimulate tourism activity. | (TAT, 2020) |
| 1 November 2020 | The Minister of Digital Economy and Society (DES) opened a prototype Smart Pier project by developing port management at Ao Por Port. Phuket Province for the province. Can know the information and the number of passengers in each boat. Collect video footage of passengers. with temperature screening of passengers before boarding the boat For the benefit of helping to take care of safety including screening and monitoring the epidemic. | (The Phuket News, 2020) |
| November 2020 | 8th Extended coronavirus emergency decree. | (TAT, 2020) |

Table 2.2 Continued

| Date | Situation/Announcement | Sources |
|------|------------------------|---------|
| 14 November 2020 | Welcomed diplomats and spouses from 15 countries to travel to Phuket under the Ambassador's Trip to Phuket 2020 program. | (Matichon, 2020) |
| 10 December 2020 | TAT launched the Alternative State Quarantine (ASQ) Paradise hotel booking platform at traveler's own expense foor Thai and Non-Thais nationals within a duration of 2 weeks Available locations are Bangkok, Phuket and Burirum. | (Bangkokpost, 2020) |
| 28 December 2020 | "We travel together" campaign launched by the government to stimulate spending power through domestic tourism by offsetting 40 % spending on flights, accommodation and food and beverage. | (Prachachart, 2020) |
| 1 July 2021 | Phuket is open for international tourists who are vaccinated under the "Phuket Sandbox". | (TAT, 2020) |
| 8 September 2021 | Phuket welcomes Thai tourists who are vaccinated and provide proof of bookings and accommodations. | (Manageronline, 2021) |

Based on those literatures the hypotheses are constructed as;

Ha: Destination images are perceived differently before Covid-19 and during Covid-19.

## 2.9 Conceptual framework

Based on the literature reviews, the conceptual framework is proposed as figure 2.1 The framework conceptualizes the destination image of Phuket during Covid-19 and before Covid-19. Phuket's images as a whole derive from different factors that influence tourists to perceive Phuket as a tourist destination. The variables have been adopted from past researches.

Figure 2.1 Conceptual framework
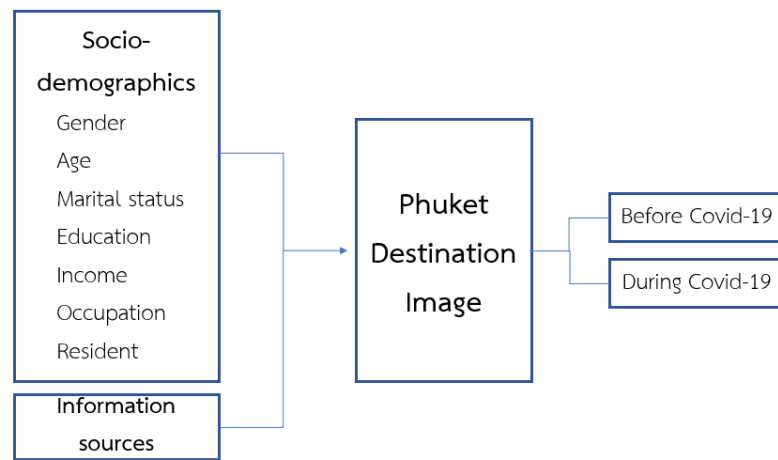
# Chapter 3

# Research methodology

This research is to gain an understanding of the destination image of Phuket from the perspective of Thai tourists during Covid-19. Quantitative data analysis has been employed as following details.

## 3.1 Sampling method

### 3.1.1 Sample size

To assign the sample size, Taro Yamane's formula was employed. The total Thai population aged 18 years and above is 51,883,501 who considered potential and repeated tourists of Phuket. Therefore, 51,581,811 was identified as a suitable number for the calculated sampling.

$$n = \frac{N}{1+Ne^2}$$

$$n = \frac{51,581,811}{1+51,581,811*0.05^2}$$

$n$ = 400

Where n: size of sample

N: size of population

e: allowance of error (5%)

According to the formula, a minimum of 400 respondents was determined to be effective number of participants in this study.

### 3.1.2 Quota sampling technique

In order to gain representativeness of data, quota sampling has been implemented to identify respondents who live in different regions. First to serve the objectives of the study and second to match the same portion with the actual population size. Percentage of each region based on the proximity of the population in each region as details following;

Table 3.1 Quota sampling technique

| Regions | Population | Percentage in ratio | Respondents (Estimated proportion) |
|---|---|---|---|
| Bangkok | 4,497,934 | 8.72% | 40 |
| Central | 8,407,835 | 16.30% | 70 |
| North | 9,356,941 | 18.14% | 70 |
| North East | 17,331,488 | 33.60% | 140 |
| East | 4,920,905 | 9.54% | 40 |
| South | 7,066,708 | 13.70% | 60 |
| Total | 51,581,811 | 100% | 420 |

Source: Tourism Authority Thailand and National Statistic Office Thailand, (2019)

### 3.1.3 Purposive sampling technique

To serve the objective 1 "to compare the destination image perceived by Thai tourists before and during Covid-19." To maximize the reliability of the data, purposive sampling has employed to select the data from tourists who have already been to Phuket at least in the past before Covid-19 occur and present when Covid-19 is ongoing. Therefore, the data from potential tourists are not illegible to be proceed for the paired sample t-test in data analysis process.

### 3.2 Validity and reliability

Preliminary to the questionnaire distribution, the drafted questionnaire or objectives congruence (IOC) has been reviewed by three experts who have extensive knowledge in the field of hospitality and tourism. A minimum score 0.75 is considered acceptable according to Turner & Carlson (2003). However, this questionaire's summary score was 0.99. The revision has been made accordingly to the comments. A pre-test was conducted online and by self-administered at Promthep cape (landmark of Phuket). 40 sets of questionnaires had been collected from Thai tourists. To test the reliability of the variables. The Cronbach test was implemented to test the reliability of the destination attributes. The alpha coefficient for the 37 items was .967, suggesting that the items have high internal consistency

and considered excellent (Cronbach, 1951) while the standard acceptable score is 0.70 as shown in the table below.

Table 3.2 Reliability test

| Cronbach's Alpha | N of Items |
| --- | --- |
| .967 | 37 |

As destination attributes were unclear to be put in a certain "name' or categorize (Tasci&Gartner, 2007) therefore, attributes from literatures have thoroughly chosen to be suitable characteristics by author and the experts in hospitality of Phuket. Additionally, without employing a factor analysis, this study gains better insight of the nuance of each attribute in detailed.

## 3.3 Data collection process

Due to the limitation of reaching tourists during Covid spread. Online survey was the most effective choice to collect data. The sequence of collecting data after drafted questionnaire was finalized. Started with getting permission to access Facebook groups through direct message to admin of the page for the restrict ones. Some group or page were opened freely for everyone to join. Facebook was the first priority to be distributed questionnaire because members are variety in generation and occupation. It is a big pool of potential tourists and repeated tourists were occupied. There were several groups where tourists gather together to share information about travel such as "Phuket travel", "Things to do in Phuket", "Review Phuket", "Travel Thailand", "The North people", "The Northeast people", "The South people", "Where to go Thailand". Each group contains a large number of members, not less than three thousand people. Similarly, approaching respondents from other social media such as LINE, Instagram, LinkedIn, Blockdit and Pantip (Thai discussion forum) was by posting with the link. To reach certain number of tourists as planned in quota strategy, researcher monitored the questionnaire form daily and stop accepting the answer from certain location when it reaches the number, meanwhile boosting post to other area when the number was lower than expected.

The post has been advertised with Google form link attached with pictures of Phuket and hotels. The instruction and the objectives of the study have been informed on the headline of the questionnaire. Moreover, the headlines deliberately convinced the respondent to complete the questionnaire I order to receive incentives in the form of gift vouchers. The incentive was offered to

maximize the attractiveness of the online questionnaire. Respondents who completed the survey were voluntarily filled in their contact information to participate in the lucky draw.

The survey was carried out during September to December 2021. The primary data was collected from 565 respondents, ineffective data has been eliminated, then 535 sets of data were accepted. 429 set of data belongs to repeated tourists whom were able to evaluate the difference of Phuket image from before Covid and during ongoing Covid period. Meanwhile, 106 respondents were respondents whom could only project image of Phuket without having been to Phuket before. The perception of these potential tourists considered valuable to analyze further.

### 3.3.1 Research design

A quantitative method was employed to test hypotheses using online surveys. The questionnaire was prepared in the Thai language creating in Google form and distributed through Facebook groups, LINE, Instagram, LinkedIn, Blockdit and Pantip. Facebook is one of the biggest platforms used among tourists in Thailand.

### 3.3.2 Consent question

To act in accordance with the Institutional Review Board, consent questions have been created for respondents to comply with completing the questionnaire, aligned with the informed objectives of the questionnaire and contact details of researcher. In order to complete the survey, the respondents have to first acknowledge and agree to the statement "I have been informed of the objectives of this survey and consent to my data being used"

### 3.3.3 Respondent's criteria

The criteria of respondents were required to obtain the reliability of data. Specific questions were asked as following;

1) Are you a Thai resident aged over 18 years old?

2) Are you currently living in Thailand (outside Phuket) and travelling outside of your home city at least once a year?

In order to identify type of tourists and to ensure that the applicable answer was collected from tourists who have experience in Phuket only (for those who select 2 and 3) to proceed the objective 1 which exclude potential tourists and first-time tourists.

1. Never travelled to Phuket before (skip number 2,3)

2. Have travelled to Phuket before the Covid-19 crisis

3. Have travelled between Covid-19 crisis (During January 2020 to the present)

## 3.4 Research Instrument and measurement

The questionnaire consists of five main parts as detailed below;

*Part 1: Travel information*

The first part of the questionnaire is designed to gain information about travel information in general. It required respondents to provide the experience domestically.

*Most current travel experiences*

Prior to the questionnaire, a screening question was asked to select one to distinguish the type of tourist weather they are existing tourists or potential tourists

1. Never ever visited Phuket (skip part 3)

This group of tourists would be unable to tell the experiences of visiting Phuket therefore the questionnaire was designed to skip the question in relation to impressions from the visit.

2. Have visited Phuket before the Covid-19

3. Have visited Phuket during the Covid-19

4. Have visited Phuket both periods (before and ongoing Covid)

The second and third groups initially have visited Phuket therefore they will be able to tell negative or positive feelings about Phuket.

Table 3.3 General travel information

| Variables | Instruments | Scale | Sources |
|---|---|---|---|
| Travel company | Checklist | Nominal | |
| Travel occasion | Checklist | Nominal | |
| Travel frequency | Checklist | Ordinal | TAT, 2020 |
| Last visited province | Checklist | Nominal | |

Table 3.4 Phuket travel experience

| Variables | Instrument | Scale | Sources |
|---|---|---|---|
| Number of times (visiting Phuket) | Checklist | Nominal | |
| Overall impression | Checklist | Interval | TAT, 2020 |
| Travel purpose | Checklist | Nominal (Multiple answers) | Javalgi, Thomas and Rao 1992) |
| Phuket in 3 words | Open-ended question | | Choi et al.,1999 |
| Bad experience | Open-ended question | | V. Taecharungroj and B. Mathayomchan (2019) |

To identify unique characteristics. An open-ended question was asked "What images or characteristics come to mind when you think of Phuket? In addition, negative experiences were asked the same way as it was the underlying negative image "What were your "terrible" experiences of Phuket" were required to give descriptive answers.

### Parts 3: Information sources influencing travel decision

The most effective source of information for decision making of travelling to Phuket was designed to select only one option out of five choices.

Table 3.5 Information sources

| Variables | Instrument | Scale | Sources |
|---|---|---|---|
| Social media channels | | | Ahmed (1991), Chon (1990) |
| Printed media | | | Dann (1996), Fakeye and |
| Word of mouth | | | Crompton (1991), Fridgen (1987), |
| Mass media channels (TV, shows, documentaries, movies) | Checklist (Choose 1 answer) | Nominal | Hu and Ritchie (1993), Milman and Pizam, (1995), Pearce (1982), Phelps |
| Past experience | | | (1986), Gartner (1994), Gunn (1972), Reynolds (1965) |

**Part 4 Destination attributes literatures**

Respondents were asked to compare and rate each item of destination attribute before the Covid-19 and during the crisis. of destination attributes were given to rate in Likert scale 1 to 5.

Destination image attributes were selected in accordance to Phuket's characteristics and previous studies. There are environment, accommodation, attractions, accessibility, shopping and dining, hygiene and cleanliness, activities and events and value for money. The measures were ranked from strongly disagree to strongly agree. Each item was gathered and adapted from different literatures as following;

Table 3.6 Destination attributes literatures

| Variables | Instrument/scale | Sources |
|---|---|---|
| Phuket has beautiful seas and beaches | | |
| Phuket has peaceful beaches and less crowd | Choose 1 answer/ | Driscoll, Lawson and Niven (1994) Jenkins, O (1999) |
| Phuket has beautiful viewpoints worth visiting | Interval Likert scale 1=strongly disagree | Baloglu, & McCleary (1999) Echtner & Ritchie (1993) |
| Phuket has nice weather, no pollution | 2=disagree | Gallarza et. al., (2002) |
| Overall, Phuket is a clean city | 3=neither agree nor disagree | Fakeye & Crompton (1991) |
| Phuket has traditions and unique culture such as vegetarian festivals | 4=agree 5=strongly agree | Beerli & Martín (2004) Nadeau et al., 2013 |
| Phuket is a "Smart city" | | Potwarka & Banyai, (2016) Kim et., al (2015) |
| Traveling in Phuket is convenient | | Wu et al., (2016) Wu et al., (2018) |
| Phuket has a variety of public transportation system | | Lee and Xue (2020) Zenker et al., (2019) |
| Phuket people are friendly | | Choe & Kim, (2018) |
| The service providers are welcoming Thai tourists very well | | |
| The service providers are welcoming international tourists very well | | |

Table 3.6 continued

| Variables | Instrument/scale | Sources |
|---|---|---|
| Phuket offers a wide range of quality accommodation | | |
| Landmarks with information to educate the tourists. | | |
| Phuket has a wide variety of tourist attractions. | | |
| Phuket has spas and massage parlours of standard and quality. | | |
| Phuket has hygienic and safe restaurants. | | |
| Phuket is a city worth spending. | | |
| Phuket has a high cost of living. | | |
| Phuket is an ideal city for relaxation and long-term stay. | | |
| Transportation fares are reasonable with distance. | | |
| Phuket offers safe marine activities such as water sports, boat trips. | | |
| Phuket is safe from natural disasters. | | |
| Phuket is safe from various crimes. | | |
| Phuket is safe from animal trafficking or abuse for tourism. | | |
| Road trips in Phuket are safe from accidents. | | |
| Many places in Phuket are safe from germs. | | |
| Phuket has all kinds of entertainment and entertainment. | | |

Table 3.6 continued

| Variables | Instrument/scale | Sources |
|---|---|---|
| Phuket offers a variety of activities for the whole family. | | |
| Most Phuket people have a good quality of life | | |
| Phuket has been recognised the City of Gastronomy by the Education Organization United Nations Science and Culture (UNESCO) | | Phetvaroon, K (2006) |
| Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | | |
| Phuket has beautiful street art that reflects the story on the buildings, houses and walls | | |
| Phuket has strict disease prevention and control measures such as safety hygienic standards (SHA) | | Schlesinger et at., (2020) Chebli&Said (2020) Zaman et al. (2021) |
| The places in Phuket are less crowded, making it attractive for tourism. | | |
| Phuket has flexible rules. To use services such cancellation free move of flights and so on. | | |
| People in Phuket are vaccinated thoroughly. Build confidence for tourists from other provinces | | |

## Part 5: Travel intention and recommendation

Travel intention' question was asked whether or not they would like to visit Phuket in the future and willingness to recommend to others regardless of destination attributes of Phuket.

Table 3.7 Travel intention and recommendation

| Variables | Instrument | Scale | Sources |
|---|---|---|---|
| Travel intention | | Interval | (Mayo, 1975; Baloglu & McCleary, 1999a; Buhalis, 2000; Beerli & Martin, 2004; Chen & Tsai, 2007). |
| Willingness to recommend others | | Interval | |

## Part 6: Respondent profiles

The respondent's information was designed to be answered at the last part of the questionnaire

Table 3.8 Respondent' profiles variables

| Variables | Instrument | Scale | Sources |
|---|---|---|---|
| Gender | Checklist | Nominal | |
| Age | Checklist | Ratio | Hunt (1975) |
| Education | Checklist | Ordinal | Scott et al., (1978) Crompton (1979) |
| Marital status | Checklist | Nominal | Ahmed (1991) Fakeye & Crompton (1991) |
| Income | Checklist | Ratio | Walmsley and Jenkins (1993) Baloglu (1997) |
| Occupation | Checklist | Nominal | |
| Residency | Checklist | Nominal | |

## 3.5 Online survey justification

According to the pandemic, mobility and travel have been limited. During the data collection time, people were unable to travel easily which resulted in a low number of actual tourists visiting Phuket. Thus, the online questionnaire has been developed to cope with the difficulty. By employing the online questionnaire, it helps lower the transmission of the Covid-19.

Moreover, due to the great number of internet users including Facebook users in Thailand in 2019 approximately 48.5 million from total population of 68.8 million (Statista, 2021). From the TAT report of tourist behaviour of information seeking, tourists using Facebook are at every stage of travelling including pre-trip during trip and post-trip. Facebook offers the sense of community and

gathers people who have similar interests. Travel groups too, information is abundant on the internet and they are more specific in Facebook group or page which contains certain knowledge or information that a tourist may look for. With this in mind, the popularity of Facebook draws attention of tourists all age to participate its platform. Önder et al., (2019) added that overwhelming information available on the internet is not as effective to find travel-related information. Additionally, other social media platform such as Instagram, LINE, Blockdit, Linkedin and Tiktok are included in approaching potential tourists. Mickleson, (1997) confirmed that, certain lifestyles, interests and experiences and hobbies of people are drawn to the internet environment as an assembly point.

## 3.6 Data analysis

Data was analyzed using Statistical Package for Social Sciences (SPSS)analysis with a series of steps.  First, data screening was carried out to check the accuracy of the data. Errors and incomplete data were removed. Coding was applied to facilitate the ease of the analysis. Steven (1996). Second, data was analysed from a simple step to more complicated ones. Third, opened-ended questions were analyzed using the KH coder program. Open-ended questions required content analysis to gain insightful, opinion and representational perspective of respondents (Popping, 2015)

According to the given hypotheses and research questions, data analyses are distributed below;

### 3.6.1 Descriptive statistics

Descriptive statistics were used to report the frequency of different variables followings;

1. Demographic profile; age, gender, marital status, education, occupation, income, residency.

2. General travel information; accompany travel frequency (normal time vs crisis time), place of visit.

3. Phuket experience; satisfaction level, frequency, the purpose of travel

4. Destination attributes; mean value and standard deviation of before and during Covid time.

### 3.6.2 T-test (Independent samples)

Independent samples T-test used to analyse the significant difference in mean values between genders (male vs female) and information sources (induced vs organic).

### 3.6.3 T-test (Paired-samples)

Paired-samples T-test was used to analyse the significant difference of the mean values of images, standard deviation, and t-value between 2 periods of time. The same tourists scored each attribute before and during the Covid-19 crisis (paired data).

### 3.6.4 Analysis of Variance (ANOVA)

The ANOVA was tested to examine significant differences among the five information sources that are influential in current images of Thai tourists, different age range, status, education, income, occupations and residency toward image attributes.

### 3.6.5 Content analysis

Content analysis used in particular the KH coder program was used to extract the frequent words mentioned by respondents. Two questions were asked with blank space for open-ended questions. The questions were;

1. What images or characteristics come to mind when you think of Phuket?

2. Please share any "terrible" experience of Phuket that you had (If applicable);

### 3.6.6 Interval measurement

Prior interpretation of data analysis, the meaning given through scores can be interpreted as followings;

| Mean Scores | Level of agreements/ Action |
|---|---|
| 4.21 – 5.00 | Strongly Agree / Very likely |
| 3.41 – 4.20 | Agree / Likely |
| 2.61 – 3.40 | Neutral / Neutral |
| 1.81 – 2.60 | Disagree / Likely |
| 1.00 – 1.80 | Strongly disagree / Very unlikely |

# Chapter 4

# Result

This chapter aims to report the result of the primary data which gathered from the questionnaires designed to find the answer to this study's objectives.

The online questionnaire was completed in November 2021. There were 563 questionnaires with 535 valid and 23 questionnaires were invalid due to the number of respondents reside in Phuket. Therefore, those answers were excluded from the study. The other invalid answers were non otherwise, due to the mandatory system fixed on the online questionnaires design. The data were screened and discussed in the previous chapter. The presentation of the result will be arranged in order of the following;

Table 4.1 Summary of objectives and data analysis techniques

| Details | Data analysis techniques |
| --- | --- |
| **Objective 1** | |
| To compare the destination image perceived by Thai tourists before and during Covid-19. | Paired sample t-test |
| **Objective 2** | |
| To examine the destination image of Phuket among Thai tourists. | Descriptive analysis |
| **Hypothesis 1:** | |
| Destination images are perceived differently before Covid-19 and during Covid-19. | Paired-sample t-test |
| **Hypothesis 2:** | |
| There is a difference in Phuket's image among Thai tourists' different genders. | Independent t-test |
| **Hypothesis 3:** | |
| There is a difference in Phuket's image among Thai tourists different ages. | One-way ANOVA |
| **Hypothesis 4:** | |
| There is a difference in Phuket's image among Thai tourists' different income. | One-way ANOVA |
| **Hypothesis 5:** | |
| There is a difference in Phuket's image among Thai tourists' different education. | One-way ANOVA |

Table 4.1 Continued

| Details | Data analysis techniques |
|---|---|
| **Hypothesis 6:** | |
| There is a difference in Phuket's image among Thai tourists' different marital status. | One-way ANOVA |
| **Hypothesis 7:** | |
| There is a difference in Phuket's image among Thai tourists' different occupation. | One-way ANOVA |
| **Hypothesis 8:** | |
| There is a difference in Phuket's image among Thai tourists' different residency. | One-way ANOVA |
| **Hypothesis 9:** | |
| There is a difference in Phuket's image among different influential information sources. | Independent t-test |

## 4.1 Demographic profiles

Table 4.2 Summary of demographic profiles

| Variables | | Frequency (n=535) | Percentage (%) |
|---|---|---|---|
| **Gender** | Male | 171 | 32 |
| | Female | 364 | 68.0 |
| **Age** | 18-23 years old | 69 | 12.9 |
| | 24-29 years old | 118 | 22.1 |
| | 30-35 years old | 74 | 13.8 |
| | 36-41 years old | 111 | 20.7 |
| | 42-47 years old | 98 | 18.3 |
| | 48-53 years old | 31 | 5.8 |
| | 54-59 years old | 23 | 4.3 |
| | Over 60 years old | 11 | 2.1 |
| **Marital status** | Single | 230 | 43.0 |
| | In a relationship | 64 | 12.0 |
| | Married with no children | 34 | 6.4 |
| | Married with children | 188 | 35.1 |
| | Widowed | 7 | 1.3 |
| | Divorced | 12 | 2.2 |

Table 4.2 Continued

| Variables | | Frequency (n=535) | Percentage (%) |
|---|---|---|---|
| Education | Primary education or lower | 7 | 1.3 |
| | Junior High School/Vocational | 42 | 7.9 |
| | High School/Vocational | 67 | 12.5 |
| | Bachelor degree | 346 | 64.7 |
| | Master degree | 61 | 11.4 |
| | Doctorate degree | 12 | 2.2 |
| Occupation | Student | 48 | 9.0 |
| | Company employee | 176 | 32.9 |
| | Government employee/private enterprise partnership | 95 | 17.8 |
| | Own business/entrepreneurship | 96 | 17.9 |
| | Agricultural worker | 14 | 2.6 |
| | Self-employed/freelance | 57 | 10.7 |
| | General labour | 22 | 4.1 |
| | Housewife/househusband | 10 | 1.9 |
| | Retired or unemployed | 17 | 3.2 |
| Monthly Income | Below 10,000 baht | 82 | 15.3 |
| | 10,001 – 15,000 baht | 103 | 19.3 |
| | 15,001 – 25,000 baht | 84 | 15.7 |
| | 25,001 – 45,000 baht | 159 | 29.7 |
| | 45,001 – 75,000 baht | 65 | 12.1 |
| | Over 75,000 baht | 42 | 7.9 |
| Residency | North | 76 | 14.2 |
| | North East | 146 | 27.3 |
| | Central | 126 | 23.6 |
| | East | 45 | 8.4 |
| | South | 73 | 13.6 |
| | Bangkok | 69 | 12.9 |

**Gender**

The result showed that the majority of respondents were 364 female (68%) and 171 male (32%).

**Age**

Majority of 118 respondents (22.1%) were between 24-29 years old, 111 respondents (20.7%) were between 36-41 years old, 98 (18.3%) respondents were between 42-47 years old, 74 respondents (13.8%) were between 3.-35 years

old, 69 respondents (12.9%) were between 18-23 years old, 31 respondents (5.8%) were between 48-53 years old, 23(4.3%) respondents were between 54-59 years old and 11 respondents (2.1%) were over 60 years old.

### Marital status

Almost half of respondents were single at 230(43%) persons, followed by married with children 188(35.1%) person, in a relationship 64(12%) persons, married without children 34(6.4%) persons, divorced 12(2.2%) and widowed 7(1.3%), respectively.

### Education

More than half of respondents hold bachelor degree at 346(64.7%) persons, followed by high school 67(12.5%) persons, master degree 61(11.4%) persons, junior high school 42(7.9%) persons, doctorate degree 12(2.2%) persons and below primary school 7(1.3%) persons, respectively.

### Occupation

Majority of respondents were company employees at 176 (32.9%) persons, followed by own business/entrepreneurship at 96(17.9%) close to government employee/private enterprise partnership at 95(17.8%), self-employed/freelance at 57(10.7%), students at 48(9%), general labours 22(4.1%), retired or unemployed 17(3.2%), agricultural workers 14(2.6%) and housewife/househusband 10(1.9%), respectively.

### Income

Monthly income of most respondents were 25-45 thousand Thai baht at 159(29.7%), followed by 10-15 thousand THB 103(19.3%), 15-25 thousand THB 84(15.7%), below 10 thousand THB 82(15.3%), 45-75 thousand THB 65(12.1%) and over 75 thousand THB 42(7.9%), respectively.

### Residency

In accordance to quota sampling of 6 regions in Thailand. Respondents' residency was from the North East 146 persons (27.3%), Central 126(23.6%), North 76(14.2%), South 73(13.6%), Bangkok 69(12.9) and East 45(8.4%).

**4.2 General travel information**

Table 4.3 Summary of general travel information in normal time.

| | Variables | Frequency (n=535) | Percentage (%) |
|---|---|---|---|
| Travel company | Friends | 149 | 27.9 |
| | Family | 262 | 49.0 |
| | Myself | 24 | 4.50 |
| | Partner | 100 | 18.7 |
| Travel Occasion | Only weekends and public holidays | 169 | 31.6 |
| | Vacation leave from work | | |
| | Any convenient day(s) | 132 | 24.7 |
| | Special occasions such as birthdays, | 205 | 38.3 |
| | wedding, anniversary | 29 | 5.4 |
| Yearly travel Frequency | Number of times | | |
| | 1 | 85 | 15.9 |
| | 2 | 109 | 20.4 |
| | 3 | 102 | 19.1 |
| | 4 | 54 | 10.1 |
| | 5 | 60 | 11.2 |
| | 6 | 17 | 3.2 |
| | 7 | 6 | 1.1 |
| | 8 | 8 | 1.5 |
| | 9 | 3 | 0.4 |
| | More than 10 | 91 | 17.0 |

**Travel companies**

Travel companies were among respondents where almost half of them travel with family, 262 (49%), followed by friends, partners and alone at 149(27.9%), 100(18.7%) and 24(4.5%) respectively.

**Travel occasion**

In terms of travel occasions in the normal time before the Covid-19 crisis, 205 (38.3%) respondents travelled on convenient days, 169 (31.6%) travelled only on weekends and public holidays. 132 (24.7%) travelled on vacation leave from work and 29 (5.4%) travelled on special occasions such as birthdays, weddings, anniversaries.

**Travel frequency**

Travel frequency domestically occupied 109(20.4%) respondents travel 2 times yearly, 102 (19.1%) respondents travel 3 times yearly, 91(7%) respondents travel more than 10 times yearly, 85(15.9%) respondents travel once a

year, 60(11.2%) respondents travel 5 times yearly ,54(10.1%) respondents travel 4 times yearly. Respondents who travel between 6-9 times yearly have an accumulation of 34 (6.2%) persons.

## 4.3 Phuket Travel experience

Table 4.4 Phuket Travel experience including travel purpose, information sources, impression, intention to visit and intention to recommend.

| | Variables | Frequency (n=535) | Percentage (%) |
|---|---|---|---|
| Phuket Travel Experience | Never been to Phuket | 106 | 19.8 |
| | Been to Phuket before Covid | 277 | 51.8 |
| | Been to Phuket during Covid | 152 | 28.4 |
| (Number of total visits in Phuket) | 1 | 72 | 13.5 |
| | 2 | 77 | 14.4 |
| | 3 | 63 | 11.8 |
| | 4 | 53 | 9.9 |
| | 5 | 41 | 7.7 |
| | 6 | 6 | 1.1 |
| | 7 | 3 | 0.6 |
| | 8 | 8 | 1.5 |
| | 9 | 5 | 0.9 |
| | 10 and more | 99 | 18.6 |
| Travel Purpose (Multiple selections) | Leisure | 343 | 80 |
| | Discounts and promotions during the Covid-19 | 87 | 20.3 |
| | Visit family / relatives / friends | 77 | 17.9 |
| | Business contacts and work | 60 | 14 |
| | Government Campaign | 73 | 17 |
| | Others | 6 | 1.4 |
| Information Sources | Posting by famous people or bloggers through social media such as Facebook, Instagram, etc | 262 | 61.1 |
| | Printed media such as magazines, travel books | 11 | 2.6 |
| | Having seen Phuket on movies, dramas, TV shows, news and documentaries | 9 | 2.1 |
| | Word of mouth from someone close to you | 30 | 7 |
| | My own experience of having been to Phuket | 117 | 27.3 |

Table 4.4 Continued

| Variables | | Frequency (n=429) | Percentage (%) |
|---|---|---|---|
| **Overall impression** | | | |
| (Applicable for | Very dissatisfied | 2 | 0.5 |
| tourists who have | Somewhat dissatisfied | 3 | 0.7 |
| been 2 period of | Neither satisfied nor dissatisfied | 46 | 10.7 |
| times) | Somewhat satisfied | 212 | 49.4 |
| | Very satisfied | 166 | 38.7 |
| **Intention to visit** | Very unlikely | 4 | 80.9 |
| | Unlikely | 4 | 0.9 |
| | Neutral | 60 | 14 |
| | Likely | 169 | 39.4 |
| | Very likely | 192 | 44.8 |
| **Intention to** | Very unlikely | 3 | 0.7 |
| **recommend** | Unlikely | 6 | 1.4 |
| | Neutral | 64 | 14.9 |
| | Likely | 162 | 37.8 |
| | Very likely | 194 | 45.2 |

**Phuket Travel experience**

As the table above, respondents were divided into three categories to distinguish experience of traveling to Phuket. 106 (19.8%) of respondents have never been to Phuket before, 277 (51.8%) have been to Phuket before Covid crisis (before January 2020) while 152 (28.4%) have been to Phuket during Covid crisis (from January 2020 to present).

**Number of total visits in Phuket**

The result shown that the majority of respondents visit Phuket more than 10 times accounted 99 persons (18.6%), while 77 persons (14.4%) travel to Phuket 2 times, 72 person (13.5%) only been to Phuket once ither before or during Covid time. Whilst, people who travel 3 times were 63 persons (11.5%), 4 times were 53 persons (9.9%), 5 times were 41 persons (7.7%) and accumulation of 22 persons (4.1%) travel 5-9 times.

**Travel purpose**

Of total 429 respondents, travel purpose was given multiple choices. The most frequent reason were leisure 343 (80%) respondents, followed by discounts and promotions during the Covid-19, visit family friends and relatives, government campaign, business contacts and work and others accounted 87(20.3%), 77(17.9%), 73(917%), 60(14%), respectively.

### Information sources

In terms of information sources that have been most influential in making the decision to visit Phuket. More than half of the 262 (61.1%) people visit Phuket because of postings by famous people or bloggers through social media such as Facebook, Instagram, etc. Followed by 117(27.3%) persons were influenced by their own experience of having been to Phuket, 30 (7%) were influenced by word of mouth from someone close to them, 11 (2.6%) persons were influenced by printed media such as magazines, travel books, 9 (2.1%) were influenced by having seen Phuket on movies, dramas, TV shows, news and documentaries.

### Overall impression

Overall impression toward tourists who have been in Phuket totally 429 respondents. 212 (39.6%) were somewhat satisfied, while 166 (31%) were very satisfied. Followed by neither satisfied nor dissatisfied, somewhat dissatisfied and very dissatisfied 46 (8.6%), 3 (0.6%) and 2 (0.4%), respectively.

### Intention to visit

In terms of intention to visit, total 429 respondents, almost half accounted 192 (44.8%) were very likely to visit. 169 (39.4%) were likely to visit. 60 (14%) were in neutral intention. 4(0.9%) were unlikely to same amount also unlikely to visit.

### Recommend to others

In Recommending to others, most of respondents were likely to do so with 194 (45.2%). Followed by likely 162 (37.8 %), neutral 64 (14.9%), unlikely 6 (1.4%) and very unlikely 3 (0.7%), respectively.

## 4.4 The overall level of agreement of destination attributes before Covid-19

Table 4.5 Overall mean and standard deviation of destination attributes before Covid-19

| | Attributes | Strongly Disagree (1) (%) | Disagree (2) (%) | Neutral (3) (%) | Agree (4) (%) | Strongly Agree (5) (%) | Mean | S.D. |
|---|---|---|---|---|---|---|---|---|
| AT1 | Phuket has beautiful seas and beaches | 3.90 | 6.70 | 25.00 | 38.30 | 26.00 | 3.76 | 1.04 |
| AT2 | Phuket has peaceful beaches and less crowds | 16.80 | 24.86 | 28.22 | 18.88 | 11.21 | 2.83 | 1.24 |
| AT3 | Phuket has beautiful viewpoints worth visiting | 3.70 | 4.90 | 20.40 | 40.00 | 31.00 | 3.90 | 1.02 |
| AT4 | Phuket has nice weather, no pollution | 6.00 | 12.50 | 33.30 | 32.30 | 15.90 | 3.40 | 1.08 |
| AT5 | Overall, Phuket is a clean place | 5.00 | 13.80 | 31.80 | 33.60 | 15.70 | 3.41 | 1.07 |
| AT6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.90 | 6.00 | 19.30 | 39.40 | 31.40 | 3.88 | 1.04 |
| AT7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.00 | 7.50 | 25.00 | 40.20 | 24.30 | 3.75 | 1.00 |
| AT8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 3.00 | 5.60 | 18.10 | 42.10 | 31.20 | **3.93** | 0.99 |
| AT9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 2.80 | 5.40 | 22.80 | 40.60 | 28.40 | 3.86 | 0.98 |
| AT10 | Phuket is a "Smart city" | 6.50 | 14.40 | 31.60 | 32.70 | 14.80 | 3.35 | 1.10 |
| AT11 | Traveling in Phuket is convenient | 10.70 | 13.30 | 26.20 | 34.20 | 15.70 | 3.31 | 1.20 |
| AT12 | Phuket has a variety of public transportation systems | 12.70 | 14.60 | 27.50 | 30.30 | 15.00 | 3.20 | 1.23 |
| AT13 | Phuket people are friendly | 3.90 | 6.40 | 25.80 | 42.10 | 21.90 | 3.72 | 1.00 |

Table 4.5 Continued

| Attributes | | Strongly Disagree (1) (%) | Disagree (2) (%) | Neutral (3) (%) | Agree (4) (%) | Strongly Agree (5) (%) | Mean | S.D. |
|---|---|---|---|---|---|---|---|---|
| AT14 | The service providers are welcoming Thai tourists very well | 5.40 | 9.20 | 25.00 | 39.30 | 21.10 | 3.62 | 1.08 |
| AT15 | The service providers are welcoming international tourists very well | 3.00 | 4.50 | 17.80 | 42.10 | 32.70 | **3.97** | 0.98 |
| AT16 | Phuket offers a wide range of quality accommodation | 3.00 | 3.70 | 16.10 | 43.90 | 33.30 | **4.01** | 0.96 |
| AT17 | Attractions provide sufficient information to educate the tourists | 3.40 | 7.10 | 23.00 | 43.90 | 22.60 | 3.75 | 0.99 |
| AT18 | Phuket has a wide variety of tourist attractions | 2.60 | 3.70 | 17.80 | 45.60 | 30.30 | **3.97** | 0.93 |
| AT19 | Phuket has spas and massage parlours of a high standard and quality | 2.60 | 4.10 | 23.90 | 41.30 | 28.00 | 3.88 | 0.95 |
| AT20 | Phuket has hygienic and safe restaurants | 2.40 | 4.50 | 23.60 | 43.20 | 26.40 | 3.87 | 0.94 |
| AT21 | Phuket is a place worth spending money in | 5.20 | 11.60 | 28.20 | 37.90 | 17.00 | 3.50 | 1.07 |
| AT22 | Phuket has a high cost of living | 2.80 | 2.80 | 12.50 | 39.30 | 42.60 | **4.16** | 0.94 |
| AT23 | Phuket is an ideal city for relaxation and long-term stay | 5.00 | 9.90 | 27.30 | 37.60 | 20.20 | 3.58 | 1.07 |
| AT24 | Transportation fares are reasonable for the distance | 17.80 | 19.40 | 26.00 | 23.70 | 13.10 | 2.95 | 1.29 |
| AT25 | Phuket offers safe marine activities such as water sports, boat trips | 2.80 | 7.70 | 29.70 | 40.20 | 19.60 | 3.66 | 0.97 |
| AT26 | Phuket is safe from natural disasters | 3.70 | 10.30 | 34.60 | 36.60 | 14.80 | 3.48 | 0.99 |
| AT27 | Phuket is safe from various crimes | 7.30 | 14.60 | 39.60 | 30.30 | 8.20 | 3.18 | 1.02 |
| AT28 | Phuket is safe from animal trafficking or abuse for tourism | 7.50 | 11.40 | 36.30 | 31.80 | 13.10 | 3.32 | 1.08 |
| AT29 | Road trips in Phuket are safe from accidents | 6.70 | 16.10 | 35.00 | 31.60 | 10.70 | 3.23 | 1.06 |

Table 4.5 Continued

| Attributes | Strongly Disagree (1) (%) | Disagree (2) (%) | Neutral (3) (%) | Agree (4) (%) | Strongly Agree (5) (%) | Mean | S.D. |
|---|---|---|---|---|---|---|---|
| AT30 Many places in Phuket are safe from germs | 6.00 | 11.60 | 36.60 | 33.60 | 12.10 | 3.34 | 1.03 |
| AT31 Phuket has all kinds of entertainment | 2.60 | 5.20 | 20.40 | 41.10 | 30.70 | **3.92** | 0.97 |
| AT32 Phuket offers a variety of activities for the whole family | 3.00 | 3.60 | 20.60 | 46.20 | 26.70 | 3.90 | 0.94 |
| AT33 Most Phuket people have a good quality of life | 3.00 | 6.70 | 27.70 | 43.20 | 19.40 | 3.69 | 0.96 |
| AT34 Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.60 | 11.20 | 29.50 | 36.80 | 18.90 | 3.56 | 1.03 |
| AT35 The places in Phuket are less crowded, making it attractive for tourism | 8.00 | 13.80 | 32.90 | 31.40 | 13.80 | 3.29 | 1.12 |
| AT36 Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 5.20 | 12.10 | 38.50 | 31.20 | 12.90 | 3.34 | 1.02 |
| AT37 A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 8.40 | 10.50 | 31.40 | 33.60 | 16.10 | 3.39 | 1.13 |

**Result of overall mean and standard deviation of destination attributes before Covid-19**

Of tourists who have been to Phuket before the Covid time. The result showed that, the destination attributes measurement items standard deviation ranged from .93 to 1.29 and the mean ranged from 2.83 to 4.16. The top five with the highest means are followings;

1st "Phuket has a high cost of living", mean = 4.16, S.D. = 0.94

2nd "Phuket offers a wide range of quality accommodation", mean= 4.01, S.D.= 0.96

3rd "The service providers are welcoming international tourists very well", mean = 3.97, S.D. 0.98 and "Phuket has a wide variety of tourist attractions", mean = 3.97, S.D. = 0.93

4th "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures", mean = 3.93, S.D. = 0.99

5th "Phuket has all kinds of entertainment", mean = 3.92, S.D. = 0.97

**4.5 The overall level of agreement of destination attributes during Covid-19**

Table 4.6 Overall mean and standard deviation of destination attributes during Covid-19 (N=429)

| Attributes | | Strongly Disagree (1) (%) | Disagree (2) (%) | Neutral (3) (%) | Agree (4) (%) | Strongly Agree (5) (%) | Mean | S.D. |
|---|---|---|---|---|---|---|---|---|
| AB1 | Phuket has beautiful seas and beaches | 2.60 | 3.60 | 9.50 | 37.90 | 46.40 | **4.22** | 0.94 |
| AB2 | Phuket has peaceful beaches and less crowds | 5.20 | 6.20 | 15.00 | 36.40 | 37.20 | 3.94 | 1.11 |
| AB3 | Phuket has beautiful viewpoints worth visiting | 3.20 | 3.20 | 13.10 | 38.30 | 42.20 | **4.13** | 0.97 |
| AB4 | Phuket has nice weather, no pollution | 3.60 | 6.40 | 20.40 | 36.80 | 32.90 | 3.89 | 1.05 |
| AB5 | Overall, Phuket is a clean place | 2.40 | 6.00 | 20.00 | 42.40 | 29.20 | 3.90 | 0.97 |
| AB6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 4.10 | 8.40 | 24.10 | 35.90 | 27.50 | 3.74 | 1.08 |
| AB7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.00 | 7.90 | 26.70 | 37.60 | 24.90 | 3.73 | 1.02 |
| AB8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 2.60 | 5.20 | 18.50 | 38.10 | 35.50 | **3.99** | 0.99 |
| AB9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 2.40 | 5.40 | 21.30 | 39.40 | 31.40 | 3.92 | 0.98 |
| AB10 | Phuket is a "Smart city" | 5.20 | 14.40 | 32.10 | 32.00 | 16.30 | 3.40 | 1.08 |
| AB11 | Traveling in Phuket is convenient | 9.00 | 16.60 | 25.60 | 30.30 | 18.50 | 3.33 | 1.21 |

Table 4.6 Continued

| | Attributes | Strongly Disagree (1) (%) | Disagree (2) (%) | Neutral (3) (%) | Agree (4) (%) | Strongly Agree (5) (%) | Mean | S.D. |
|---|---|---|---|---|---|---|---|---|
| AB12 | Phuket has a variety of public transportation systems | 12.50 | 16.30 | 28.80 | 28.40 | 14.00 | 3.15 | 1.22 |
| AB13 | Phuket people are friendly | 3.00 | 6.70 | 24.10 | 41.70 | 24.50 | 3.78 | 0.99 |
| AB14 | The service providers are welcoming Thai tourists very well | 3.20 | 6.20 | 20.20 | 43.60 | 26.90 | 3.85 | 0.99 |
| AB15 | The service providers are welcoming international tourists very well | 2.80 | 4.70 | 17.80 | 40.90 | 33.80 | 3.98 | 0.98 |
| AB16 | Phuket offers a wide range of quality accommodation | 2.80 | 3.70 | 17.80 | 40.20 | 35.50 | **4.02** | 0.97 |
| AB17 | Attractions provide sufficient information to educate the tourists | 3.20 | 7.30 | 23.60 | 41.70 | 24.30 | 3.77 | 1.00 |
| AB18 | Phuket has a wide variety of tourist attractions | 3.00 | 4.30 | 21.10 | 42.40 | 29.20 | 3.90 | 0.97 |
| AB19 | Phuket has spas and massage parlours of a high standard and quality | 3.00 | 5.20 | 26.50 | 39.10 | 26.20 | 3.80 | 0.98 |
| AB20 | Phuket has hygienic and safe restaurants | 2.40 | 4.90 | 22.60 | 43.40 | 26.70 | 3.87 | 0.94 |
| AB21 | Phuket is a place worth spending money in | 3.00 | 9.20 | 25.20 | 40.90 | 21.70 | 3.69 | 1.01 |
| AB22 | Phuket has a high cost of living | 2.40 | 4.30 | 18.50 | 37.60 | 37.20 | **4.03** | 0.97 |
| AB23 | Phuket is an ideal city for relaxation and long-term stay | 4.10 | 7.70 | 25.20 | 38.90 | 24.10 | 3.71 | 1.04 |
| AB24 | Transportation fares are reasonable for the distance | 12.70 | 18.30 | 29.70 | 24.30 | 15.00 | 3.10 | 1.23 |
| AB25 | Phuket offers safe marine activities such as water sports, boat trips | 2.40 | 7.50 | 30.70 | 38.50 | 20.90 | 3.68 | 0.97 |
| AB26 | Phuket is safe from natural disasters | 3.90 | 9.00 | 34.60 | 36.10 | 16.40 | 3.52 | 1.00 |

Table 4.6 Continued

| | Attributes | Strongly Disagree (1) (%) | Disagree (2) (%) | Neutral (3) (%) | Agree (4) (%) | Strongly Agree (5) (%) | Mean | S.D. |
|---|---|---|---|---|---|---|---|---|
| AB27 | Phuket is safe from various crimes | 6.50 | 14.80 | 37.90 | 30.80 | 9.90 | 3.23 | 1.03 |
| AB28 | Phuket is safe from animal trafficking or abuse for tourism | 6.70 | 10.80 | 37.90 | 29.50 | 15.00 | 3.35 | 1.07 |
| AB29 | Road trips in Phuket are safe from accidents | 5.80 | 13.50 | 33.60 | 34.00 | 13.10 | 3.35 | 1.05 |
| AB30 | Many places in Phuket are safe from germs | 6.40 | 12.90 | 38.70 | 30.30 | 11.80 | 3.28 | 1.04 |
| AB31 | Phuket has all kinds of entertainment | 4.30 | 8.20 | 31.00 | 34.80 | 21.70 | 3.61 | 1.05 |
| AB32 | Phuket offers a variety of activities for the whole family | 3.20 | 4.90 | 24.70 | 42.40 | 24.90 | 3.81 | 0.97 |
| AB33 | Most Phuket people have a good quality of life | 5.40 | 9.70 | 34.00 | 35.50 | 15.30 | 3.46 | 1.04 |
| AB34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.60 | 6.20 | 28.20 | 39.30 | 22.80 | 3.72 | 1.00 |
| AB35 | The places in Phuket are less crowded, making it attractive for tourism | 3.40 | 7.50 | 30.80 | 36.40 | 21.90 | 3.66 | 1.01 |
| AB36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.70 | 7.50 | 36.60 | 36.40 | 15.70 | 3.53 | 0.97 |
| AB37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 5.00 | 7.70 | 28.60 | 39.10 | 19.60 | 3.61 | 1.04 |

**Result of Overall mean and standard deviation of destination attributes before Covid-19**

During the Covid time, the destination attribute's measurement standard deviation ranged from .94 to 1.22 and the mean ranged from 3.10 to 4.22. The top five with highest means are followings;

1st "Phuket has beautiful seas and beaches", mean = 4.22. S.D. = 0.94

2nd "Phuket has beautiful viewpoints worth visiting", mean = 4.13, S.D. = 0.97

3rd "Phuket has a high cost of living", mean = 4.03, S.D. = 0.97

4th "Phuket offers a wide range of quality accommodation", mean= 4.02, S.D. = 0.97

5th "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures", mean = 3.99, S.D. = 0.99

## 4.6 The differences of destination attributes between before and during Covid-19

Table 4.7 A Paired sample T-test of destination attributes between before and during Covid-19

| Attributes | | Before | | During | | Mean | t-value | Sig | 95% Confidence Interval | | Ranking |
| | | Mean | SD | Mean | SD | | | | Lower | Upper | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| AB1 | Phuket has beautiful seas and beaches | 3.76 | 1.04 | 4.22 | 0.94 | -0.46 | -10.67 | 0.000* | -0.55 | -0.38 | 4 |
| AB2 | Phuket has peaceful beaches and less crowds | 2.83 | 1.24 | 3.94 | 1.11 | -1.11 | -17.48 | 0.000* | -1.24 | -0.99 | 1 |
| AB3 | Phuket has beautiful viewpoints worth visiting | 3.90 | 1.02 | 4.13 | 0.97 | -0.24 | -6.49 | 0.000* | -0.31 | -0.16 | 8 |
| AB4 | Phuket has nice weather, no pollution | 3.40 | 1.08 | 3.89 | 1.05 | -0.50 | -11.89 | 0.000* | -0.58 | -0.41 | 3 |
| AB5 | Overall, Phuket is a clean place | 3.41 | 1.07 | 3.90 | 0.97 | -0.49 | -13.49 | 0.000* | -0.56 | -0.42 | 2 |
| AB6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.88 | 1.04 | 3.74 | 1.08 | 0.14 | 4.51 | 0.000* | 0.08 | 0.20 | |
| AB7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.75 | 1.00 | 3.73 | 1.02 | 0.02 | 0.78 | 0.435 | -0.03 | 0.07 | |
| AB8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 3.93 | 0.99 | 3.99 | 0.99 | -0.06 | -2.15 | 0.032* | -0.11 | -0.01 | 19 |
| AB9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 3.86 | 0.98 | 3.92 | 0.98 | -0.06 | -2.24 | 0.025* | -0.11 | -0.01 | 17 |
| AB10 | Phuket is a "Smart city" | 3.35 | 1.10 | 3.40 | 1.08 | -0.05 | -2.16 | 0.031* | -0.09 | 0.00 | 18 |
| AB11 | Traveling in Phuket is convenient | 3.31 | 1.20 | 3.33 | 1.21 | -0.02 | -0.51 | 0.607 | -0.08 | 0.05 | |
| AB12 | Phuket has a variety of public transportation systems | 3.20 | 1.23 | 3.15 | 1.22 | 0.05 | 2.37 | 0.018* | 0.01 | 0.09 | |
| AB13 | Phuket people are friendly | 3.72 | 1.00 | 3.78 | 0.99 | -0.06 | -3.16 | 0.002* | -0.10 | -0.02 | 15 |

Table 4.7 Continued

| Attributes | | Before | | During | | Mean | t-value | Sig | 95% Confidence Interval | | Ranking |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | SD | Mean | SD | | | | Lower | Upper | |
| AB14 | The service providers are welcoming Thai tourists very well | 3.61 | 1.08 | 3.85 | 0.99 | -0.23 | -7.72 | **0.000*** | -0.29 | -0.17 | 6 |
| AB15 | The service providers are welcoming international tourists very well | 3.97 | 0.98 | 3.98 | 0.98 | -0.01 | -0.68 | 0.495 | -0.05 | 0.02 | |
| AB16 | Phuket offers a wide range of quality accommodation | 4.01 | 0.96 | 4.02 | 0.97 | -0.01 | -0.53 | 0.599 | -0.05 | 0.03 | |
| AB17 | Attractions provide sufficient information to educate the tourists | 3.75 | 0.99 | 3.77 | 1.00 | -0.01 | -0.68 | 0.495 | -0.05 | 0.02 | |
| AB18 | Phuket has a wide variety of tourist attractions | 3.97 | 0.93 | 3.90 | 0.97 | 0.07 | 3.32 | **0.001*** | 0.03 | 0.11 | |
| AB19 | Phuket has spas and massage parlours of a high standard and quality | 3.88 | 0.95 | 3.80 | 0.98 | 0.08 | 3.51 | **0.000*** | 0.03 | 0.12 | |
| AB20 | Phuket has hygienic and safe restaurants | 3.87 | 0.94 | 3.87 | 0.94 | -0.01 | -0.28 | 0.782 | -0.05 | 0.03 | |
| AB21 | Phuket is a place worth spending money in | 3.50 | 1.07 | 3.69 | 1.01 | -0.19 | -6.14 | **0.000*** | -0.25 | -0.13 | 9 |
| AB22 | Phuket has a high cost of living | 4.16 | 0.94 | 4.03 | 0.97 | 0.13 | 5.32 | **0.000*** | 0.08 | 0.18 | |
| AB23 | Phuket is an ideal city for relaxation and long-term stay | 3.58 | 1.07 | 3.71 | 1.04 | -0.13 | -4.74 | **0.000*** | -0.19 | -0.08 | 14 |
| AB24 | Transportation fares are reasonable for the distance | 2.95 | 1.29 | 3.10 | 1.23 | -0.16 | -6.11 | **0.000*** | -0.21 | -0.11 | 10 |
| AB25 | Phuket offers safe marine activities such as water sports, boat trips | 3.66 | 0.97 | 3.68 | 0.97 | -0.02 | -0.94 | **0.349** | -0.06 | 0.02 | |

Table 4.7 Continued

| Attributes | | Before | | During | | Mean | t-value | Sig | 95% Confidence Interval | | Ranking |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | SD | Mean | SD | | | | Lower | Upper | |
| AB26 | Phuket is safe from natural disasters | 3.48 | 0.99 | 3.52 | 1.00 | -0.04 | -1.80 | 0.072 | -0.08 | 0.00 | |
| AB27 | Phuket is safe from various crimes | 3.18 | 1.02 | 3.23 | 1.03 | -0.05 | -2.45 | **0.015*** | -0.09 | -0.01 | 16 |
| AB28 | Phuket is safe from animal trafficking or abuse for tourism | 3.32 | 1.08 | 3.35 | 1.07 | -0.04 | -1.75 | 0.082 | -0.08 | 0.00 | |
| AB29 | Road trips in Phuket are safe from accidents | 3.23 | 1.06 | 3.35 | 1.05 | -0.12 | -5.25 | **0.000*** | -0.16 | -0.07 | 13 |
| AB30 | Many places in Phuket are safe from germs | 3.34 | 1.03 | 3.28 | 1.04 | 0.06 | 1.89 | 0.059 | 0.00 | 0.13 | |
| AB31 | Phuket has all kinds of entertainment | 3.92 | 0.97 | 3.61 | 1.05 | 0.31 | 8.81 | **0.000*** | 0.24 | 0.37 | |
| AB32 | Phuket offers a variety of activities for the whole family | 3.90 | 0.94 | 3.81 | 0.97 | 0.09 | 3.82 | **0.000*** | 0.04 | 0.14 | |
| AB33 | Most Phuket people have a good quality of life | 3.69 | 0.96 | 3.46 | 1.04 | 0.24 | 7.34 | **0.000*** | 0.17 | 0.30 | |
| AB34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.56 | 1.03 | 3.72 | 1.00 | -0.15 | -5.63 | **0.000*** | -0.21 | -0.10 | 12 |
| AB35 | The places in Phuket are less crowded, making it attractive for tourism | 3.29 | 1.12 | 3.66 | 1.01 | -0.37 | -8.85 | **0.000*** | -0.45 | -0.29 | 5 |
| AB36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.34 | 1.02 | 3.53 | 0.97 | -0.19 | -6.10 | **0.000*** | -0.24 | -0.13 | 11 |
| AB37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 3.39 | 1.13 | 3.61 | 1.04 | -0.22 | -6.67 | **0.000*** | -0.29 | -0.16 | 7 |

* The mean difference is significant at the 0.05 level

**Result of a paired sample T-test of destination attributes between before and during Covid-19**

A Paired Sample T-test was conducted to evaluate the differences of destination attributes. The data that haven been taken to analyze the comparison of image were 429 respondents who have been to Phuket 2 period of times which are before the Covid-19 and during ongoing pandemic. The results showed a significant increase in the level of agreement with Phuket's image attributes during Covid-19. The results can be categorized into 3 groups as followings;

**Statistically significant higher mean <u>during Covid-19</u>**

18 out of 37 as attributes were statistically significant in descending order of t-value below;

1. "Phuket has peaceful beaches and less crowds" between during Covid (4.22, SD=0.94) compared to before Covid (M = 2.83, SD = 1.24), t(428)= - 17.48, p < .001

2. "Overall, Phuket is a clean place" between during Covid (M = 3.90, SD = 0.97) compared to before Covid (M = 3.41, SD = 1.07), t(428)= - 13.49, p < .001

3. "Phuket has nice weather, no pollution" between during Covid (M = 3.89, SD = 1.05) compared to before Covid (M = 3.40, SD = 1.08), t(428)= - 11.89, p < .001

4. "Phuket has beautiful seas and beaches" between during Covid (M = 4.22, SD = 0.94) compared to before Covid (M = 3.76, SD = 1.04), t(428)= -10.67, p < .001

5. "The places in Phuket are less crowded, making it attractive for tourism" between during Covid (M = 3.66, SD = 1.01) compared to before Covid (M = 3.29, SD = 1.12), t(428)= -8.85, p < .001

6. "The service providers are welcoming Thai tourists very well" between during Covid (M = 3.85, SD = 0.99) compared to before Covid (M = 3.61, SD = 1.08), t(428)= -7.72, p < .001

7. "A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces" between during Covid (M = 3.61, SD = 1.04) compared to before Covid (M = 3.39, SD = 1.13), t(428)= -6.67, p < .001

8. "Phuket has beautiful viewpoints worth visiting" between during Covid (M = 4.13, SD = 0.97) compared to before Covid (M = 3.90, SD = 1.02), t(428)= -6.49, p < .001

9. "Phuket is a place worth spending money in" between during Covid (M = 3.69, SD = 1.01) compared to before Covid (M = 3.50, SD = 1.07), t(428)= -6.14, p < .001

10. "Transportation fares are reasonable for the distance" between during Covid (M = 3.10, SD = 1.23) compared to before Covid (M = 2.95, SD = 1.29), t(428)= -6.11, p < .001

11. "Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings" between during Covid (M = 3.53, SD = 0.97) compared to before Covid (M = 3.34, SD = 1.02), t(428)= -6.20, p < .001

12. "Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA)" between during Covid (M = 3.72, SD = 1.00) compared to before Covid (M = 3.56, SD = 1.03), t(428)= -5.63, p < .001

13. "Road trips in Phuket are safe from accidents" between during Covid (M = 3.35, SD = 1.05) compared to before Covid (M = 3.23, SD = 1.06), t(428)= -5.25, p < .001

14. "Phuket is an ideal city for relaxation and long-term stay" between during Covid (M = 3.71, SD = 1.04) compared to before Covid (M = 3.58, SD = 1.07), t(428)= -4.74, p < .001

15. "Phuket people are friendly" between during Covid (M = 3.78, SD = 0.99) compared to before Covid (M = 3.72, SD = 1.00), t(428)= -3.16, p < .001

16. "Phuket is safe from various crimes" between during Covid (M = 3.23, SD = 1.03) compared to before Covid (M = 3.18, SD = 1.02), t(428)= -2.45, p < .015

17. "Phuket has beautiful street art that reflects the story on the buildings, houses and walls" between during Covid (M = 3.92, SD = 0.98) compared to before Covid (M = 3.86, SD = 0.98), t(428)= -2.24, p < .025

18. "Phuket is a "Smart city"" between during Covid (M = 3.40, SD = 1.08) compared to before Covid (M = 3.35, SD = 1.10), t(428)= -2.16, p < .031

19. "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures" between during Covid (M = 3.99, SD = 0.99) compared to before Covid (M = 3.93, SD = 0.99), t(428)= -2.15, p < .032

**Statistically significant higher mean <u>before Covid-19</u>**

1. "Phuket has all kinds of entertainment" from before Covid (M = 3.92, SD = 0.97) and between during Covid (M = 3.61, SD = 1.05), t(428)= 8.81, p < .001

2. "Most Phuket people have a good quality of life" from before Covid (M = 3.69, SD = 0.96) and between during Covid (M = 3.46, SD = 1.04), t(428)= 7.34, p < .001

3. "Phuket has a high cost of living" from before Covid (M = 4.16, SD = 0.94) and between during Covid (M = 4.03, SD = 0.97). t(428)= 5.32, p < .001

4. "Phuket has a unique culture and traditions, such as vegetarian festivals" from before Covid (M = 3.88, SD = 1.04) and between during Covid (M = 3.74, SD = 1.08), t(428)=  4.51, p < .001

5. "Phuket offers a variety of activities for the whole family" from before Covid (M = 3.90, SD = 0.94) and between during Covid (M = 3.81, SD = 0.97), t(428)=  3.82, p < .001

6. "Phuket has spas and massage parlours of a high standard and quality" from before Covid (M = 3.88, SD = 0.95) and between during Covid (M = 3.80, SD = 0.98), t(428)=  3.51, p < .001

7. "Phuket has a wide variety of tourist attractions" from before Covid (M = 3.97, SD = 0.93) and between during Covid (M = 3.90, SD = 0.97), t(428)= 3.32, p = .001

8. "Phuket has a variety of public transportation systems" from before Covid (M = 3.20, SD = 1.23) and between during Covid (M = 3.15, SD = 1.22), t(428)=  2.37, p = .018

**Attributes that have no statistically significant either before or during Covid-19**

1. "Phuket has been recognised the City of Gastronomy by the United Nations   Educational, Scientific and Cultural Organization (UNESCO)"

2. "Travelling in Phuket is convenient"

3. "The service providers are welcoming international tourists very well"

4. "Phuket offers a wide range of quality accommodation"

5. "Attractions provide sufficient information to educate the tourists"

6. "Phuket has hygienic and safe restaurants"

7. "Phuket offers safe marine activities such as water sports, boat trips"

8. "Phuket is safe from natural disasters

9. "Phuket is safe from animal trafficking or abuse for tourism"

10. "Many places in Phuket are safe from germs

## 4.7 Summary of attributes that have changed comparing two period of times

Table 4.8 Summary of attributes that have changed comparing two period of times

| Item | Attributes | Higher mean score during Covid | Higher mean score before Covid | No statistically significant |
|------|-----------|------|------|------|
| AB1 | Phuket has beautiful seas and beaches | √ | | |
| AB2 | Phuket has peaceful beaches and less crowds | √ | | |
| AB3 | Phuket has beautiful viewpoints worth visiting | √ | | |
| AB4 | Phuket has nice weather, no pollution | √ | | |
| AB5 | Overall, Phuket is a clean place | √ | | |
| AB6 | Phuket has a unique culture and traditions, such as vegetarian festivals | | √ | |
| AB7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | | | √ |
| AB8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | √ | | |
| AB9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | √ | | |
| AB10 | Phuket is a "Smart city" | √ | | |
| AB11 | Traveling in Phuket is convenient | | | √ |
| AB12 | Phuket has a variety of public transportation systems | | √ | |
| AB13 | Phuket people are friendly | √ | | |
| AB14 | The service providers are welcoming Thai tourists very well | √ | | |
| AB15 | The service providers are welcoming international tourists very well | | | √ |

Table 4.8 Continued

| Item | Attributes | Higher mean score during Covid | Higher mean score before Covid | No statistically significant |
|------|-----------|:---:|:---:|:---:|
| AB16 | Phuket offers a wide range of quality accommodation | | | √ |
| AB17 | Attractions provide sufficient information to educate the tourists | | | √ |
| AB18 | Phuket has a wide variety of tourist attractions | | √ | |
| AB19 | Phuket has spas and massage parlours of a high standard and quality | | √ | |
| AB20 | Phuket has hygienic and safe restaurants | | | √ |
| AB21 | Phuket is a place worth spending money in | √ | | |
| AB22 | Phuket has a high cost of living | | √ | |
| AB23 | Phuket is an ideal city for relaxation and long-term stay | √ | | |
| AB24 | Transportation fares are reasonable for the distance | √ | | |
| AB25 | Phuket offers safe marine activities such as water sports, boat trips | | | √ |
| AB26 | Phuket is safe from natural disasters | | | √ |
| AB27 | Phuket is safe from various crimes | √ | | |
| AB28 | Phuket has trafficking or abuse of animals for tourism | | | √ |
| AB29 | Road trips in Phuket are safe from accidents | √ | | |
| AB30 | Many places in Phuket are safe from germs | | | √ |
| AB31 | Phuket has all kinds of entertainment | | √ | |
| AB32 | Phuket offers a variety of activities for the whole family | | √ | |
| AB33 | Most Phuket people have a good quality of life | | √ | |
| AB34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | √ | | |
| AB35 | The places in Phuket are less crowded, making it attractive for tourism | √ | | |
| AB36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | √ | | |
| AB37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | √ | | |

## 4.8 The differences of destination image of Thai tourists' different genders

Table 4.9 Independent T- test result of destination image of Thai tourists' different genders

| Attributes | | Male (N= 171) | | Female (N= 364) | | t-value | p-value |
|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | | |
| AT1 | Phuket has beautiful seas and beaches | 4.20 | 1.02 | 4.23 | 0.91 | -0.333 | 0.164 |
| AT2 | Phuket has peaceful beaches and less crowds | 3.89 | 1.11 | 3.96 | 1.12 | -0.674 | 0.782 |
| AT3 | Phuket has beautiful viewpoints worth visiting | 4.03 | 1.09 | 4.18 | 0.91 | -1.58 | **0.035*** |
| AT4 | Phuket has nice weather, no pollution | 3.87 | 1.04 | 3.90 | 1.05 | -0.306 | 0.809 |
| AT5 | Overall, Phuket is a clean place | 3.84 | 0.99 | 3.93 | 0.96 | -1.026 | 0.163 |
| AT6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.68 | 1.09 | 3.77 | 1.07 | -0.852 | 0.252 |
| AT7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.74 | 1.05 | 3.73 | 1.00 | 0.035 | 0.206 |
| AT8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 3.99 | 1.00 | 3.99 | 0.99 | 0.022 | 0.763 |
| AT9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 3.89 | 1.01 | 3.93 | 0.96 | -0.498 | 0.179 |
| AT10 | Phuket is a "Smart city" | 3.33 | 1.13 | 3.43 | 1.06 | -1.009 | 0.416 |
| AT11 | Traveling in Phuket is convenient | 3.27 | 1.28 | 3.35 | 1.18 | -0.761 | 0.180 |
| AT12 | Phuket has a variety of public transportation systems | 3.12 | 1.27 | 3.16 | 1.20 | -0.371 | 0.300 |
| AT13 | Phuket people are friendly | 3.71 | 1.02 | 3.81 | 0.98 | -1.152 | 0.329 |
| AT14 | The service providers are welcoming Thai tourists very well | 3.79 | 1.03 | 3.88 | 0.97 | -0.945 | 0.201 |

Table 4.9 Continued

| | Attributes | Male (N= 171) | | Female (N= 364) | | t-value | p-value |
|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | | |
| AT15 | The service providers are welcoming international tourists very well | 3.94 | 1.01 | 4.00 | 0.96 | -0.675 | 0.372 |
| AT16 | Phuket offers a wide range of quality accommodation | 3.95 | 1.02 | 4.05 | 0.94 | -1.169 | 0.264 |
| AT17 | Attractions provide sufficient information to educate the tourists | 3.70 | 1.07 | 3.80 | 0.97 | -1.073 | **0.006*** |
| AT18 | Phuket has a wide variety of tourist attractions | 3.91 | 0.97 | 3.90 | 0.97 | 0.029 | 0.800 |
| AT19 | Phuket has spas and massage parlours of a high standard and quality | 3.82 | 1.01 | 3.79 | 0.97 | 0.271 | 0.338 |
| AT20 | Phuket has hygienic and safe restaurants | 3.81 | 0.98 | 3.90 | 0.92 | -1.075 | 0.132 |
| AT21 | Phuket is a place worth spending money in | 3.61 | 1.04 | 3.73 | 0.99 | -1.223 | 0.131 |
| AT22 | Phuket has a high cost of living | 3.93 | 1.08 | 4.07 | 0.92 | -1.508 | **0.014*** |
| AT23 | Phuket is an ideal city for relaxation and long-term stay | 3.62 | 1.08 | 3.76 | 1.02 | -1.403 | 0.179 |
| AT24 | Transportation fares are reasonable for the distance | 2.98 | 1.26 | 3.16 | 1.22 | -1.571 | 0.922 |
| AT25 | Phuket offers safe marine activities such as water sports, boat trips | 3.66 | 0.95 | 3.69 | 0.97 | -0.321 | 0.816 |
| AT26 | Phuket is safe from natural disasters | 3.59 | 0.99 | 3.49 | 1.00 | 1.099 | 0.919 |
| AT27 | Phuket is safe from various crimes | 3.27 | 1.04 | 3.21 | 1.03 | 0.629 | 0.927 |
| AT28 | Phuket is safe from animal trafficking or abuse for tourism | 3.35 | 1.08 | 3.35 | 1.07 | -0.008 | 0.816 |
| AT29 | Road trips in Phuket are safe from accidents | 3.32 | 1.05 | 3.37 | 1.06 | -0.448 | 0.919 |
| AT30 | Many places in Phuket are safe from germs | 3.28 | 1.07 | 3.28 | 1.03 | -0.023 | 0.864 |
| AT31 | Phuket has all kinds of entertainment | 3.54 | 1.06 | 3.65 | 1.04 | -1.137 | 0.533 |
| AT32 | Phuket offers a variety of activities for the whole family | 3.71 | 0.99 | 3.85 | 0.96 | -1.569 | 0.090 |
| AT33 | Most Phuket people have a good quality of life | 3.40 | 1.01 | 3.48 | 1.05 | -0.892 | 0.721 |

Table 4.9 Continued

| Attributes | | Male (N= 171) | | Female (N= 364) | | t-value | p-value |
|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | | |
| AT34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.63 | 1.08 | 3.76 | 0.96 | -1.279 | **0.006\*** |
| AT35 | The places in Phuket are less crowded, making it attractive for tourism | 3.54 | 1.04 | 3.71 | 0.99 | -1.829 | 0.208 |
| AT36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.55 | 0.98 | 3.52 | 0.97 | 0.339 | 0.544 |
| AT37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 3.52 | 1.05 | 3.65 | 1.04 | -1.294 | 0.640 |

\* The mean difference is significant at the 0.05 level

**Result of Independent T- test result of destination image of Thai tourists' different genders**

The result of independent T- test result of destination image of gender shows that, there were 4 out of 37 attributes statistical significance differences ($p < .05$) among males and female tourists. The level of agreement on destination images among females are higher than males in all 4 attributes as the table. Those attributes in descending order in p values as followings;

1. "Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA)" ($t = -1.279$, $p = 0.006$)

2. "Attractions provide sufficient information to educate the tourists" ($t = -1.073$, $p = 0.006$)

3. "Phuket has a high cost of living" ($t = -1.508$, $p = 0.014$)

4. "Phuket has beautiful viewpoints worth visiting" ($t = -1.58$, $p = 0.035$)

## 4.9 The differences of destination images among Thai tourists in different ages

Table 4.10 One-way ANOVA of destination images among Thai tourists in different ages

| | Attributes | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT1 | Phuket has beautiful seas and beaches | 3.91 | 1.11 | 4.32 | 0.94 | 4.26 | 0.86 | 4.37 | 0.80 | 4.19 | 1.01 | 4.26 | 0.73 | 3.94 | 1.04 | 2.486 | 0.020* | 18-23 #36-41 |
| AT2 | Phuket has peaceful beaches and less crowds | 3.54 | 1.23 | 4.04 | 1.13 | 3.97 | 1.05 | 4.16 | 0.96 | 3.93 | 1.15 | 3.84 | 1.10 | 3.76 | 1.16 | 2.66 | 0.015* | 18-23 #36-41 |
| AT3 | Phuket has beautiful viewpoints worth visiting | 3.86 | 1.10 | 4.26 | 0.96 | 4.24 | 0.84 | 4.20 | 0.91 | 4.15 | 1.01 | 4.03 | 0.91 | 3.82 | 1.09 | 2.185 | 0.043* | |
| AT4 | Phuket has nice weather, no pollution | 3.67 | 1.07 | 3.91 | 0.99 | 3.97 | 1.11 | 3.89 | 1.00 | 3.98 | 1.14 | 3.84 | 0.93 | 3.91 | 1.06 | 0.737 | 0.62 | |
| AT5 | Overall, Phuket is a clean place | 3.78 | 0.98 | 3.92 | 0.94 | 3.88 | 0.95 | 3.93 | 0.87 | 4.00 | 1.08 | 3.90 | 0.98 | 3.71 | 1.06 | 0.599 | 0.731 | |

Table 4.10 Continued

| | Attributes | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.67 | 1.02 | 3.82 | 1.11 | 3.65 | 1.05 | 3.89 | 1.01 | 3.77 | 1.15 | 3.68 | 1.01 | 3.32 | 1.09 | 1.509 | 0.173 | |
| AT7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.80 | 0.96 | 3.69 | 1.06 | 3.79 | 0.96 | 3.67 | 1.12 | 3.65 | 0.91 | 3.65 | 0.91 | 3.21 | 1.01 | 2.31 | 0.033* | 24-29# Above 54 |

Table 4.10 Continued

| | Attributes | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 3.84 | 0.95 | 4.21 | 0.88 | 3.99 | 0.90 | 3.96 | 1.00 | 3.97 | 1.13 | 3.94 | 0.96 | 3.68 | 1.15 | 1.858 | 0.086 | |
| AT9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 3.93 | 0.99 | 4.14 | 0.87 | 3.89 | 0.93 | 3.84 | 0.97 | 3.86 | 1.10 | 3.90 | 0.91 | 3.65 | 1.07 | 1.695 | 0.12 | |
| AT10 | Phuket is a "Smart city" | 3.54 | 0.88 | 3.46 | 1.14 | 3.24 | 1.18 | 3.40 | 1.05 | 3.45 | 1.19 | 3.45 | 0.93 | 3.03 | 0.83 | 1.211 | 0.299 | |
| AT11 | Traveling in Phuket is convenient | 3.55 | 0.93 | 3.31 | 1.31 | 2.96 | 1.30 | 3.33 | 1.22 | 3.42 | 1.23 | 3.65 | 1.08 | 3.18 | 1.00 | 2.102 | 0.051 | |

Table 4.9 Continued

| Attributes | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT12 Phuket has a variety of public transportation systems | 3.54 | 1.01 | 3.10 | 1.24 | 3.00 | 1.36 | 3.15 | 1.19 | 3.10 | 1.26 | 3.32 | 1.30 | 2.85 | 0.99 | 1.852 | 0.087 | |
| AT13 Phuket people are friendly | 3.93 | 0.90 | 3.92 | 0.98 | 3.69 | 1.02 | 3.77 | 0.88 | 3.70 | 1.09 | 3.74 | 1.09 | 3.47 | 1.02 | 1.394 | 0.215 | |
| AT14 The service providers are welcoming Thai tourists very well | 3.90 | 0.96 | 4.06 | 0.91 | 3.91 | 1.02 | 3.81 | 0.95 | 3.73 | 1.09 | 3.74 | 0.96 | 3.44 | 1.02 | 2.249 | 0.037* | 24-9#Above 54 |
| AT15 The service providers are welcoming international tourists very well | 3.96 | 0.93 | 4.19 | 0.88 | 4.09 | 1.00 | 3.86 | 0.98 | 3.92 | 1.07 | 3.94 | 0.96 | 3.71 | 1.03 | 1.845 | 0.088 | |
| AT16 Phuket offers a wide range of quality accommodation | 3.91 | 0.97 | 4.25 | 0.93 | 4.20 | 0.79 | 3.93 | 0.91 | 3.96 | 1.07 | 3.84 | 1.10 | 3.65 | 1.01 | 3.058 | 0.006* | 24-29# Above 54 |

Table 4.10 Continued

| | Attributes | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT17 | Attractions provide sufficient information to educate the tourists | 3.86 | 0.86 | 3.86 | 1.08 | 3.76 | 0.92 | 3.79 | 0.94 | 3.76 | 1.13 | 3.77 | 0.84 | 3.24 | 1.02 | 1.875 | 0.083 | |
| AT18 | Phuket has a wide variety of tourist attractions | 3.78 | 0.91 | 3.99 | 0.98 | 4.11 | 0.80 | 3.92 | 0.95 | 3.83 | 1.11 | 4.00 | 0.93 | 3.50 | 0.90 | 2.062 | 0.056 | |
| AT19 | Phuket has spas and massage parlours of a high standard and quality | 3.78 | 0.86 | 3.98 | 0.92 | 3.89 | 0.85 | 3.83 | 0.96 | 3.80 | 1.15 | 3.58 | 0.96 | 3.15 | 1.08 | 3.666 | **0.001*** | 18-23#Above54, 24-29#Above54, 30-5#Above54,36-41#Above54,48-53#Above54 |

Table 4.10 Continued

| Attributes | | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT20 | Phuket has hygienic and safe restaurants | 3.75 | 0.99 | 4.08 | 0.89 | 3.97 | 0.83 | 3.88 | 0.92 | 3.80 | 1.03 | 3.71 | 0.94 | 3.47 | 0.96 | 2.654 | 0.015* | 24-29# Above 54 |
| AT21 | Phuket is a place worth spending money in | 3.78 | 0.89 | 3.91 | 0.96 | 3.59 | 1.08 | 3.71 | 0.93 | 3.62 | 1.15 | 3.58 | 0.89 | 3.21 | 0.95 | 2.626 | 0.016* | 24-29# Above 54 |
| AT22 | Phuket has a high cost of living | 3.78 | 0.94 | 4.11 | 0.93 | 4.22 | 0.85 | 4.02 | 1.01 | 4.09 | 1.08 | 4.03 | 0.75 | 3.68 | 1.07 | 2.169 | 0.045* | |
| AT23 | Phuket is an ideal city for relaxation and long-term stay | 3.87 | 0.89 | 3.90 | 1.03 | 3.59 | 1.10 | 3.81 | 1.00 | 3.58 | 1.12 | 3.42 | 1.15 | 3.32 | 0.88 | 2.708 | 0.013* | |
| AT24 | Transportation fares are reasonable for the distance | 3.72 | 0.92 | 3.14 | 1.22 | 2.84 | 1.15 | 3.09 | 1.25 | 3.07 | 1.44 | 2.58 | 1.12 | 2.91 | 0.97 | 4.773 | 0.000* | 18-23# 24-29,30-35, 36-41,42-47, 48-53, Above 54 |

Table 4.10 Continued

| | Attributes | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT25 | Phuket offers safe marine activities such as water sports, boat trips | 3.78 | 0.97 | 3.85 | 0.89 | 3.66 | 1.00 | 3.72 | 0.99 | 3.56 | 1.02 | 3.48 | 0.85 | 3.32 | 0.91 | 2.012 | 0.062 | |
| AT26 | Phuket is safe from natural disasters | 3.55 | 0.90 | 3.61 | 1.09 | 3.46 | 1.02 | 3.59 | 0.94 | 3.46 | 1.08 | 3.39 | 0.84 | 3.35 | 0.88 | 0.629 | 0.707 | |
| AT27 | Phuket is safe from various crimes | 3.36 | 1.03 | 3.33 | 1.05 | 3.07 | 1.00 | 3.23 | 1.00 | 3.20 | 1.17 | 3.13 | 0.92 | 3.09 | 0.79 | 0.847 | 0.534 | |
| AT28 | Phuket has trafficking or abuse of animals for tourism | 3.48 | 0.95 | 3.43 | 1.23 | 3.26 | 1.09 | 3.41 | 0.92 | 3.31 | 1.18 | 3.19 | 0.98 | 3.12 | 0.91 | 0.824 | 0.551 | |
| AT29 | Road trips in Phuket are safe from accidents | 3.52 | 0.90 | 3.32 | 1.12 | 3.30 | 1.13 | 3.35 | 1.02 | 3.37 | 1.14 | 3.29 | 1.01 | 3.24 | 0.82 | 0.436 | 0.855 | |
| AT30 | Many places in Phuket are safe from germs | 3.38 | 0.94 | 3.38 | 1.02 | 3.18 | 1.00 | 3.37 | 1.03 | 3.16 | 1.20 | 3.26 | 1.12 | 3.06 | 0.81 | 1.013 | 0.416 | |

Table 4.10 Continued

| | Attributes | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT31 | Phuket has all kinds of entertainment | 3.65 | 1.11 | 3.72 | 1.05 | 3.72 | 0.93 | 3.57 | 1.01 | 3.51 | 1.17 | 3.71 | 0.94 | 3.29 | 0.97 | 1.107 | 0.357 | |
| AT32 | Phuket offers a variety of activities for the whole family | 3.88 | 1.02 | 3.96 | 0.99 | 3.95 | 0.90 | 3.81 | 0.84 | 3.61 | 1.06 | 3.87 | 0.92 | 3.35 | 0.95 | 2.776 | **0.011*** | 24-29# Above54 |
| AT33 | Most Phuket people have a good quality of life | 3.70 | 1.03 | 3.49 | 1.07 | 3.49 | 0.95 | 3.51 | 0.96 | 3.31 | 1.14 | 3.39 | 0.95 | 3.09 | 1.03 | 1.796 | 0.098 | |
| AT34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.71 | 0.96 | 3.88 | 0.97 | 3.72 | 0.99 | 3.71 | 0.95 | 3.68 | 1.10 | 3.42 | 1.06 | 3.53 | 0.99 | 1.213 | 0.298 | |

Table 4.10 Continued

| | Attributes | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT35 | The places in Phuket are less crowded, making it attractive for tourism | 3.67 | 1.08 | 3.81 | 1.01 | 3.69 | 0.99 | 3.59 | 0.99 | 3.62 | 1.06 | 3.61 | 0.80 | 3.44 | 0.96 | 0.796 | 0.573 | |
| AT36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.65 | 0.87 | 3.67 | 0.99 | 3.53 | 0.97 | 3.57 | 0.91 | 3.41 | 1.12 | 3.32 | 0.94 | 3.21 | 0.73 | 1.762 | 0.105 | |

Table 4.10 Continued

| | Attributes | 18-23 Yr (N=69) | | 24-29 Yr (N=118) | | 30-35 Yr (N=74) | | 36-41 Yr (N=111) | | 42-47 Yr (N=98) | | 48-53 Yr (N=31) | | Above 54 (N=34) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 3.64 | 1.06 | 3.73 | 1.03 | 3.57 | 1.09 | 3.68 | 0.99 | 3.48 | 1.11 | 3.45 | 0.96 | 3.47 | 1.02 | 0.828 | 0.548 | |

* The mean difference is significant at the 0.05 level

**Result of one-way ANOVA of destination images among Thai tourists in different ages in Thailand**

The result of one-way ANOVA result of destination image of ages shows that there are 13 out of 37 attributes have statistical significance differences ($p < .05$) among tourists in different ages. These attributes were in descending order of p-value as followings;

1. "Transportation fares are reasonable for the distance" ($F = 4.773, p < 0.000$)

2. "Phuket has spas and massage parlours of a high standard and quality" ($F = 3.666, p = 0.001$)

3. "Phuket offers a wide range of quality accommodation" ($F = 3.058, p = 0.006$)

4. "Phuket offers a variety of activities for the whole family" ($F = 2.776, p = 0.011$)

5. "Phuket is an ideal city for relaxation and long-term stay" ($F = 2.169, p = 0.013$)

6. "Phuket has peaceful beaches and less crowds" ($F = 2.260, p = 0.015$)

7. "Phuket has hygienic and safe restaurants" ($F = 2.654, p = 0.015$)

8. "Phuket is a place worth spending money in" ($F = 2.626, p = 0.016$)

9. "Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO)" ($F = 2.310, p = 0.033$)

10. "Phuket has beautiful seas and beaches" ($F = 2.486, p = 0.020$)

11. "The service providers are welcoming Thai tourists very well" ($F = 2.249, p = 0.037$)

12. "Phuket has beautiful viewpoints" ($F = 2.185, p = 0.015$)

13. "Phuket has a high cost of living" ($F = 2.169, p = 0.045$)

Post Hoc (Hochberg Gt-2) analysis revealed that the level of agreements on destination image reported differently in different attributes as followings;

1. "Transportation fares are reasonable for the distance", tourists age range 18-23 years old reported higher than tourists who are 24-29, 30-35, 36-41, 48-53 and above 54 years old.

2. "Phuket has spas and massage parlours of a high standard and quality", tourists age range 18-23, 24-29,30-35, 36-41 and 48-53 years old reported higher than tourists who are above 54 years old.

3. These attributes are reported higher in tourists aged between 24-29 than tourists aged above 54 years old. "Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO", "The service providers are welcoming Thai tourists very well", "Phuket has hygienic and safe restaurants", "Phuket is a place worth spending money in" and "Phuket offers a variety of activities for the whole family". Attributes "Phuket has beautiful seas and beaches" and "Phuket has peaceful beaches and less crowds" found tourists age range 36-41 years old reported higher than tourists who are 18-23 years old.

**4.10 The differences of destination image among Thai tourists in different income range**

Table 4.11 One-way ANOVA of destination image among Thai tourists in different income range

| | Attributes | Below10k (N=82) | | 10k-15k (N=103) | | 15k-25k (N=84) | | 25k-45k (N=159) | | 45k-75k (N=65) | | Over 75k (N=42) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT1 | Phuket has beautiful seas and beaches | 3.73 | 1.16 | 4.09 | 1.07 | 4.35 | 0.84 | 4.40 | 0.81 | 4.29 | 0.80 | 4.43 | 0.63 | 7.162 | 0.000 | Below10k# 15-25k,25-45k,45-75k, over75k |
| AT2 | Phuket has peaceful beaches and less crowds | 3.45 | 1.24 | 3.84 | 1.19 | 3.94 | 1.02 | 4.18 | 1.05 | 3.94 | 0.97 | 4.26 | 0.99 | 5.689 | 0.000 | Below10k# 25-45k, over 75k |
| AT3 | Phuket has beautiful viewpoints worth visiting | 3.63 | 1.15 | 4.07 | 1.08 | 4.27 | 0.86 | 4.32 | 0.84 | 4.09 | 0.93 | 4.33 | 0.75 | 6.624 | 0.000 | Below10k# 10-15k,15-25k,25-45k, over75k |
| AT4 | Phuket has nice weather, no pollution | 3.50 | 1.14 | 3.70 | 1.14 | 3.93 | 0.95 | 4.07 | 1.01 | 4.05 | 0.89 | 4.14 | 0.93 | 4.861 | 0.000 | Below10k# 25-45k,45-75k, over75k |
| AT5 | Overall, Phuket is a clean place | 3.60 | 1.06 | 3.84 | 1.05 | 3.96 | 0.83 | 4.02 | 0.95 | 3.86 | 0.95 | 4.12 | 0.83 | 2.730 | 0.019 | Below10k# 25-45k |

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Table 4.11 Continued

| | Attributes | Below10k (N=82) | | 10k-15k (N=103) | | 15k-25k (N=84) | | 25k-45k (N=159) | | 45k-75k (N=65) | | Over 75k (N=42) | | F-value | p-value | Post Hoc (Hochberg -GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.33 | 1.12 | 3.70 | 1.15 | 3.89 | 1.06 | 3.81 | 1.01 | 3.80 | 0.99 | 4.00 | 1.01 | 3.508 | **0.004** | Below10k# 15-25k,25-45k, over75k |
| AT7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.45 | 1.03 | 3.70 | 1.09 | 3.94 | 0.90 | 3.74 | 1.02 | 3.74 | 0.96 | 3.95 | 0.99 | 2.413 | **0.035** | Below10k# 15-25k |
| AT8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 3.56 | 1.10 | 3.92 | 1.07 | 4.15 | 0.83 | 4.08 | 0.97 | 3.97 | 0.95 | 4.31 | 0.78 | 4.938 | **0.000** | Below10k# 15-25k,25-45k, over75k |
| AT9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 3.61 | 1.12 | 3.87 | 1.08 | 4.04 | 0.88 | 3.99 | 0.92 | 3.94 | 0.86 | 4.12 | 0.89 | 2.465 | **0.032** | |

Table 4.11 Continued

| | Attributes | Below10k (N=82) | | 10k-15k (N=103) | | 15k-25k (N=84) | | 25k-45k (N=159) | | 45k-75k (N=65) | | Over 75k (N=42) | | F-value | p-value | Post Hoc (Hochberg -GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT10 | Phuket is a "Smart city" | 3.35 | 1.00 | 3.45 | 1.14 | 3.48 | 1.06 | 3.45 | 1.13 | 3.28 | 1.07 | 3.17 | 0.96 | 0.785 | 0.561 | |
| AT11 | Traveling in Phuket is convenient | 3.43 | 1.13 | 3.34 | 1.24 | 3.20 | 1.13 | 3.36 | 1.28 | 3.38 | 1.27 | 3.12 | 1.06 | 0.599 | 0.701 | |
| AT12 | Phuket has a variety of public transportation systems | 3.29 | 1.13 | 3.22 | 1.25 | 3.12 | 1.16 | 3.16 | 1.30 | 3.06 | 1.18 | 2.88 | 1.19 | 0.786 | 0.560 | |
| AT13 | Phuket people are friendly | 3.59 | 1.08 | 3.77 | 1.08 | 3.90 | 0.96 | 3.87 | 0.95 | 3.62 | 0.91 | 3.83 | 0.85 | 1.589 | 0.161 | |
| AT14 | The service providers are welcoming Thai tourists very well | 3.62 | 1.14 | 3.80 | 1.11 | 4.02 | 0.86 | 3.94 | 0.93 | 3.75 | 1.00 | 3.88 | 0.77 | 1.835 | 0.104 | |
| AT15 | The service providers are welcoming international tourists very well | 3.60 | 1.12 | 3.94 | 1.09 | 4.24 | 0.79 | 4.07 | 0.93 | 3.92 | 0.91 | 4.10 | 0.82 | 4.259 | **0.001** | Below10k# 15-25k,25-45k |
| AT16 | Phuket offers a wide range of quality accommodation | 3.65 | 1.12 | 3.96 | 1.11 | 4.23 | 0.77 | 4.09 | 0.91 | 4.03 | 0.90 | 4.19 | 0.77 | 3.802 | **0.002** | Below10k# 15-25k,25-45k, over75k |
| AT17 | Attractions provide sufficient information to educate the tourists | 3.56 | 1.02 | 3.83 | 1.10 | 3.94 | 0.96 | 3.79 | 0.96 | 3.72 | 0.98 | 3.64 | 0.96 | 1.448 | 0.205 | |

Table 4.11 Continued

| Attributes | | Below10k (N=82) | | 10k-15k (N=103) | | 15k-25k (N=84) | | 25k-45k (N=159) | | 45k-75k (N=65) | | Over 75k (N=42) | | F-value | p-value | Post Hoc (Hochberg -GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT18 | Phuket has a wide variety of tourist attractions | 3.63 | 1.06 | 3.75 | 1.14 | 4.06 | 0.87 | 4.00 | 0.86 | 3.95 | 0.91 | 4.07 | 0.87 | 2.896 | **0.014** | |
| AT19 | Phuket has spas and massage parlours of a high standard and quality | 3.56 | 1.00 | 3.75 | 1.06 | 4.01 | 0.91 | 3.86 | 0.93 | 3.82 | 1.01 | 3.74 | 0.99 | 1.984 | 0.079 | |
| AT20 | Phuket has hygienic and safe restaurants | 3.60 | 1.08 | 3.78 | 1.10 | 4.08 | 0.81 | 3.93 | 0.86 | 3.86 | 0.90 | 4.00 | 0.77 | 2.761 | **0.018** | Below10k# 15-25k |
| AT21 | Phuket is a place worth spending money in | 3.51 | 1.06 | 3.61 | 1.12 | 3.87 | 0.88 | 3.75 | 0.96 | 3.75 | 1.03 | 3.55 | 0.94 | 1.530 | 0.179 | |
| AT22 | Phuket has a high cost of living | 3.68 | 0.91 | 3.79 | 1.15 | 4.23 | 0.83 | 4.21 | 0.90 | 3.98 | 0.99 | 4.26 | 0.86 | 5.953 | **0.000** | Below10k# 15-25k,25-45k,over75k,10-15k# 15-25k |
| AT23 | Phuket is an ideal city for relaxation and long-term stay | 3.57 | 1.01 | 3.75 | 1.14 | 3.69 | 1.04 | 3.77 | 1.04 | 3.83 | 0.98 | 3.55 | 0.97 | 0.786 | 0.560 | |
| AT24 | Transportation fares are reasonable for the distance | 3.44 | 1.18 | 3.15 | 1.12 | 2.98 | 1.15 | 3.08 | 1.31 | 3.03 | 1.38 | 2.81 | 1.19 | 1.962 | 0.083 | |

Table 4.11 Continued

| | Attributes | Below10k (N=82) | | 10k-15k (N=103) | | 15k-25k (N=84) | | 25k-45k (N=159) | | 45k-75k (N=65) | | Over 75k (N=42) | | F-value | p-value | Post Hoc (Hochberg -GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT25 | Phuket offers safe marine activities such as water sports, boat trips | 3.55 | 0.98 | 3.64 | 1.08 | 3.89 | 0.81 | 3.71 | 1.00 | 3.57 | 0.88 | 3.67 | 0.87 | 1.361 | 0.237 | |
| AT26 | Phuket is safe from natural disasters | 3.30 | 0.93 | 3.50 | 1.14 | 3.61 | 1.01 | 3.59 | 0.98 | 3.52 | 0.97 | 3.55 | 0.83 | 1.064 | 0.379 | |
| AT27 | Phuket is safe from various crimes | 3.12 | 0.95 | 3.23 | 1.15 | 3.23 | 0.96 | 3.27 | 1.08 | 3.25 | 1.00 | 3.24 | 0.91 | 0.231 | 0.949 | |
| AT28 | Phuket is safe from animal trafficking or abuse for tourism | 3.30 | 0.96 | 3.49 | 1.16 | 3.26 | 1.14 | 3.34 | 1.12 | 3.35 | 0.98 | 3.33 | 0.87 | 0.474 | 0.796 | |
| AT29 | Road trips in Phuket are safe from accidents | 3.23 | 1.00 | 3.39 | 1.13 | 3.38 | 1.00 | 3.36 | 1.08 | 3.34 | 1.09 | 3.40 | 0.94 | 0.277 | 0.926 | |
| AT30 | Many places in Phuket are safe from germs | 3.13 | 0.91 | 3.31 | 1.12 | 3.26 | 0.98 | 3.37 | 1.05 | 3.17 | 1.11 | 3.38 | 1.01 | 0.816 | 0.539 | |
| AT31 | Phuket has all kinds of entertainment | 3.44 | 1.15 | 3.65 | 1.07 | 3.65 | 1.08 | 3.67 | 0.98 | 3.69 | 1.00 | 3.43 | 1.02 | 0.946 | 0.451 | |
| AT32 | Phuket offers a variety of activities for the whole family | 3.66 | 1.07 | 3.77 | 1.13 | 3.94 | 0.96 | 3.81 | 0.87 | 3.85 | 0.89 | 3.90 | 0.85 | 0.842 | 0.520 | |
| AT33 | Most Phuket people have a good quality of life | 3.48 | 1.09 | 3.50 | 1.14 | 3.36 | 1.03 | 3.42 | 1.03 | 3.62 | 0.95 | 3.38 | 0.88 | 0.588 | 0.709 | |

Table 4.11 Continued

| | Attributes | Below10k (N=82) | | 10k-15k (N=103) | | 15k-25k (N=84) | | 25k-45k (N=159) | | 45k-75k (N=65) | | Over 75k (N=42) | | F-value | p-value | Post Hoc (Hochberg -GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.52 | 1.02 | 3.76 | 1.14 | 3.76 | 0.96 | 3.72 | 0.98 | 3.68 | 0.94 | 3.95 | 0.79 | 1.166 | 0.325 | |
| AT35 | The places in Phuket are less crowded, making it attractive for tourism | 3.46 | 1.07 | 3.75 | 1.13 | 3.55 | 0.97 | 3.72 | 0.99 | 3.68 | 0.92 | 3.79 | 0.81 | 1.252 | 0.284 | |
| AT36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.38 | 1.03 | 3.60 | 1.06 | 3.44 | 1.01 | 3.60 | 0.86 | 3.52 | 0.99 | 3.55 | 0.89 | 0.847 | 0.517 | |
| AT37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 3.45 | 1.04 | 3.74 | 1.15 | 3.65 | 1.01 | 3.55 | 1.05 | 3.52 | 0.94 | 3.83 | 0.91 | 1.311 | 0.258 | |

* The mean difference is significant at the 0.05 level

**Result of one-way ANOVA of destination image among Thai tourists in different income ranges**

The one-way ANOVA result reveal that 14 out of 37 attributes among tourists in different income range are statistically significant. These attributes have descending order of p-value and F-value as followings;

1. "Phuket has beautiful seas and beaches" (F = 7.62, p < 0.000)

2. "Phuket has beautiful viewpoints worth visiting" (F = 6.624, p < 0.000)

3. "Phuket has a high cost of living" (F = 5.953, p < 0.000)

4. "Phuket has peaceful beaches and less crowds" (F = 5.689, p < 0.000)

5. "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures" (F =4.938, p < 0.000)

6. "Phuket has nice weather, no pollution" (F = 4.861, p < 0.000)

7. "The service providers are welcoming international tourists very well" (F =4.259, p = 0.001)

8. "Phuket offers a wide range of quality accommodation" (F = 3.802, p = 0.002)

9. "Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO)" (F = 2.413, p = 0.035)

10. "Overall, Phuket is a clean place" (F = 2.730, p = 0.019), "Phuket has a unique culture and traditions, such as vegetarian festivals" (F = 3.508, p = 0.004)

11. "Phuket has a wide variety of tourist attractions" (F = 2.896, p = 0.014)

12. "Phuket has hygienic and safe restaurants" (F = 2.761, p = 0.018)

13. "Phuket has beautiful street art that reflects the story on the buildings, houses and walls" (F = 2.465, p = 0.032)

Post Hoc (Hochberg-G2) revealed that the differences in destination in tourists who earn different level of income have different level agreement as following;

1. "Phuket has beautiful seas and beaches", tourists who have income below 10 thousand Thai baht per month reported lower means than tourists

who have income range between 15-25 thousand, 25-45 thousand, 45-75 thousand and over 75 thousand.

2. "Phuket has peaceful beaches and less crowds", tourists who have income below 10 thousand Thai baht per month reported lower means than tourists who have income range between 25-45 thousand over 75 thousand.

3. "Phuket has beautiful viewpoints worth visiting", tourists who have income below 10 thousand Thai baht per month reported lower means than tourists who have income range between, 10-15 thousand, 15-24 thousand, 25-45 thousand and over 75 thousand.

4. "Phuket has nice weather, no pollution", tourists who have income below 10 thousand Thai baht per month, reported lower means than tourists who have income range between 25-45 thousand, 45-75 thousand and over 75 thousand.

5. "Overall, Phuket is a clean place", tourists who have income below 10 thousand Thai baht per month, reported lower means than tourists who have income range between 25-45 thousand.

6. "Phuket has a unique culture and traditions, such as vegetarian festivals", tourists who have income below 10 thousand Thai baht per month reported lower means than tourists who have income range between 15-25 thousand, 25-45 thousand and over 75 thousand.

7. "Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO)", tourists who have income below 10 thousand Thai baht per month reported lower means than tourists who have income range between 15-25 thousand.

8. "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures", tourists who have income below 10 thousand Thai baht per month reported lower means than tourists who have income range between 15-25 thousand, 25-45 thousand and over 75 thousand.

9. "The service providers are welcoming international tourists very well", tourists who have income below 10 thousand Thai baht per month reported lower means than tourists who have income range between 15-25 thousand and 25-45 thousand.

10. "Phuket offers a wide range of quality accommodation", tourists who have income below 10 thousand Thai baht per month reported lower

means than tourists who have income range between 15-25 thousand, 25-45 thousand and over 75 thousand.

        11. "Phuket has hygienic and safe restaurants", tourists who have income below 10 thousand Thai baht per month reported lower means than tourists who have income range between 15-25 thousand.

        12. "Phuket has a high cost of living", tourists who have income below 10 thousand Thai baht per month reported lower means than tourists who have income range between 15-25 thousand, 25-45 thousand and over 75 thousand. Also, tourists' income range between 10-15 thousand Thai baht also reported lower mean than tourists who have income between 15-25 thousand.

**4.11 The differences of destination images among Thai tourists in different education levels**

Table 4.12 One-way ANOVA of destination images among Thai tourists in different education levels

| | Attributes | Below bachelor degree (N=116) | | Bachelor degree (N=346) | | Above bachelor degree (N=73) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT1 | Phuket has beautiful seas and beaches | 3.60 | 1.26 | 4.33 | 0.73 | 4.40 | 0.76 | 35.79 | **0.000*** | BB#AB, BB#B |
| AT2 | Phuket has peaceful beaches and less crowds | 3.35 | 1.33 | 4.00 | 1.07 | 4.13 | 0.97 | 22.84 | **0.000*** | BB#AB, BB#B |
| AT3 | Phuket has beautiful viewpoints worth visiting | 3.60 | 1.25 | 4.14 | 0.98 | 4.31 | 0.79 | 24.79 | **0.000*** | BB#AB, BB#B |
| AT4 | Phuket has nice weather, no pollution | 3.38 | 1.25 | 4.01 | 0.87 | 4.04 | 0.95 | 18.93 | **0.000*** | BB#AB, BB#B |
| AT5 | Overall, Phuket is a clean place | 3.52 | 1.18 | 3.89 | 0.94 | 4.03 | 0.86 | 12.61 | **0.000*** | BB#AB, BB#B |
| AT6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.20 | 1.22 | 3.59 | 1.03 | 3.96 | 0.96 | 24.39 | **0.000*** | BB#AB, BB#B, AB#B |
| AT7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.32 | 1.14 | 3.55 | 1.11 | 3.91 | 0.90 | 17.31 | **0.000*** | BB#B, AB#B |
| AT8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 3.48 | 1.16 | 4.00 | 1.01 | 4.15 | 0.87 | 21.3 | **0.000*** | BB#AB, BB#B |
| AT9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 3.43 | 1.19 | 3.79 | 0.96 | 4.11 | 0.84 | 23.39 | **0.000*** | BB#AB, BB#B, AB#B |
| AT10 | Phuket is a "Smart city" | 3.23 | 1.10 | 3.14 | 0.99 | 3.51 | 1.08 | 5.286 | **0.005*** | AB#B |
| AT11 | Traveling in Phuket is convenient | 3.18 | 1.19 | 3.07 | 1.13 | 3.43 | 1.22 | 3.819 | **0.023*** | |

Table 4.12 Continued

| Attributes | | Below bachelor degree (N=116) | | Bachelor degree (N=346) | | Above bachelor degree (N=73) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT12 | Phuket has a variety of public transportation systems | 3.13 | 1.14 | 2.67 | 1.20 | 3.26 | 1.23 | 7.211 | 0.001* | BB#AB, AB#B |
| AT13 | Phuket people are friendly | 3.39 | 1.19 | 3.67 | 0.96 | 3.93 | 0.88 | 14.43 | 0.000* | BB#B |
| AT14 | The service providers are welcoming Thai tourists very well | 3.41 | 1.17 | 3.67 | 1.00 | 4.03 | 0.86 | 20.23 | 0.000* | BB#B, AB#B |
| AT15 | The service providers are welcoming international tourists very well | 3.52 | 1.22 | 4.07 | 0.89 | 4.12 | 0.85 | 17.97 | 0.000* | BB#AB, AB#B, B#BB |
| AT16 | Phuket offers a wide range of quality accommodation | 3.50 | 1.16 | 4.03 | 0.94 | 4.19 | 0.83 | 24.06 | 0.000* | BB#AB, BB#B |
| AT17 | Attractions provide sufficient information to educate the tourists | 3.47 | 1.12 | 3.58 | 0.91 | 3.90 | 0.95 | 9.878 | 0.000* | BB#B, AB#B |
| AT18 | Phuket has a wide variety of tourist attractions | 3.50 | 1.12 | 3.81 | 0.94 | 4.06 | 0.87 | 15.83 | 0.000* | BB#B |
| AT19 | Phuket has spas and massage parlours of a high standard and quality | 3.41 | 1.10 | 3.68 | 1.00 | 3.96 | 0.90 | 14.52 | 0.000* | BB#B |
| AT20 | Phuket has hygienic and safe restaurants | 3.43 | 1.13 | 3.79 | 0.88 | 4.03 | 0.84 | 19.26 | 0.000* | BB#AB, BB#B |
| AT21 | Phuket is a place worth spending money in | 3.30 | 1.14 | 3.58 | 1.01 | 3.85 | 0.92 | 13.97 | 0.000* | BB#B |
| AT22 | Phuket has a high cost of living | 3.48 | 1.11 | 3.89 | 0.97 | 4.24 | 0.84 | 30.04 | 0.000* | BB#AB, BB#B, AB#B |

Table 4.12 Continued

| Attributes | | Below bachelor degree (N=116) | | Bachelor degree (N=346) | | Above bachelor degree (N=73) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT23 | Phuket is an ideal city for relaxation and long-term stay | 3.34 | 1.16 | 3.63 | 0.96 | 3.85 | 0.99 | 10.94 | **0.000*** | BB#B |
| AT24 | Transportation fares are reasonable for the distance | 3.04 | 1.18 | 2.88 | 1.28 | 3.17 | 1.24 | 1.931 | 0.146 | |
| AT25 | Phuket offers safe marine activities such as water sports, boat trips | 3.34 | 1.05 | 3.53 | 0.93 | 3.83 | 0.91 | 12.69 | **0.000*** | BB#B, AB#B |
| AT26 | Phuket is safe from natural disasters | 3.22 | 1.09 | 3.42 | 0.94 | 3.64 | 0.95 | 8.672 | **0.000*** | BB#B |
| AT27 | Phuket is safe from various crimes | 2.94 | 1.07 | 3.23 | 0.99 | 3.32 | 1.01 | 6.138 | **0.002*** | BB#B |
| AT28 | Phuket is safe from animal trafficking or abuse for tourism | 3.16 | 1.10 | 3.12 | 0.93 | 3.46 | 1.08 | 5.369 | **0.005*** | BB#B, B#AB |
| AT29 | Road trips in Phuket are safe from accidents | 3.12 | 1.10 | 3.37 | 0.98 | 3.42 | 1.04 | 3.675 | **0.026*** | BB#B |
| AT30 | Many places in Phuket are safe from germs | 3.01 | 1.07 | 3.14 | 1.03 | 3.40 | 1.01 | 7.306 | **0.001*** | BB#B |
| AT31 | Phuket has all kinds of entertainment | 3.28 | 1.16 | 3.40 | 0.95 | 3.77 | 0.99 | 12.02 | **0.000*** | BB#B, AB#B |
| AT32 | Phuket offers a variety of activities for the whole family | 3.44 | 1.14 | 3.64 | 0.99 | 3.97 | 0.86 | 14.86 | **0.000*** | BB#B, AB#B |
| AT33 | Most Phuket people have a good quality of life | 3.17 | 1.13 | 3.37 | 0.94 | 3.57 | 1.01 | 6.796 | **0.001*** | BB#B |
| AT34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.35 | 1.19 | 3.60 | 1.06 | 3.86 | 0.88 | 12.27 | **0.000*** | BB#B |

Table 4.12 Continued

| Attributes | | Below bachelor degree (N=116) | | Bachelor degree (N=346) | | Above bachelor degree (N=73) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT35 | The places in Phuket are less crowded, making it attractive for tourism | 3.39 | 1.14 | 3.59 | 1.03 | 3.77 | 0.94 | 6.45 | **0.002\*** | BB#B |
| AT36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.22 | 1.06 | 3.34 | 1.02 | 3.67 | 0.90 | 11.2 | **0.000\*** | BB#B, AB#B |
| AT37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 3.40 | 1.21 | 3.42 | 1.15 | 3.71 | 0.94 | 5.371 | **0.005\*** | BB#B |

* The mean difference is significant at the 0.05 level

**One-way ANOVA of destination image among Thai tourists in different education levels**

The result of one-way ANOVA result of destination image of Phuket among tourists' different education level shows that, the only attribute that has no statistically significant is "Transportation fares are reasonable for the distance". There are 36 out of 37 attributes have statistical significance differences ($p < .05$). These attributes are in descending order of p-value and F-value as followings;

1. "Phuket has beautiful seas and beaches" ($F = 35.794$, $p < 0.000$)

2. "Phuket has a high cost of living" ($F = 30.038$, $p < 0.000$)

3. "Phuket has beautiful viewpoints worth visiting" ($F = 24.794$, $p < 0.000$)

4. "Phuket has a unique culture and traditions, such as vegetarian festivals" ($F = 24.392$, $p < 0.000$)

5. "Phuket offers a wide range of quality accommodation" ($F = 24.059$, $p < 0.000$)

6. "Phuket has beautiful street art that reflects the story on the buildings, houses and walls" ($F = 23.393$, $p < 0.000$)

7. "Phuket has peaceful beaches and less crowds" ($F = 22.843$, $p < 0.000$)

8. "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures" ($F = 21.298$, $p < 0.000$)

9. "The service providers are welcoming Thai tourists very well" ($F = 20.229$, $p < 0.000$)

10. "Phuket has hygienic and safe restaurants" ($F = 19.264$, $p < 0.000$)

11. "Phuket has nice weather, no pollution" ($F = 18.925$, $p < 0.000$)

12. "The service providers are welcoming international tourists very well" ($F = 17.968$, $p < 0.000$)

13. "Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO)" ($F = 17.314$, $p < 0.000$)

14. "Phuket has a wide variety of tourist attractions" ($F = 15.833$, $p < 0.000$)

15. "Phuket offers a variety of activities for the whole family" (F = 14.858, p < 0.000)

16. "Phuket has spas and massage parlours of a high standard and quality" (F = 14.518, p < 0.000)

17. "Phuket people are friendly" (F = 14.425, p < 0.000)

18. "Phuket is a place worth spending money in" (F = 13.973, p < 0.000)

19. "Phuket offers safe marine activities such as water sports, boat trips" (F = 12.693, p < 0.000)

20. "Overall, Phuket is a clean place" (F =12.612, p = 0.000)

21. "Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA)" (F = 12.266, p < 0.000)

22. "Phuket has all kinds of entertainment" (F = 12.023, p < 0.000)

23. "Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings" (F = 11.198, p < 0.000)

24. "Phuket is an ideal city for relaxation and long-term stay" (F = 10.935, p < 0.000)

25. "Attractions provide sufficient information to educate the tourists" (F = 9.878, p < 0.000)

26. "Phuket is safe from natural disasters" (F = 8.672, p < 0.000)

27. "Many places in Phuket are safe from germs" (F = 7.306, p = 0.001)

28. "Phuket has a variety of public transportation systems" (F = 7.211, p = 0.001)

29. "Most Phuket people have a good quality of life" (F = 6.796, p = 0.001)

30. "The places in Phuket are less crowded, making it attractive for tourism" (F = 6.450, p = 0.002)

31. "Phuket is safe from various crimes" (F = 6.138, p = 0.002)

32. "A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces" (F = 5.371, p = 0.005)

33. "Phuket is safe from animal trafficking or abuse for tourism" (F = 5.369, p = 0.005)

34. "Phuket is a "Smart city"" (F = 5.286, p = 0.005)

35. "Traveling in Phuket is convenient" (F = 3.819, p = 0.023)

36. "Road trips in Phuket are safe from accidents" (F = 3.675, p = 0.026)

Post Hoc (Hochberg-GT2) result shows that all attributes that have statistically significant difference, the level of agreement reported as followings;

1. "Phuket has beautiful seas and beaches", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

2. "Phuket has peaceful beaches and less crowds", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

3. "Phuket has beautiful viewpoints worth visiting", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

4. "Phuket has nice weather, no pollution", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

5. "Overall, Phuket is a clean place", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

6. "Phuket has a unique culture and traditions, such as vegetarian festivals", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree. Also, tourists who have education level above bachelor degree reported higher means than tourists who have bachelor degree.

7. "Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO)", tourists who have bachelor degree reported higher means than below bachelor degree, on the other hand, lower than tourists who have education level above bachelor degree.

8. "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

9. "Phuket has beautiful street art that reflects the story on the buildings, houses and walls", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above

bachelor degree.  Also, tourists who have education level above bachelor degree have higher means than bachelor degree.

10.  "Phuket is a "Smart city", tourists who have education level above bachelor degree have higher means than bachelor degree.

11.  "Phuket has a variety of public transportation systems", tourists who have bachelor degree have higher means than below bachelor degree but lower than above bachelor degree.

12.  "Phuket people are friendly", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

13.  "The service providers are welcoming Thai tourists very well", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree

14.  "The service providers are welcoming international tourists very well", tourists who have level of education above bachelor degree reported higher means than tourists who have below bachelor degree and bachelor degree. Also, bachelor degree has higher means than below bachelor degree.

15.  "Phuket offers a wide range of quality accommodation", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

16.  "Attractions provide sufficient information to educate the tourists", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

17.  "Phuket has a wide variety of tourist attractions", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

18.  "Phuket has spas and massage parlours of a high standard and quality", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

19.  "Phuket has hygienic and safe restaurants", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

20.  "Phuket is a place worth spending money in", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

21.  "Phuket has a high cost of living", tourists who have level of education below bachelor degree reported lower means than tourists who have

bachelor degree and above bachelor degree. Also, above bachelor degree reported higher means than bachelor degree.

22. "Phuket is an ideal city for relaxation and long-term stay", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

23. "Phuket offers safe marine activities such as water sports, boat trips", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

24. "Phuket is safe from natural disasters", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

25. "Phuket is safe from various crimes", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

26. "Phuket is safe from animal trafficking or abuse for tourism", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

27. "Road trips in Phuket are safe from accidents", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

28. "Many places in Phuket are safe from germs", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

29. "Phuket has all kinds of entertainment", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

30. "Phuket offers a variety of activities for the whole family", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

31. "Most Phuket people have a good quality of life", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

32. "Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA)", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

33. "The places in Phuket are less crowded, making it attractive for tourism", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

34. "Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings", tourists who have level of education below bachelor degree reported lower means than tourists who have bachelor degree and above bachelor degree.

35. "A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces", tourists who have education below bachelor degree have lower means than tourists who have bachelor degree.

## 4.12 The differences of destination image among Thai tourists in different marital status

Table 4.13 One-way ANOVA of destination image among Thai tourists in different marital status

| | Attributes | Single (N=230) | | In a relationship (N=64) | | Married, no children (N=34) | | Married, have children (N=188) | | Widowed and divorced (N=19) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT1 | Phuket has beautiful seas and beaches | 4.17 | 0.97 | 4.30 | 0.89 | 4.56 | 0.50 | 4.24 | 0.93 | 3.63 | 1.30 | 3.273 | **0.011*** | WD#MOC |
| AT2 | Phuket has peaceful beaches and less crowds | 3.87 | 1.08 | 4.03 | 1.21 | 4.18 | 0.80 | 4.02 | 1.11 | 3.32 | 1.45 | 2.494 | **0.042*** | |
| AT3 | Phuket has beautiful viewpoints worth visiting | 4.13 | 0.98 | 4.16 | 1.00 | 4.24 | 0.65 | 4.14 | 0.98 | 3.79 | 1.27 | 0.697 | 0.594 | |
| AT4 | Phuket has nice weather, no pollution | 3.84 | 1.03 | 3.83 | 1.03 | 4.06 | 0.78 | 3.97 | 1.08 | 3.68 | 1.29 | 0.856 | 0.490 | |
| AT5 | Overall, Phuket is a clean place | 3.88 | 0.95 | 3.78 | 0.92 | 4.09 | 0.71 | 3.95 | 1.02 | 3.68 | 1.29 | 0.922 | 0.451 | |
| AT6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.72 | 1.08 | 3.78 | 1.08 | 3.91 | 0.75 | 3.77 | 1.10 | 3.37 | 1.21 | 0.858 | 0.489 | |

Table 4.13 Continued

| Attributes | | Single (N=230) | | In a relationship (N=64) | | Married, no children (N=34) | | Married, have children (N=188) | | Widowed and divorced (N=19) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.79 | 1.02 | 3.72 | 1.08 | 3.76 | 0.78 | 3.70 | 1.01 | 3.42 | 1.17 | 0.708 | 0.587 | |
| AT8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 4.03 | 0.95 | 4.02 | 0.98 | 4.15 | 0.78 | 3.96 | 1.03 | 3.32 | 1.38 | 2.571 | 0.037* | MNC#WD, WD#S |
| AT9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 3.96 | 0.97 | 3.94 | 0.97 | 4.03 | 0.76 | 3.91 | 0.99 | 3.32 | 1.25 | 2.022 | 0.090 | |
| AT10 | Phuket is a "Smart city" | 3.34 | 1.07 | 3.20 | 1.07 | 3.44 | 1.11 | 3.56 | 1.08 | 3.05 | 1.08 | 2.246 | 0.063 | |
| AT11 | Traveling in Phuket is convenient | 3.27 | 1.19 | 3.13 | 1.23 | 3.32 | 1.30 | 3.49 | 1.19 | 3.11 | 1.29 | 1.588 | 0.176 | |
| AT12 | Phuket has a variety of public transportation systems | 3.07 | 1.24 | 2.83 | 1.18 | 3.18 | 1.22 | 3.39 | 1.17 | 2.84 | 1.26 | 3.643 | 0.006* | MC#IR |

Table 4.13 Continued

| Attributes | | Single (N=230) | | In a relationship (N=64) | | Married, no children (N=34) | | Married, have children (N=188) | | Widowed and divorced (N=19) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT13 | Phuket people are friendly | 3.83 | 0.95 | 3.75 | 1.04 | 3.88 | 0.88 | 3.76 | 1.01 | 3.26 | 1.19 | 1.578 | 0.179 | |
| AT14 | The service providers are welcoming Thai tourists very well | 3.88 | 1.01 | 3.92 | 0.98 | 4.00 | 0.55 | 3.81 | 1.01 | 3.32 | 1.16 | 1.814 | 0.125 | |
| AT15 | The service providers are welcoming international tourists very well | 4.04 | 0.97 | 4.06 | 0.97 | 3.97 | 0.83 | 3.95 | 0.96 | 3.37 | 1.30 | 2.289 | 0.059 * | |
| AT16 | Phuket offers a wide range of quality accommodation | 4.08 | 0.97 | 4.08 | 0.91 | 4.18 | 0.67 | 3.96 | 0.99 | 3.42 | 1.22 | 2.534 | **0.039** * | S#WD |
| AT17 | Attractions provide sufficient information to educate the tourists | 3.70 | 1.04 | 3.98 | 0.85 | 3.85 | 0.86 | 3.79 | 0.98 | 3.37 | 1.26 | 1.835 | 0.121 | |
| AT18 | Phuket has a wide variety of tourist attractions | 3.90 | 0.98 | 3.95 | 0.97 | 4.03 | 0.76 | 3.92 | 0.98 | 3.37 | 1.01 | 1.660 | 0.158 | |
| AT19 | Phuket has spas and massage parlours of a high standard and quality | 3.83 | 0.98 | 3.86 | 0.89 | 4.03 | 0.83 | 3.77 | 1.02 | 3.21 | 1.13 | 2.360 | 0.052 | |

Table 4.13 Continued

| Attributes | | Single (N=230) | | In a relationship (N=64) | | Married, no children (N=34) | | Married, have children (N=188) | | Widowed and divorced (N=19) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT20 | Phuket has hygienic and safe restaurants | 3.92 | 0.93 | 3.95 | 1.01 | 4.06 | 0.65 | 3.78 | 0.95 | 3.53 | 1.17 | 1.683 | 0.152 | |
| AT21 | Phuket is a place worth spending money in | 3.66 | 1.01 | 3.66 | 1.03 | 3.71 | 1.03 | 3.76 | 0.98 | 3.53 | 1.17 | 0.439 | 0.780 | |
| AT22 | Phuket has a high cost of living | 4.01 | 0.93 | 4.16 | 1.09 | 4.24 | 0.82 | 4.02 | 0.97 | 3.53 | 1.22 | 1.962 | 0.099 | |
| AT23 | Phuket is an ideal city for relaxation and long-term stay | 3.74 | 1.00 | 3.73 | 1.10 | 3.62 | 1.10 | 3.71 | 1.07 | 3.47 | 1.07 | 0.362 | 0.836 | |
| AT24 | Transportation fares are reasonable for the distance | 3.08 | 1.21 | 2.81 | 1.36 | 2.88 | 1.30 | 3.28 | 1.19 | 3.00 | 1.33 | 2.212 | 0.066 | |
| AT25 | Phuket offers safe marine activities such as water sports, boat trips | 3.68 | 0.94 | 3.83 | 1.02 | 3.62 | 0.82 | 3.67 | 1.00 | 3.42 | 1.07 | 0.756 | 0.554 | |
| AT26 | Phuket is safe from natural disasters | 3.47 | 1.01 | 3.52 | 1.08 | 3.65 | 0.95 | 3.59 | 0.96 | 3.26 | 0.93 | 0.774 | 0.542 | |
| AT27 | Phuket is safe from various crimes | 3.23 | 1.01 | 3.08 | 0.98 | 3.24 | 1.02 | 3.29 | 1.08 | 3.05 | 1.08 | 0.658 | 0.621 | |

Table 4.13 Continued

| Attributes | | Single (N=230) | | In a relationship (N=64) | | Married, no children (N=34) | | Married, have children (N=188) | | Widowed and divorced (N=19) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT28 | Phuket has trafficking or abuse of animals for tourism | 3.35 | 1.09 | 3.23 | 1.00 | 3.59 | 0.96 | 3.40 | 1.09 | 2.89 | 1.10 | 1.567 | 0.182 | |
| AT29 | Road trips in Phuket are safe from accidents | 3.33 | 0.99 | 3.09 | 1.12 | 3.53 | 0.86 | 3.45 | 1.12 | 3.21 | 1.03 | 1.760 | 0.136 | |
| AT30 | Many places in Phuket are safe from germs | 3.29 | 0.96 | 3.23 | 1.08 | 3.29 | 0.97 | 3.31 | 1.13 | 3.05 | 1.03 | 0.300 | 0.878 | |
| AT31 | Phuket has all kinds of entertainment | 3.63 | 1.04 | 3.66 | 1.10 | 3.56 | 0.93 | 3.65 | 1.05 | 3.00 | 1.05 | 1.772 | 0.133 | |
| AT32 | Phuket offers a variety of activities for the whole family | 3.84 | 0.95 | 3.81 | 1.08 | 3.76 | 0.78 | 3.83 | 0.96 | 3.26 | 1.15 | 1.623 | 0.167 | |
| AT33 | Most Phuket people have a good quality of life | 3.46 | 1.03 | 3.44 | 1.07 | 3.41 | 1.02 | 3.50 | 1.04 | 3.16 | 1.17 | 0.495 | 0.739 | |
| AT34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.70 | 0.92 | 3.84 | 1.14 | 3.79 | 0.77 | 3.71 | 1.07 | 3.37 | 1.12 | 0.903 | 0.462 | |

Table 4.13 Continued

| Attributes | Single (N=230) | | In a relationship (N=64) | | Married, no children (N=34) | | Married, have children (N=188) | | Widowed and divorced (N=19) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT35 The places in Phuket are less crowded, making it attractive for tourism | 3.65 | 1.02 | 3.67 | 1.10 | 3.76 | 0.78 | 3.66 | 0.99 | 3.47 | 1.17 | 0.260 | 0.904 | |
| AT36 Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.52 | 0.96 | 3.55 | 0.97 | 3.56 | 0.93 | 3.55 | 0.98 | 3.32 | 1.06 | 0.280 | 0.891 | |
| AT37 A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 3.58 | 1.03 | 3.80 | 1.03 | 3.82 | 0.94 | 3.55 | 1.06 | 3.42 | 1.22 | 1.216 | 0.303 | |

* The mean difference is significant at the 0.05 level

**Result of one-way ANOVA of destination image among Thai tourists in different marital status**

The result of one-way ANOVA result of destination image of Phuket among Thai tourists who have different marital status shows that there are 5 out of 37 attributes have statistical significance differences (p < .05). These attributes are in descending order of p-value and F-value as followings;

1. "Phuket has a variety of public transportation systems" (F = 3.643, p = 0.006)

2. "Phuket has beautiful seas and beaches" (F = 3.273, p = 0.011)

3. "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures" (F = 2.571, p = 0.037)

4. "Phuket offers a wide range of quality accommodation" (F = 2.534, p = 0.039)

5. "Phuket has peaceful beaches and less crowds" (F = 2.494, p = 0.042)

Post Hoc (Hochberg-GT2) result shows that all attributes that have statistically significant difference, the level of agreement reported as followings;

1. "Phuket has beautiful seas and beaches", tourists who are married, no children reported higher means than tourists who are widowed and divorced.

2. "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures", tourists who are widowed and divorced reported lower means than tourists who are married, have children and single tourists.

3. "Phuket has a variety of public transportation systems", tourists who are married and have children reported higher means than tourists who are in a relationship.

4. "Phuket offers a wide range of quality accommodation", tourists who are single have higher means than tourists who are widowed and divorced.

## 4.13 The differences of destination image among Thai tourists in different occupations

Table 4.14 One-way ANOVA of destination image among Thai tourists in different occupations

| | Attributes | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT1 | Phuket has beautiful seas and beaches | 4.08 | 1.07 | 4.31 | 0.81 | 4.46 | 0.68 | 4.29 | 0.82 | 3.61 | 1.40 | 3.96 | 1.21 | 4.07 | 0.92 | 5.121 | 0.000* | UL#CE,GE, OB/ GE#SE |
| AT2 | Phuket has peaceful beaches and less crowds | 3.67 | 1.19 | 4.01 | 1.07 | 4.20 | 0.88 | 4.10 | 1.01 | 3.39 | 1.36 | 3.74 | 1.25 | 3.67 | 1.30 | 4.007 | 0.001* | UL#CE,GE, OB |
| AT3 | Phuket has beautiful viewpoints worth visiting | 4.02 | 1.04 | 4.27 | 0.89 | 4.27 | 0.82 | 4.21 | 0.83 | 3.50 | 1.50 | 3.91 | 1.07 | 4.00 | 0.92 | 4.343 | 0.000* | UL#CE,GE, OB |
| AT4 | Phuket has nice weather, no pollution | 3.85 | 1.01 | 4.04 | 0.99 | 3.95 | 1.06 | 3.94 | 0.93 | 3.22 | 1.33 | 3.68 | 1.12 | 3.96 | 0.98 | 3.621 | 0.002* | UL#CE,GE, OB |

Table 4.14 continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT5 | Overall, Phuket is a clean place | 3.83 | 0.97 | 3.94 | 0.95 | 4.01 | 0.92 | 4.00 | 0.75 | 3.47 | 1.38 | 3.74 | 1.06 | 3.89 | 0.97 | 1.927 | 0.075 | |
| AT6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.67 | 0.95 | 3.85 | 1.05 | 3.91 | 0.95 | 3.90 | 0.90 | 3.22 | 1.46 | 3.39 | 1.29 | 3.48 | 1.01 | 3.862 | 0.001* | UL#CE,GE, OB |

Table 4.14 continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg -GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.90 | 0.86 | 3.82 | 0.98 | 3.80 | 1.00 | 3.86 | 0.87 | 3.22 | 1.38 | 3.47 | 1.10 | 3.41 | 1.01 | 3.474 | 0.002* | UL#CE,OB |

Table 4.14 continued

| | Attributes | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 3.96 | 0.92 | 4.07 | 0.94 | 4.15 | 0.87 | 4.13 | 0.78 | 3.44 | 1.40 | 3.70 | 1.13 | 3.74 | 1.20 | 3.927 | 0.001* | UL#CE,GE, OB |

Table 4.14 continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 4.00 | 0.95 | 3.99 | 0.93 | 4.07 | 0.90 | 3.97 | 0.77 | 3.39 | 1.48 | 3.23 | 0.96 | 3.78 | 0.93 | 3.029 | 0.006* | UL#CE,GE, OB |
| AT10 | Phuket is a "Smart city" | 3.46 | 0.94 | 3.38 | 1.15 | 3.68 | 1.02 | 3.40 | 1.04 | 3.17 | 1.38 | 3.23 | 0.96 | 3.04 | 0.76 | 2.182 | 0.043* | |
| AT11 | Traveling in Phuket is convenient | 3.42 | 1.05 | 3.38 | 1.25 | 3.43 | 1.16 | 3.19 | 1.28 | 3.22 | 1.44 | 3.32 | 1.17 | 3.11 | 0.89 | 0.619 | 0.715 | |

Table 4.14 continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT12 | Phuket has a variety of public transportation systems | 3.42 | 1.05 | 3.08 | 1.26 | 3.33 | 1.22 | 3.14 | 1.21 | 3.11 | 1.45 | 3.07 | 1.21 | 2.81 | 0.88 | 1.202 | 0.304 | |
| AT13 | Phuket people are friendly | 3.96 | 0.85 | 3.81 | 0.94 | 3.89 | 0.97 | 3.84 | 0.93 | 3.22 | 1.42 | 3.70 | 0.94 | 3.52 | 0.98 | 2.917 | **0.008\*** | UL#CE,GE, OB |
| AT14 | The service providers are welcoming Thai tourists very well | 4.04 | 0.94 | 3.93 | 0.96 | 3.87 | 1.01 | 3.89 | 0.78 | 3.33 | 1.39 | 3.79 | 0.96 | 3.56 | 1.12 | 2.638 | **0.016\*** | UL#ST,CE |

Table 4.14 continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT15 | The service providers are welcoming international tourists very well | 4.06 | 0.95 | 4.02 | 0.92 | 4.20 | 0.87 | 4.05 | 0.77 | 3.22 | 1.46 | 3.93 | 1.03 | 3.74 | 1.06 | 5.107 | 0.000* | UL#CE,GE, OB,SE,ST |
| AT16 | Phuket offers a wide range of quality accommodation | 4.06 | 0.95 | 4.07 | 0.92 | 4.16 | 0.82 | 4.20 | 0.80 | 3.28 | 1.41 | 3.89 | 0.99 | 3.70 | 1.10 | 5.394 | 0.000* | UL#CE,GE, OB,SE,ST |

Table 4.14 continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT17 | Attractions provide sufficient information to educate the tourists | 3.79 | 0.97 | 3.82 | 1.02 | 3.86 | 0.89 | 3.84 | 0.91 | 3.28 | 1.34 | 3.68 | 0.98 | 3.56 | 1.01 | 2.06 | 0.056 | |
| AT18 | Phuket has a wide variety of tourist attractions | 3.75 | 0.89 | 3.96 | 0.93 | 4.06 | 0.86 | 4.06 | 0.79 | 3.31 | 1.39 | 3.84 | 1.10 | 3.63 | 0.97 | 3.983 | 0.001* | UL#CE,GE, OB |
| AT19 | Phuket has spas and massage parlours of a high standard and quality | 3.88 | 0.87 | 3.90 | 0.97 | 3.92 | 0.94 | 3.84 | 0.82 | 3.31 | 1.33 | 3.65 | 1.11 | 3.48 | 0.94 | 2.855 | 0.010* | UL#CE,GE |

Table 4.14 Continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT20 | Phuket has hygienic and safe restaurants | 3.88 | 0.98 | 3.95 | 0.94 | 3.87 | 0.89 | 3.99 | 0.76 | 3.31 | 1.37 | 3.86 | 0.90 | 3.70 | 0.91 | 2.802 | 0.011* | UL#CE,GE, OB |
| AT21 | Phuket is a place worth spending money in | 3.83 | 0.93 | 3.73 | 1.00 | 3.77 | 0.95 | 3.76 | 0.90 | 3.22 | 1.40 | 3.49 | 0.97 | 3.70 | 1.07 | 2.086 | 0.053 | |
| AT22 | Phuket has a high cost of living | 3.88 | 0.89 | 4.14 | 0.94 | 4.17 | 0.81 | 4.28 | 0.82 | 3.06 | 1.31 | 3.81 | 1.08 | 3.93 | 0.78 | 9.328 | 0.000* | UL#CE,GE, OB,ST SE,HW/SE #OB |

Table 4.14 Continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT23 | Phuket is an ideal city for relaxation and long-term stay | 3.88 | 1.00 | 3.81 | 1.01 | 3.67 | 1.00 | 3.75 | 0.99 | 3.33 | 1.26 | 3.60 | 1.12 | 3.52 | 1.09 | 1.581 | 0.151 | |
| AT24 | Transportation fares are reasonable for the distance | 3.69 | 0.99 | 3.09 | 1.28 | 3.20 | 1.27 | 2.91 | 1.22 | 3.14 | 1.33 | 3.02 | 1.17 | 2.70 | 0.91 | 2.883 | 0.009* | ST#OB, HW |
| AT25 | Phuket offers safe marine activities such as water sports, boat trips | 3.94 | 0.86 | 3.71 | 0.99 | 3.79 | 0.91 | 3.67 | 0.85 | 3.17 | 1.18 | 3.63 | 0.98 | 3.48 | 1.01 | 2.765 | 0.012* | UL#CE,GE, ST |

Table 4.14 continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT26 | Phuket is safe from natural disasters | 3.63 | 0.87 | 3.60 | 1.08 | 3.54 | 0.91 | 3.56 | 0.84 | 3.11 | 1.12 | 3.47 | 1.14 | 3.26 | 0.90 | 1.67 | 0.126 | |
| AT27 | Phuket is safe from various crimes | 3.40 | 1.01 | 3.26 | 1.05 | 3.26 | 1.03 | 3.21 | 1.05 | 2.97 | 1.25 | 3.19 | 0.95 | 3.07 | 0.68 | 0.745 | 0.614 | |
| AT28 | Phuket has trafficking or abuse of animals for tourism | 3.50 | 1.05 | 3.37 | 1.11 | 3.37 | 1.11 | 3.45 | 0.99 | 3.00 | 1.22 | 3.25 | 1.04 | 3.26 | 0.76 | 1.066 | 0.382 | |

Table 4.14 Continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT29 | Road trips in Phuket are safe from accidents | 3.58 | 0.92 | 3.37 | 1.10 | 3.43 | 1.09 | 3.41 | 0.97 | 3.03 | 1.23 | 3.19 | 0.97 | 3.11 | 0.97 | 1.558 | 0.157 | |
| AT30 | Many places in Phuket are safe from germs | 3.38 | 0.96 | 3.40 | 1.11 | 3.16 | 0.94 | 3.27 | 1.08 | 3.11 | 1.26 | 3.25 | 0.85 | 3.11 | 0.89 | 0.988 | 0.432 | |
| AT31 | Phuket has all kinds of entertainment | 3.69 | 1.07 | 3.66 | 1.09 | 3.78 | 0.91 | 3.66 | 0.89 | 3.39 | 1.34 | 3.37 | 1.05 | 3.26 | 1.13 | 1.848 | 0.088 | |
| AT32 | Phuket offers a variety of activities for the whole family | 3.90 | 1.02 | 3.84 | 0.98 | 3.93 | 0.83 | 3.93 | 0.73 | 3.39 | 1.38 | 3.65 | 1.08 | 3.56 | 1.01 | 2.277 | 0.035* | |

Table 4.14 Continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT33 | Most Phuket people have a good quality of life | 3.67 | 1.04 | 3.52 | 1.01 | 3.48 | 0.93 | 3.49 | 0.99 | 3.11 | 1.28 | 3.33 | 1.12 | 3.19 | 1.08 | 1.573 | 0.153 | |
| AT34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.88 | 0.82 | 3.73 | 1.06 | 3.78 | 0.90 | 3.80 | 0.90 | 3.19 | 1.28 | 3.68 | 1.02 | 3.59 | 0.97 | 2.129 | **0.049*** | UL#ST,OB |

Table 4.14 Continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entrepreneurship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemployed (N=27) | | F-value | p-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT35 | The places in Phuket are less crowded, making it attractive for tourism | 3.88 | 0.94 | 3.66 | 1.04 | 3.68 | 0.94 | 3.78 | 0.86 | 3.28 | 1.34 | 3.53 | 1.00 | 3.56 | 1.09 | 1.697 | 0.119 | |
| AT36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.75 | 0.81 | 3.56 | 0.96 | 3.54 | 0.87 | 3.56 | 0.90 | 3.33 | 1.33 | 3.32 | 1.07 | 3.48 | 1.01 | 1.19 | 0.310 | |

Table 4.14 Continued

| Attributes | | Student (N=48) | | Company employee (N=176) | | Government employee/ private enterprise partnership (N=95) | | Own business/ entreprene urship (N=96) | | Unskilled labour (N=36) | | Self-employed/ freelancer (N=57) | | Housewife/ unemploye d (N=27) | | F-value | p-value | Post Hoc (Hochberg -GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 3.88 | 0.91 | 3.59 | 1.09 | 3.51 | 0.96 | 3.79 | 0.93 | 3.28 | 1.32 | 3.51 | 1.09 | 3.56 | 1.01 | 1.896 | 0.080 | |

* The mean difference is significant at the 0.05 level

**Result of one-way ANOVA of destination image among Thai tourists in different occupations**

The result of one-way ANOVA result of destination image of Phuket among Thai tourists who have different occupation shows that there are 21 out of 37 attributes have statistical significance differences (p < .05). These attributes are in descending orders p-value and F-value as followings;

1. "Phuket has a high cost of living" (F = 9.328, p < 0.000)

2. "Phuket offers a wide range of quality accommodation" (F = 5.394, p < 0.000)

3. "Phuket has beautiful seas and beaches" (F = 5.121, p = 0.000*)

4. "The service providers are welcoming international tourists very well" (F = 5.107, p < 0.000)

5. "Phuket has beautiful viewpoints worth visiting" (F = 4.343, p < 000)

6. "Phuket has peaceful beaches and less crowds" (F = 4.007, p = 0.001*)

7. "Phuket has a wide variety of tourist attractions" (F = 3.983, p = 0.001)

8. "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures" (F = 3.927, p = 0.001)

9. "Phuket has a unique culture and traditions, such as vegetarian festivals" (F = 3.862, p = 0.001)

10. "Phuket has nice weather, no pollution" (F = 3.621, p = 0.002)

11. "Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO)" (F = 3.474, p = 0.002)

12. "Phuket has beautiful street art that reflects the story on the buildings, houses and walls" (F = 3.029, p = 0.006)

13. "Phuket people are friendly" (F = 2.917, p = 0.008)

14. "Transportation fares are reasonable for the distance" (F = 2.883, p = 0.009)

15. "Phuket has spas and massage parlours of a high standard and quality" (F = 2.855, p = 0.010)

16. "Phuket has hygienic and safe restaurants" (F = 2.802, p = 0.001)

17. "Phuket offers safe marine activities such as water sports, boat trips" (F = 2.765, p = 0.012)

18. "The service providers are welcoming Thai tourists very well" (F = 2.638, p = 0.016)

19. "Phuket offers a variety of activities for the whole family" (F = 2.277, p = 0.035)

20. "Phuket is a "Smart city"" (F= 2.182, p = 0.043)

21. "Phuket has strict disease prevention and control measures, such as safety hygienic standards (.SHA)" (F = 2.129, p = 0.049)

Post Hoc (Hochberg-GT2) result shows that all attributes that have statistically significant difference, the level of agreement reported as followings;

1.  "Phuket has beautiful seas and beaches", tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners. Also, government employees/private enterprise partnership reported higher means than self-employed/freelancers.

2.  "Phuket has peaceful beaches and less crowds", tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners.

5.  "Phuket has beautiful viewpoints worth visiting", tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners.

6.  "Phuket has nice weather, no pollution", tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners.

7.  "Phuket has a unique culture and traditions, such as vegetarian festivals" tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners.

8.  "Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO)"

9.  "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures", tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners.

10.  "Phuket has beautiful street art that reflects the story on the buildings, houses and walls" tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners.

11.  "Phuket people are friendly" tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners.

12.  "The service providers are welcoming Thai tourists very well" tourists who are unskilled labour reported lower means than who are company employee and students.

13.  "The service providers are welcoming international tourists very well" tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership, own business, students and self-employed/freelancers.

14.  "Phuket offers a wide range of quality accommodation", tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership, own business, students and self-employed/freelancers.

15.  "Phuket has a wide variety of tourist attractions" tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners.

16.  "Phuket has spas and massage parlours of a high standard and quality" tourists who are unskilled labour reported lower means than who are company employee and government employee/private enterprise partnership.

17.  "Phuket has hygienic and safe restaurants", tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership and business owners.

18.  "Phuket has a high cost of living" tourists who are unskilled labour reported lower means than who are company employee, government employee/private enterprise partnership, business owners and students

19.  "Transportation fares are reasonable for the distance", tourists who are students reported higher means than business owners and housewife/unemployed.

20.  "Phuket offers safe marine activities such as water sports, boat trips" tourists who are unskilled labour reported lower means than who are

company employee, government employee/private enterprise partnership and students

     21. "Phuket has strict disease prevention and control measures, such as safety hygienic standards (.SHA)" tourists who are unskilled labour reported lower means than who are business owners and students.

**4.14 The differences of destination image among Thai tourists in different regions in Thailand**

Table 4.15 One-way ANOVA of destination image among Thai tourists in different regions in Thailand

| | Attributes | North (N=76) | | North East (N=146) | | Central (N=126) | | East (N=45) | | South (N=73) | | Bangkok (N=69) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT1 | Phuket has beautiful seas and beaches | 3.97 | 1.20 | 4.23 | 1.00 | 4.14 | 0.87 | 4.40 | 0.84 | 4.47 | 0.71 | 4.23 | 0.84 | 2.562 | **0.026*** | N#S |
| AT2 | Phuket has peaceful beaches and less crowds | 3.59 | 1.31 | 3.94 | 1.20 | 3.95 | 0.97 | 3.82 | 1.25 | 4.26 | 0.90 | 4.06 | 0.95 | 3.010 | **0.011*** | N#S |
| AT3 | Phuket has beautiful viewpoints worth visiting | 3.83 | 1.16 | 4.13 | 1.03 | 4.13 | 0.93 | 4.31 | 0.90 | 4.40 | 0.70 | 4.09 | 0.94 | 2.936 | **0.013*** | N#S |
| AT4 | Phuket has nice weather, no pollution | 3.68 | 1.16 | 3.86 | 1.17 | 3.90 | 0.95 | 4.09 | 0.95 | 3.99 | 0.98 | 3.94 | 0.92 | 1.105 | 0.356 | |
| AT5 | Overall, Phuket is a clean place | 3.78 | 1.11 | 3.93 | 1.06 | 3.90 | 0.83 | 4.11 | 0.86 | 3.99 | 0.84 | 3.72 | 1.01 | 1.274 | 0.273 | |
| AT6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.57 | 1.16 | 3.75 | 1.10 | 3.82 | 1.05 | 3.82 | 0.83 | 3.86 | 1.00 | 3.61 | 1.19 | 0.978 | 0.430 | |

Table 4.15 Continued

| | Attributes | North (N=76) | | North East (N=146) | | Central (N=126) | | East (N=45) | | South (N=73) | | Bangkok (N=69) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.57 | 1.14 | 3.72 | 1.02 | 3.70 | 0.97 | 4.00 | 0.85 | 3.88 | 0.90 | 3.70 | 1.13 | 1.386 | 0.228 | |
| AT8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 3.67 | 1.18 | 3.94 | 1.04 | 4.04 | 0.90 | 4.11 | 0.83 | 4.19 | 0.91 | 4.04 | 0.96 | 2.520 | **0.029*** | N#S |
| AT9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 3.78 | 1.14 | 3.85 | 1.05 | 3.94 | 0.89 | 4.09 | 0.85 | 4.14 | 0.82 | 3.84 | 1.01 | 1.581 | 0.164 | |
| AT10 | Phuket is a "Smart city" | 3.37 | 1.15 | 3.51 | 1.04 | 3.32 | 1.04 | 3.78 | 0.95 | 3.55 | 1.12 | 2.93 | 1.06 | 4.603 | **0.000*** | NE#B,E#B, S#B |
| AT11 | Traveling in Phuket is convenient | 3.30 | 1.19 | 3.49 | 1.14 | 3.23 | 1.23 | 3.80 | 0.97 | 3.52 | 1.25 | 2.68 | 1.21 | 6.693 | **0.000*** | N#B |

Table 4.15 Continued

| | Attributes | North (N=76) | | North East (N=146) | | Central (N=126) | | East (N=45) | | South (N=73) | | Bangkok (N=69) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT12 | Phuket has a variety of public transportation systems | 3.20 | 1.20 | 3.40 | 1.11 | 3.03 | 1.25 | 3.67 | 0.95 | 3.12 | 1.30 | 2.48 | 1.20 | 7.799 | **0.000*** | NE#B,C#E,C#B,E#B,S#B |
| AT13 | Phuket people are friendly | 3.53 | 1.04 | 3.76 | 1.06 | 3.80 | 0.96 | 4.13 | 0.81 | 3.89 | 0.91 | 3.71 | 0.96 | 2.458 | **0.032*** | N#E |
| AT14 | The service providers are welcoming Thai tourists very well | 3.61 | 1.08 | 3.75 | 1.04 | 3.90 | 0.96 | 4.04 | 0.93 | 4.11 | 0.86 | 3.84 | 0.93 | 2.691 | **0.021*** | N#S |
| AT15 | The service providers are welcoming international tourists very well | 3.62 | 1.18 | 3.90 | 1.01 | 4.10 | 0.87 | 4.16 | 0.85 | 4.23 | 0.79 | 3.96 | 1.01 | 4.037 | **0.001*** | N#C,N#E,N#S |
| AT16 | Phuket offers a wide range of quality accommodation | 3.76 | 1.16 | 3.88 | 1.02 | 4.06 | 0.86 | 4.13 | 0.87 | 4.34 | 0.75 | 4.09 | 0.98 | 3.600 | **0.003*** | N#S,NE#S,E#N |
| AT17 | Attractions provide sufficient information to educate the tourists | 3.66 | 1.13 | 3.77 | 1.01 | 3.71 | 0.98 | 4.04 | 0.82 | 4.10 | 0.82 | 3.45 | 1.05 | 4.039 | **0.001*** | S#B,B#E |
| AT18 | Phuket has a wide variety of tourist attractions | 3.70 | 1.10 | 3.90 | 1.01 | 3.87 | 0.94 | 4.04 | 0.88 | 4.10 | 0.88 | 3.90 | 0.91 | 1.489 | 0.191 | |

Table 4.15 Continued

| | Attributes | North (N=76) | | North East (N=146) | | Central (N=126) | | East (N=45) | | South (N=73) | | Bangkok (N=69) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT19 | Phuket has spas and massage parlours of a high standard and quality | 3.62 | 1.14 | 3.82 | 0.98 | 3.75 | 1.00 | 4.02 | 0.75 | 3.99 | 0.89 | 3.72 | 0.98 | 1.682 | 0.137 | |
| AT20 | Phuket has hygienic and safe restaurants | 3.63 | 1.08 | 3.85 | 0.93 | 3.87 | 0.92 | 4.00 | 0.93 | 4.07 | 0.84 | 3.90 | 0.94 | 1.826 | 0.106 | |
| AT21 | Phuket is a place worth spending money in | 3.51 | 1.10 | 3.67 | 1.00 | 3.67 | 1.00 | 4.00 | 0.83 | 3.88 | 0.94 | 3.58 | 1.05 | 2.037 | 0.072 | |
| AT22 | Phuket has a high cost of living | 3.89 | 1.13 | 4.10 | 0.99 | 3.96 | 0.92 | 3.93 | 0.94 | 4.12 | 0.87 | 4.10 | 0.99 | 0.880 | 0.494 | |
| AT23 | Phuket is an ideal city for relaxation and long-term stay | 3.49 | 1.18 | 3.66 | 1.12 | 3.71 | 0.99 | 4.04 | 0.80 | 3.93 | 0.98 | 3.61 | 0.94 | 2.497 | 0.060 | |
| AT24 | Transportation fares are reasonable for the distance | 3.18 | 1.19 | 3.34 | 1.28 | 3.02 | 1.20 | 3.69 | 1.00 | 2.97 | 1.17 | 2.42 | 1.16 | 8.192 | 0.000* | B#N,B#E, B#C,B#NE,E#S, C#E |
| AT25 | Phuket offers safe marine activities such as water sports, boat trips | 3.55 | 1.04 | 3.67 | 1.00 | 3.66 | 0.87 | 3.96 | 0.88 | 3.84 | 0.90 | 3.54 | 1.07 | 1.707 | 0.131 | |

Table 4.15 Continued

| | Attributes | North (N=76) | | North East (N=146) | | Central (N=126) | | East (N=45) | | South (N=73) | | Bangkok (N=69) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT26 | Phuket is safe from natural disasters | 3.32 | 1.13 | 3.55 | 1.04 | 3.44 | 0.90 | 3.87 | 0.84 | 3.74 | 0.96 | 3.38 | 0.99 | 2.935 | **0.013*** | N#E |
| AT27 | Phuket is safe from various crimes | 3.21 | 1.05 | 3.24 | 1.18 | 3.22 | 0.98 | 3.53 | 0.89 | 3.25 | 0.94 | 3.01 | 0.93 | 1.399 | 0.223 | |
| AT28 | Phuket has trafficking or abuse of animals for tourism | 3.30 | 1.10 | 3.45 | 1.11 | 3.37 | 1.06 | 3.56 | 0.99 | 3.36 | 1.06 | 3.03 | 1.01 | 1.854 | 0.101 | |
| AT29 | Road trips in Phuket are safe from accidents | 3.45 | 1.14 | 3.42 | 1.08 | 3.34 | 0.99 | 3.69 | 0.92 | 3.26 | 1.07 | 2.99 | 0.99 | 3.027 | **0.011*** | B#E |
| AT30 | Many places in Phuket are safe from germs | 3.21 | 1.19 | 3.27 | 1.10 | 3.32 | 0.92 | 3.51 | 1.04 | 3.29 | 0.95 | 3.16 | 1.04 | 0.731 | 0.600 | |
| AT31 | Phuket has all kinds of entertainment | 3.49 | 1.25 | 3.62 | 0.98 | 3.65 | 1.02 | 3.89 | 1.03 | 3.60 | 0.86 | 3.51 | 1.16 | 1.022 | 0.404 | |
| AT32 | Phuket offers a variety of activities for the whole family | 3.68 | 1.09 | 3.67 | 0.92 | 3.86 | 0.96 | 4.02 | 0.97 | 3.92 | 0.89 | 3.90 | 1.02 | 1.648 | 0.145 | |
| AT33 | Most Phuket people have a good quality of life | 3.38 | 1.18 | 3.48 | 1.04 | 3.47 | 0.99 | 3.78 | 0.90 | 3.44 | 0.99 | 3.28 | 1.07 | 1.390 | 0.226 | |

Table 4.15 Continued

| | Attributes | North (N=76) | | North East (N=146) | | Central (N=126) | | East (N=45) | | South (N=73) | | Bangkok (N=69) | | F-value | P-value | Post Hoc (Hochberg-GT2) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | Mean | S.D. | | | |
| AT34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.64 | 1.15 | 3.67 | 0.98 | 3.77 | 0.91 | 3.76 | 1.11 | 3.84 | 0.90 | 3.64 | 1.04 | 0.515 | 0.765 | |
| AT35 | The places in Phuket are less crowded, making it attractive for tourism | 3.57 | 1.01 | 3.62 | 1.01 | 3.65 | 1.01 | 3.89 | 1.01 | 3.73 | 0.99 | 3.65 | 1.04 | 0.716 | 0.612 | |
| AT36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.42 | 1.02 | 3.49 | 0.95 | 3.57 | 0.93 | 3.82 | 0.91 | 3.63 | 0.92 | 3.36 | 1.07 | 1.696 | 0.134 | |
| AT37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 3.45 | 1.06 | 3.58 | 1.03 | 3.64 | 0.99 | 3.87 | 1.06 | 3.75 | 0.97 | 3.45 | 1.18 | 1.580 | 0.164 | |

* The mean difference is significant at the 0.05 level

**Result of one-way ANOVA of destination image among Thai tourists in different regions**

The result of one-way ANOVA in destination image among Thai tourist's different regions shows that there were 15 out of 37 attributes statistical difference. These attributes are in descending orders in p-value and F-value as followings;

1. "Transportation fares are reasonable for the distance" (F = 8.192, p < 0.000)

2. "Phuket has a variety of public transportation systems" (F = 7.799, p < 0.000)

3. "Traveling in Phuket is convenient" (F = 6.693, p < 0.000)

4. "Phuket is a "Smart city"" (F = 4.603, p < 0.000)

5. "Attractions provide sufficient information to educate the tourists" (F = 4.039, p = 0.001)

6. "The service providers are welcoming international tourists very well" (F = 4.037, p = 0.001)

7. "Phuket offers a wide range of quality accommodation" (F=3.600, p = 0.003)

8. "Phuket is safe from natural disasters" (F = 3.027, p = 0.011)

9. "Phuket has peaceful beaches and less crowds" (F = 3.010, p = 0.011)

10. "Phuket has beautiful viewpoints worth visiting" (F = 2.936, p = 0.013)

12. "The service providers are welcoming Thai tourists very well" (F = 2.691, p = 0.021)

13. "Phuket has beautiful seas and beaches" (F = 2.562, p = 0.026)

14. "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures" (F = 2.520, p = 0.029)

15. "Phuket people are friendly" (F= 2.458, p = 0.032).

Post Hoc test (Hochberg-GT2), reveals that the differences occur among tourists who are from different residents as followings;

**1. North and South**, the level of agreements on destination image reported higher in tourists from the South than the North. These attributes include; "Phuket has beautiful seas and beaches", "Phuket has peaceful beaches and less crowds", "Phuket has beautiful viewpoints worth visiting", "Phuket old town

has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures", "The service providers are welcoming Thai tourists very well", "Phuket offers a wide range of quality accommodation".

   **2. Bangkok and North East,** the level of agreement on destination image of tourists reported higher in tourists from the North East than Bangkok. These attributes include; "Phuket is a "Smart city", "Phuket has a variety of public transportation systems" and "Transportation fares are reasonable for the distance".

   **3. Bangkok and East**, the level of agreement on destination image of tourists reported higher in tourists from the East than Bangkok. These attributes include; "Phuket is a "Smart city", "Phuket has a variety of public transportation systems", "Attractions provide sufficient information to educate the tourists", "Transportation fares are reasonable for the distance" and "Road trips in Phuket are safe from accidents".

   **4. Bangkok and South,** the level of agreement on destination image of tourists reported higher in tourists from the South than Bangkok. These attributes include; "Phuket is a "Smart city", "Phuket has a variety of public transportation systems" and "Attractions provide sufficient information to educate the tourists".

   **5. Bangkok and North**, the level of agreement on destination image of tourists are higher in tourists from the North than Bangkok. These attributes include; "Traveling in Phuket is convenient" and "Transportation fares are reasonable for the distance".

   **6. North and East**, the level of agreement on destination image of tourists reported higher in tourists from the East than North. These attributes include; "Phuket is safe from natural disasters", "Phuket offers a wide range of quality accommodation", "The service providers are welcoming international tourists very well" and "Phuket people are friendly".

   **7. Central and East,** the level of agreement on destination image of tourists reported higher in tourists from the East than Central. These attributes include; "Phuket has a variety of public transportation systems", "Transportation fares are reasonable for the distance"

   **8. Central and North**, the level of agreement on destination image of tourists reported higher in tourists from the Central than North. The attribute is "The service providers are welcoming international tourists very well".

**9. Central and Bangkok**, the level of agreement on destination image of tourists reported higher in tourists from the Central than Bangkok. The attributes include; "Phuket has a variety of public transportation systems" and "Transportation fares are reasonable for the distance"

**10. East and South**, the level of agreement on destination image of tourists reported higher in tourists from the Central than North. The attribute is "Transportation fares are reasonable for the distance"

**11**. **North East and South**, the level of agreement on destination image of tourists are higher in tourists from the East and South. The attribute is "Phuket offers a wide range of quality accommodation".

## 4.15 The differences of destination image in difference information sources

The result of an independent t-test was computed from 5 information sources grouped into induced and organic. The induced factors/questions including;

1. Posting by famous people or bloggers through social media such as Facebook, Instagram, etc.

2. Printed media such as magazines, travel books

3. Having seen Phuket on movies, dramas, TV shows, news and documentaries.

The organic factors/questions including;

1. Word of mouth from someone close to you

2. My own experience of having been to Phuket

Table 4.16 Independent T-Test of destination image among different information sources

| Attributes | | Induced (N = 282) | | Organic (N=147) | | T-value | P-value |
|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | | |
| AT1 | Phuket has beautiful seas and beaches | 4.38 | 0.77 | 4.35 | 0.81 | 0.02 | 0.886 |
| AT2 | Phuket has peaceful beaches and less crowds | 4.12 | 1.03 | 3.99 | 1.05 | 0.24 | 0.625 |
| AT3 | Phuket has beautiful viewpoints worth visiting | 4.12 | 1.03 | 3.99 | 1.05 | 0.02 | 0.885 |
| AT4 | Phuket has nice weather, no pollution | 4.23 | 0.83 | 4.32 | 0.86 | 0.18 | 0.671 |
| AT5 | Overall, Phuket is a clean place | 4.02 | 0.95 | 4.03 | 0.92 | 1.00 | 0.318 |
| AT6 | Phuket has a unique culture and traditions, such as vegetarian festivals | 3.99 | 0.85 | 3.99 | 0.91 | 1.22 | 0.271 |
| AT7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | 3.84 | 0.98 | 3.93 | 0.97 | 1.02 | 0.313 |
| AT8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | 3.80 | 0.96 | 3.87 | 0.95 | 1.46 | 0.228 |
| AT9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | 4.09 | 0.88 | 4.16 | 0.96 | 0.39 | 0.535 |

Table 4.16 Continued

| Attributes | | Induced (N = 282) | | Organic (N=147) | | T-value | P-value |
|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | | |
| AT10 | Phuket is a "Smart city" | 4.03 | 0.86 | 4.01 | 0.91 | 2.88 | 0.090 |
| AT11 | Traveling in Phuket is convenient | 3.44 | 1.10 | 3.46 | 1.00 | 0.23 | 0.634 |
| AT12 | Phuket has a variety of public transportation systems | 3.38 | 1.22 | 3.33 | 1.21 | 0.18 | 0.671 |
| AT13 | Phuket people are friendly | 3.17 | 1.24 | 3.00 | 1.21 | 0.03 | 0.864 |
| AT14 | The service providers are welcoming Thai tourists very well | 3.89 | 0.90 | 3.84 | 0.91 | 0.00 | 0.948 |
| AT15 | The service providers are welcoming international tourists very well | 4.09 | 0.88 | 4.14 | 0.88 | 0.02 | 0.890 |
| AT16 | Phuket offers a wide range of quality accommodation | 4.13 | 0.87 | 4.15 | 0.88 | 0.16 | 0.687 |
| AT17 | Attractions provide sufficient information to educate the tourists | 3.83 | 0.94 | 3.81 | 0.98 | 0.44 | 0.510 |
| AT18 | Phuket has a wide variety of tourist attractions | 3.99 | 0.89 | 4.02 | 0.92 | 0.01 | 0.935 |
| AT19 | Phuket has spas and massage parlours of a high standard and quality | 3.89 | 0.92 | 3.87 | 0.95 | 1.32 | 0.252 |
| AT20 | Phuket has hygienic and safe restaurants | 3.98 | 0.83 | 3.98 | 0.86 | 0.58 | 0.448 |
| AT21 | Phuket is a place worth spending money in | 3.81 | 0.91 | 3.69 | 1.02 | 3.44 | 0.064 |
| AT22 | Phuket has a high cost of living | 4.15 | 0.91 | 4.17 | 0.86 | 1.70 | 0.193 |
| AT23 | Phuket is an ideal city for relaxation and long-term stay | 3.81 | 0.99 | 3.82 | 0.99 | 0.58 | 0.448 |
| AT24 | Transportation fares are reasonable for the distance | 3.13 | 1.26 | 2.99 | 1.21 | 1.37 | 0.243 |
| AT25 | Phuket offers safe marine activities such as water sports, boat trips | 3.78 | 0.91 | 3.73 | 0.93 | 0.00 | 0.996 |
| AT26 | Phuket is safe from natural disasters | 3.62 | 0.98 | 3.58 | 0.91 | 0.88 | 0.348 |
| AT27 | Phuket is safe from various crimes | 3.29 | 1.04 | 3.31 | 0.92 | 2.60 | 0.107 |
| AT28 | Phuket has trafficking or abuse of animals for tourism | 3.44 | 1.06 | 3.37 | 1.06 | 0.02 | 0.899 |
| AT29 | Road trips in Phuket are safe from accidents | 3.43 | 1.04 | 3.35 | 1.05 | 0.14 | 0.704 |
| AT30 | Many places in Phuket are safe from germs | 3.32 | 1.04 | 3.42 | 0.95 | 1.08 | 0.300 |

Table 4.16 Continued

| Attributes | | Induced (N = 282) | | Organic (N=147) | | T-value | P-value |
|---|---|---|---|---|---|---|---|
| | | Mean | S.D. | Mean | S.D. | | |
| AT31 | Phuket has all kinds of entertainment | 3.65 | 1.00 | 3.71 | 1.00 | 0.21 | 0.644 |
| AT32 | Phuket offers a variety of activities for the whole family | 3.87 | 0.91 | 3.97 | 0.89 | 1.83 | 0.177 |
| AT33 | Most Phuket people have a good quality of life | 3.50 | 0.99 | 3.54 | 1.02 | 0.00 | 0.974 |
| AT34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | 3.81 | 0.96 | 3.81 | 0.90 | 0.86 | 0.353 |
| AT35 | The places in Phuket are less crowded, making it attractive for tourism | 3.76 | 0.97 | 3.74 | 0.94 | 1.40 | 0.237 |
| AT36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | 3.59 | 0.93 | 3.56 | 0.94 | 0.35 | 0.552 |
| AT37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | 3.63 | 1.01 | 3.78 | 0.96 | 2.19 | 0.140 |

**Result of Independent t-test of destination image in difference information sources**

The result shows that there is no statistically significant among information sources in all attributes. Either Induced and organic information sources do not change the way that tourist s perceived image of Phuket in different aspects.

**4.16 Content analysis**

Content analysis tool to determine the presence of certain words, themes, or concepts within some given qualitative data. Then, Wordcloud generator has been employed as a collection or cluster of words depicted in different sizes. The bigger and bolder the word appears, the more often it is selected/voted for by an audience member.

**4.16.1 "Phuket's image in 3 words"**

To examine the spontaneous perception and image of Phuket without leading question. A short answer was given for respondent for the question "What are the 3 words come to your mind when think about Phuket". The worlds have been mentioned as following table and figure;

Table 4.17 Phuket's image in 3 words

| No. | Word | Frequency |
|---|---|---|
| 1 | Sea | 316 |
| 2 | Food | 152 |
| 3 | Beautiful | 119 |
| 4 | Beach | 99 |
| 5 | Cape | 92 |
| 6 | Promthep | 87 |
| 7 | Patong | 48 |
| 8 | Expensive | 42 |
| 9 | Island | 38 |
| 10 | Water | 36 |
| 11 | Accommodation | 35 |
| 12 | Good | 35 |
| 13 | Delicious | 34 |
| 14 | Old | 32 |
| 15 | Seafood | 31 |
| 16 | Town | 31 |
| 17 | Hotel | 29 |
| 18 | Tourist | 28 |
| 19 | Clear | 26 |
| 20 | Seafood | 26 |
| 21 | Temple | 23 |
| 22 | Attraction | 22 |
| 23 | Chalong | 22 |
| 24 | Foreigner | 21 |
| 25 | View | 21 |

The result shows that top 10 frequent words that come to mind of tourists when thinking about Phuket were "sea", "food", "beautiful", "beach", "cape", "Promthep", "Patong", "expensive", "island", "water", respectively.

Figure 4.1 "Phuket's image in 3 words"



### 4.16.2 "Negative experience in Phuket"

Likewise, tourists who have been to Phuket before were given chance to show their opinion toward their visit. The given question was" Please share any "terrible" experience of Phuket that you had. (If applicable)" The worlds have been mentioned by respondents in a short answers, phrases and sentence, the result shows as following figure and table.

Table 4.18 Negative experience in Phuket

| No. | Words | Frequency |
|-----|-----------|-----------|
| 1 | Expensive | 88 |
| 2 | Taxi | 34 |
| 3 | Food | 32 |
| 4 | Thai | 22 |
| 5 | Fare | 21 |
| 6 | People | 21 |
| 7 | Traffic | 19 |
| 8 | Cost | 16 |
| 9 | High | 15 |
| 10 | Bad | 13 |
| 11 | Car | 13 |
| 12 | Many | 13 |
| 13 | Phuket | 13 |
| 14 | Prices | 13 |

Table 4.18 Continued

| No. | Words | Frequency |
|-----|-------|-----------|
| 15 | Accommodation | 11 |
| 16 | Jam | 11 |
| 17 | City | 9 |
| 18 | Foreigners | 9 |
| 19 | Tourists | 9 |
| 20 | Patong | 8 |

The result shows that top 10 frequent mentioned about negative or bad experience that tourists who have been to Phuket have encountered before. There were "expensive", "taxi", "food", "Thai", "Fare", "people", "traffic", "cost" "high", "bad", respectively.

Figure 4.2 Negative experience in Phuket

# Chapter 5

## Discussion and conclusion

Based on the result, the overall findings are discussed here. This chapter will also provide the summary of hypothesizes testing, recommendation and limitation.

## 5.1 Conclusion

### Demographic profiles

The respondents are mostly females and the majority are aged between 24-29 years old. Almost half of them were single and mostly hold bachelor degree. Approximately one third of all respondents were company employees as well as the same portion have income range 24-25 thousand Thai baht. The residency of respondents was fixed proportionally according to the proximity of overall population in Thailand which majority are in the North East, Central, North, South, Bangkok and East, respectively.

### General travel information

Approximately half of total respondents travel with their families. Travel occasion for most respondents were when they have vacation leave from work. Most of them travel 2-3 times annually.

### Phuket travel experience

Of 535 respondents, tourists who have never been to Phuket around 20% while 53% have been to Phuket before Covid time and 28% have been to Phuket during ongoing Covid-19. Among tourists who have experience in travelling to Phuket of 429 persons, their travel purpose mostly for leisure. The overall impression was mostly somewhat satisfied (4/5). The likeliness of visit intention in the future was mostly very high as well as the willingness to recommend Phuket to others. Information sources that tourist though it was influential to them to travel to Phuket was Posting by famous people or bloggers through social media such as Facebook, Instagram, etc.

### Overall Phuket's image

According to the word cloud analysis from instant thought of Phuket as a destination. Thai tourists think Phuket is a destination of "sea", "food" and "beautiful". In terms of negative image in particular, it appears that most frequent mention was about "expensive, "taxi" and "food".

**5.2 Hypothesis testing**

Overall, there were partial support for hypotheses as followings;

H1: Destination images are perceived differently before Covid-19 and during Covid-19.

The results have shown that the destination image attributes are statistically significant ($p < 0.05$) among 27 out of 37 attributes from before and during Covid-19, therefore the null hypothesis is rejected and alternative hypothesis is accepted.

H2: There is a difference in Phuket's image among Thai tourists' different genders.

The results have shown that the destination image attributes are statistically significant ($p < 0.05$) among 4 out of 37 attributes in tourists' different gender, therefore the null hypothesis is rejected and alternative hypothesis is accepted.

H3: There is a difference in Phuket's image among Thai tourists different ages.

The results have shown that the destination image attributes are statistically significant ($p < 0.05$) among 13 out of 37 attributes in tourists' different ages range, therefore the null hypothesis is rejected and alternative hypothesis is accepted.

H4: There is a difference in Phuket's image among Thai tourists' different income.

The results have shown that the destination image attributes are statistically significant ($p < 0.05$) among 14 out of 37 attributes in tourists' different income range, therefore the null hypothesis is rejected and alternative hypothesis is accepted.

H5: There is a difference in Phuket's image among Thai tourists' different education.

The results have shown that the destination image attributes are statistically significant ($p < 0.05$) among 36 out of 37 attributes in tourists' different education levels, therefore the null hypothesis is rejected and alternative hypothesis is accepted.

H6: There is a difference in Phuket's image among Thai tourists' different marital status.

The results have shown that the destination image attributes are statistically significant ($p < 0.05$) among 5 out of 37 attributes in tourists' different

marital status, therefore the null hypothesis is rejected and alternative hypothesis is accepted.

H7: There is a difference in Phuket's image among Thai tourists' different occupation.

The results have shown that the destination image attributes are statistically significant ($p < 0.05$) among 21 out of 37 attributes in tourists' different income range, therefore the null hypothesis is rejected and alternative hypothesis is accepted.

H8: There is a difference in Phuket's image among Thai tourists' different residency.

The results have shown that the destination image attributes are statistically significant ($p < 0.05$) among 15 out of 37 attributes in among tourists' different income range, therefore the null hypothesis is rejected and alternative hypothesis is accepted

H9: There is no difference in Phuket's image among different influential information sources. The results have shown that the destination image attributes are not statistically significant ($p > 0.05$) all 37 attributes, therefore the null hypothesis is accepted and alternative hypothesis is rejected. **As the result, the summary of hypotheses is portrayed as followings**

Table 5.1 Hypotheses summary

| Hypothesis | Results |
|---|---|
| **Hypothesis 1:** Destination images are perceived differently before Covid-19 and during Covid-19. | Partially supported |
| **Hypothesis 2:** There is a difference in Phuket's image among Thai tourists' different genders. | Partially supported |
| **Hypothesis 3:** There is a difference in Phuket's image among Thai tourists different ages. | Partially supported |
| **Hypothesis 4:** There is a difference in Phuket's image among Thai tourists' different income. | Partially supported |
| **Hypothesis 5:** There is a difference in Phuket's image among Thai tourists' different education. | Partially supported |

Table 5.1 Continued

| Hypothesis | Results |
|---|---|
| **Hypothesis 6:** | |
| There is a difference in Phuket's image among Thai tourists' different marital status. | Partially supported |
| **Hypothesis 7:** | |
| There is a difference in Phuket's image among Thai tourists' different occupation. | Partially supported |
| **Hypothesis 8:** | |
| There is a difference in Phuket's image among Thai tourists' different residency. | Partially supported |
| **Hypothesis 9:** | |
| There is a difference in Phuket's image among different influential information sources. | Not supported |

## 5.3 Discussion

### 5.3.1 Objective 1: To compare the destination image perceived by Thai tourists before and during Covid-19.

The results indicated that tourists' perceptions differ, between before and during the Covid time.

Firstly, among the **natural resources and environmental factors**, improvements in the beauty of the seas and beaches, fewer crowds, improved cleanliness and less pollution are direct consequences of lower tourism numbers. Prior to Covid, there were an excessive number of tourists and they contributed to the damage caused to the marine environment. Tourist attractions such as beaches, islands, walking streets, temples and markets in Phuket received a lot of negative comments due to overcrowding and excessive litter (Taecharungroj and Mathayomchan, 2019). This is congruent with the study by Fuchs and Sincharoenkul (2021) which revealed that littering was viewed negatively and affected Phuket's destination during Covid-19.

Secondly, for **social environment**, tourists also perceive Phuket people are friendlier, service providers are more welcoming and the crowds, in general, have improved. For a long time ago, stereotyping of service providers and residents in Phuket was viewed negatively for favouring Western tourists (Pantip, 2019). Moreover, rapid tourism development and mass tourism may have caused feelings of annoyance among residents (Jordan et al, 2019). The unpredictable situation during Covid and the severe reduction of foreign tourists brought a feeling of uncertainty and hopelessness in all sectors related to tourism in Phuket.

Therefore, providing high levels of service and hospitality to Thai tourists is the only realistic choice for tourism operators and may have resulted in this improved perception of Phuket in this area.

Thirdly, in terms of **cultural history and arts**, gastronomy, architecture, local shopping, cafes and restaurants, places for taking pictures, these were perceived as better during Covid-19. It is a similar situation with tourist attractions, as attributes such as fewer crowds and human presence cause the beauty of a place to be more noticeable (Kaufmann et al., 2020).

In spite of the fact that Phuket was perceived as an expensive destination in the past (Kalnavakul and Promsivapallop, 2022, **political and economic factors** such as, Phuket is an ideal city for long term stay, it is worth spending money in and reasonable transport fares were perceived better during covid. Also, during Covid-19, the government has arranged a tourism stimulation campaign called "Travel Together" to encourage Thai tourists to travel domestically with a 40% discount on flight, accommodation and food and beverage. Therefore, Phuket has been viewed as a more affordable destination during Covid.

With regard to **Covid-related risk perception**, which includes attributes such as, Phuket is safe from germs, Phuket has strict hygiene standards (SHA), Phuket service providers offer a flexible flight and hotel amendments and high vaccination rates in Phuket, despite these attributes being created and used during Covid specifically, tourists still perceive these factors higher than "before". This could be from a feeling of confidence towards Phuket during their visit, because Phuket has been selected, promoted and obliged to be a model and good example, to strictly comply with Covid control measures and hygienic standards. This is congruent with the study of Wongmonta (2021) that found that measures such as vaccination, are mandatory to leverage destinations during this crisis. Moreover, many scholars studied tourist behaviour during Covid-19 and found that risk perceptions were an important attribute in their decision making (Chebli et al.,2021).

**Attributes that viewed higher before Covid-19** can be explained that, during the closure of Thailand to all visitors during the spread of Covid, many tourism-related businesses were closed or only partially open. Therefore, the availability of many activities was reduced. As a result, the attributes including entertainment, activities for tourists, variety of attraction, variety of transportation, spas and massage parlors and events were viewed less (lower means) during Covid-19. Moreover, attributes regard to quality of life in Phuket and cost of living were

viewed lower during Covid-19 could be that tourists could notice the desperation that local people were putting on and the difficulty of surviving during the pandemic.

**There were no statistically significant in several safety and security attributes** such as Phuket is safe from natural disasters, germs, safe restaurant, animal trafficking and safe to do marine activities showed no different either before or during Covid, it could be explained that, those factors were not affected by the pandemic. Unlike the safety that related to risk of Covid directly as mentioned before. There were more concerning to tourists when it directly related to travel planning prior their arrival to the destination. Some of attributes that relate to tourist infrastructure such as convenience to travel to Phuket, enough information provided and wide range of quality accommodation and recognition of gastronomy city were also not viewed differently. This reveal that those qualities remain the same regardless of the difficulty from the pandemic. For the reason attributes such as of service providers welcoming international tourists well could be explained that, Thai tourists feel that service providers are already treating the foreign tourists optimally before Covid and continue to do so. Additionally, they perceived that the service providers will maintain a high quality of service to line up with the international level.

### 5.3.2 Objective 2: To examine the destination image of Phuket among Thai tourists.

#### Destination image in Thai tourist's different gender

According to the result of destination images among females are higher than males in 4 attributes which found statistically significant out of total 37 attributes.

Those attributes include; "Phuket has beautiful viewpoints worth visiting", "Attractions provide sufficient information to educate the tourists", "Phuket has a high cost of living" and "Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA)","Phuket has beautiful viewpoints worth visiting", "Attractions provide sufficient information to educate the tourists", This phenomenon could be explained that, females generally pay more attention to beauty and better observe then men do. Also, most women are more detailed oriented than men too. The suggestion made by Jaušovec & Jaušovec (2009) in "Do women see things differently than men do?" that, according to brain activity, females have a more completely developed mechanism in which has distinct sensory input than males do, particularly in the visual domain. In tourism field, past studies have confirmed that women tend to rate higher in natural infrastructure than men did

(Beerli&Martin,2004; Chen & Kerstetter;1999). For attribute "Phuket has a high cost of living", according to the study of "Assessing Purchase Patterns of Price Conscious Consumers". The percentage of price conscious consumers were found in females than males (Rihn et al., 2018). Attribute "Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA), despite these attributes has generated in the Covid pandemic, however, previous study supported this concept that women tend to worry about security and physical safety during travel more than men (Gao et al., 2020). In contrast, the study of moderation in genders toward perceived risk found higher in male than females although the respond to visit intention is higher in females (Carballo et al., 2021).

### Destination image in Thai tourist's different age

According to the post hoc result of destination images among tourist's different age. It shows that attributes found statistically significant were 13 out of 37, the discussion is made as followings;

The shared attributes that tourist age ranged 24-29 years old and tourist who are age above 54 years old perceived differently are; "Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO)", "The service providers are welcoming Thai tourists very well", "Phuket offers a wide range of quality accommodation", "Attractions provide sufficient information to educate the tourists", "Phuket has spas and massage parlours of a high standard and quality", "Phuket has hygienic and safe restaurants", "Phuket is a place worth spending money in". All attributes are rated higher in tourists who are 24-29 years old than tourists who are above 54 years old.

Furthermore, the statistically significant differences found in tourists who are age above 54 years old, that they the level of agreement is lower from tourists who age range 18-23, 24-29, 30-35, 36-41 and 48-53 years, in attribute "Phuket has spas and massage parlours of a high standard and quality". In addition, attribute "Transportation fares are reasonable for the distance" was viewed significantly higher by tourist age range 18-23 than tourists age 24-29, 13-35, 36-41, 42-47, 48-53 and above 54 years old. However, in attribute "Phuket has beautiful seas and beaches", tourists age 18-23 years old view significantly lower than tourists age 36-41 years old.

According to generation theory, each generation has predictable characteristics, values, and beliefs, as well as skills, abilities, capacities, interests, expectations, and favored habits (Benckendorff et al., 2012). This study found that the older tourists (who are above 54 years old) view destination attributes in Phuket

less favourable in several areas as presented in the result (Table 4.9). In contrast with recent study by Karakaş et al., (2021), that generation Z have least favourable view toward the destination and country image while Baby boomers (born 1946-1964) have positive opinions about a destination. The differences that made in the perception between these groups could be explained that younger tourists tend to be more familiar with internet and constantly use internet for all sort of things in life. The definition of "younger" tourists according to Benckendorff et al., (2012) defined as people who were born in 1979-1994 or so-called Y generation or millennials. Further study by Santos et al., (2016) confirmed that generation Y has better technology skills and like to be continuously connected, communicate with their social surroundings, and utilize social media extensively. Moreover, Parment (2013) found substantial discrepancies in the shopping habits of Generation Y and baby boomers in another survey. Providing plentiful and alternatives and information to the baby boomer age causes irritation, while the generation Y enjoys it. Not only being technology savvy convert them into impatient mentality and expects rapid answers to inquiries but also the level of awareness in environmental concerns are high. However, the study of Gao et al., (2017) argued that, the younger the tourists are, the less they care about natural resources.

Considering choosing products preferences, generation Y is emotionally attached to items and loyal to them, baby boomers mainly worry about quality (Parment, 2013). In terms of tourism activities, various generations have varied expectations and experiences. When forming social judgments, older persons have been found to depend on more freely accessible knowledge structures and schemas (Horhota & Blanchard-Fields, 2006).

### Destination image in Thai tourist's different income range

From this study, the report shows that tourists who earn less than 10 thousand baht per month rated the level of agreement lower than other groups. Those attributes include "Phuket has beautiful seas and beaches" "Phuket has peaceful beaches and less crowds", "Phuket has beautiful viewpoints worth visiting" , "Phuket has nice weather, no pollution" , "Overall, Phuket is a clean place", "Phuket has a unique culture and traditions, such as vegetarian festivals", "Phuket has been recognized the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO)", "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures", "The service providers are welcoming international tourists very well", "Phuket offers a wide range of quality accommodation", "Phuket has a wide variety

of tourist attractions" and "Phuket has hygienic and safe restaurants" and "Phuket has a high cost of living"

The result of this study is reverse with the "Socio-demographic Tourist Profile and Destination Image in Online Environment" that low incomers showed favourable views on cognitive destination attributes excluding price and climate attributes (Rafael&Almeida, 2017).

It is unclear why low-income tourists have a lower level of agreement on environmental attributes. In terms of economic-related attribute or factors, it could be explained that, people's ability to purchase goods, choice of food and price selections are based on their budget or income level (Holly & Wheeler, 1972; Leibtag & Kaufman, 2003; Ma et al, 2017). Therefore, people on lower income are more likely to search for bargains, promotions and low-priced products/services. As a result, they may not be exposed to luxury and higher-priced products and services that gives Phuket its reputation for being expensive destination.

Individual income has a direct influence on life satisfaction (Luttmer, 2005; Clark et al., 2009). Life satisfaction is an indicator for growth mindset which set individuals to see things in either positive or negative way (Lam & Zhou, 2020). Interestingly, "Phuket has a high cost of living" was rated low score in tourists who have income lower than 10 thousand THB while the same attribute rated highest in tourists who earn more than 70 thousand THB, meaning that low incomers do not think Phuket is as expensive as high-incomers do. It's possible that tourists who have low income expect the most value from every spending they made which include inexpensive products from the first place. However, the study of Aguiló Perez and Juannida (2000) revealed that tourists who believe the Balearic Islands to be an expensive destination spend more money than tourists in the control group.

**Destination image in Thai tourist's different education level**

According to Campbell's (1976) findings, education has an impact on subjective well-being and appears to interact with other factors such as income. The result shows that the majority of destination attributes were rated lowest (statistically significant) in tourists who have education level below bachelor degree and highest score in tourists who have above bachelor degree. It means that the lower the education level the less means in each destination attributes are (as reported in table 4.10). Except for attribute "Transportation fares are reasonable for the distance" which means that, there is no difference opinion among those 3 groups of tourist's education background. Education is likely to have a direct influence on happiness also linked to long-term earnings (Sacks et.al, 2010).

**Destination image in Thai tourist's different marital status**

From this study, there were only 4 out of 37 attributes that have statistically significant difference which interpreted that the majority found no difference. Generally, widowed and divorce tourists who have rated lower level of agreement compare to other groups in particular attributes "Phuket has beautiful seas and beaches", "Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures" and "Phuket offers a wide range of quality accommodation". This study has the result that compatible with Shankar (2019)'s study that marital status does not impact the destination image which similar to the study of Rafael& Almeida, (2017) which confirmed no statistical difference in marital status among tourist on destination image in online environment. In addition, one of the well know study by Beerli and Martin (2004), conclude that socio demographic (including social class) impacts the perception however it has not explicitly proven whether marital status is one of the socio demographic parameters. However, satisfaction - related study suggested that marital status is one the factors to considered in destination marketing (Ragavan 2014).

**Destination image in Thai tourist's different occupation**

The common pattern that reveals from the results reported in Table 4.12 shown that, among different type of occupation, tourists who are unskilled labours rated lower in level of agreement than other groups which are company employee, government employee/private enterprise partnership and own business/entrepreneurship in particular. In addition, students rated higher than other groups in some attributes such as "The service providers are welcoming international tourists very well", "Phuket offers a wide range of quality accommodation", "Phuket offers safe marine activities such as water sports, boat trips" and "Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA)". It's difficult to say what influences students' perception since they may be influenced by other family members when traveling together or lack the necessary experience to make accurate judgments. Kovačić et al. (2022) explained that, this might be due to tourists' perceptions of a sophisticated resort / places as a sign of status. Students and learners, as well as those with limited financial resources, may find it easier to gain prestige through travel as they pay less attention to sophistication which related to Phuket as a destination. The study by Rafael and Almeida (2017) found more positive perception among unemployed individuals than students and self-employed and students. However, in this study, the attribute "Transportation fares are reasonable for the distance" was the only attribute that found statistically significant

among housewife/unemployed tourists. There was few research on occupation that directly influence visitor perceptions, however there are studies that show that these elements are linked to education and income. Beerli and Martin (2004) conclude that social status is associate with the cognitive perception however, occupation was not mentioned nor explained.

### Destination image in Thai tourist's different regions

The result shown that several attributes were found statistically significant among tourists who are from the North versus South. These attributes include "Phuket has beautiful seas and beaches", "Phuket has peaceful beaches and less crowds", "Phuket has beautiful viewpoints worth visiting", "The service providers are welcoming Thai tourists very well", "The service providers are welcoming international tourists very well" and "Phuket offers a wide range of quality accommodation" which found higher in tourists from the South compare to the North. The reason maybe because firstly, Southern tourists are likely to be more familiar with items in Phuket than others since they have visited Phuket more frequently than others, resulting in a high score due to familiarity with the place. Secondly, people may be proud of Phuket because it is in the same region as them where they belong, and they may consider Phuket to be their home. Moreover, stereotypes, an important component of the cognitive system and a crucial part of the social knowledge structure that links descriptive attributes to a specific social group (Ford & Stangor, 1992). These attributes include "Transportation fares are reasonable for the distance" and "Phuket has a variety of public transportation systems", "Phuket is a "Smart city"" and "Attractions provide sufficient information to educate the tourists" found statistically rated lower in Tourists from Bangkok in particular. The transportation system in urban areas is clearly superior than that in Phuket province. High developed city such as Bangkok usually have greater infrastructure. In other word, greater selection in transportation system result in inexpensive fares. Therefore, it is foreseeable that such qualities were given a poor rating by Bangkok residents. Incongruent with the study of Kovacic et al, (2020) that respondents who grew up in the countryside had a more positive assessment of cognitive image than those who grew up in towns and cities. This might be explained by city dwellers' increased access to information, which could impact a more accurate picture of the location and explain their less favourable view of it (Milgram, 1974).

Despite sharing the same ethnicity, socio-demographic characteristics among Thai tourists might differ. Some people have positive feelings

about a certain characteristic, whereas others perceive the same attribute from a completely different viewpoint. Therefore, when it comes to traveling together and making decisions about various issues, visitors are forced to travel with family, partners, or friends. As a result, to gratify everyone at the same time is challenging. Especially in Thai culture which collectivism mindset is dominated to the majority of society. This study is aligned with the findings of "Destination image perception patterns of tourist typologies" that proved that, nationality, marital status, and education are essential role in forming tourist typology and perception toward destination image (Ceylan et al., 2020). Therefore, to enhance the promotion and strategies in a destination, the practitioners must carefully consider about what would appeal to certain types of tourists and what will not.

As literature supported, gender, age, education level, and social class effect on the cognitive and emotive components of image were discovered in the visitors' sociodemographic characteristics (Beerli and Martin, 2004). Kinnaird and Hall (1996) highlighted that all aspects of the tourism experience are impacted by our collective knowledge of the social construction of gender, from the ideals and actions of the transnational tourist operator to the divergent experiences of people engaging as either hosts or guests. Moreover, price conscious customer according to the study of Rihn et. al, (2018) are the majority of consumer who have less income, younger, females and bigger family. In addition, Aguiló Perez & Juaneda (2000) suggested that there is a specific sort of customer with little purchasing power, and it is questionable whether catering to this group is lucrative. Other groups, on the other hand, are opposed to spending amounts equivalent to conventional "quality tourism" along with recent research by the Tourism Authority of Thailand which provides insight into Thai tourist behaviour and interest. Segmentation in marketing based on the report were 6 categories which included high-end, gen-Y, millennials family, multi-generation family, ladies and silver age. Among the top destinations in Thailand, Phuket was one of the destinations in Thailand that high-end tourists travel to. Highlight characteristics of high-end tourists are high spending (higher income compared to other groups), stay longer in a destination, prefer to travel across regions and high travel frequency (TAT, 2020). The qualities above is inconsistent with Bangkok and the adjacent provinces. Moreover, the variety of tourists attraction in Phuket are indeed satisfactory to serve all segments.

**Information sources affect the image of Phuket**

The result shows that among tourists who have been to Phuket reported no effect on information source toward different destination attributes. This

implies that it is irrelevant which channels have an impact on how they perceive Phuket as a travel destination.

Although, assumably, tourists are always on the lookout for information from a variety of sources, one of those sources maybe somehow more influential than others because traditional channels such as brochures, printed documentaries become less significant because the technology is accessible to almost everyone these days as smartphones become one of the basic elements of life (Anderson & Jiang, 2018). In tourism context too, marketing agency often make use of these facts to promote their products online. As a result, celebrity, travel bloggers and all kind of brand's influencers are inclined to appear on the social medias and us (as a consumer) closely. The heavy usage of social media in Thai people, not only found among tourists, but also among total population of 75% (Statista, 2022). Thai tourists in particular, are influenced by the posting by famous people or bloggers through social media because Asian culture is naturally having high conformity as the social value (Petterson & Paterson, 2012). Furthermore, influential social media users are increasingly seen as a source of guidance for others who use social media to acquire information for buying decisions (Thakur et al., 2016) and the practices such as grabbing follower's attention, involving them in the posts, and sharing information positively influence the feeling of the followers or tourists (Gholamhosseinzadeh et al., 2021).

## 5.4 Theoretical and practical implications

The theoretical implication of this study is the measurement of new destination attributes during the crisis. In this study, Covid-related risk perception played an important role in the cognitive perception of what Phuket looked like in the pandemic time. As suggested by Chaulagain et al. (2019) that safety and security are essential to include in preventing, minimising and mitigating risk for Destination Marketing Organisations (DMOs). In addition, safety and security factors have been highlighted as critical factors in postcrisis, to ameliorate future strategies and the competitive advantage of a destination (Dwyer et al., 2006). Dwyer et al. (2006) also suggested tourism enterprises should be flexible in terms of making an effort to assist tourists with things such as amendment fees and adjustable products or activities, to maintain a competitive edge amid the crisis. Moreover, building the confidence in tourists during travel to a destination during the pandemic is one of the most important factors in competitiveness in crisis recovery (Goh, 2021; Zaman et al. 2021; Xu et al. 2021).

Considering tourism is a multisectoral business, the practical implications of this study are highly relevant for all sectors. Successful destination management is a consequence of integration of elements in "destination zone flowing", which consist of attraction complexes, linkage, access and community (Gunn 1972, 47). A number of general policies are governed by the public sector, therefore the most powerful tool to reinforce the law, regulations and strategies are to be derived from the government, such as environmental policy, communication policy, education policy, cultural policy, foreign investment and local zoning policy. (REF).

DMOs, including policy makers, need to cooperate with educators in enforcement of rules by the government sector and all stakeholders are obligated to integrate and implement these rules toward the same direction, objectives and goals. Stakeholders such as tour operators, accommodation providers and SME businesses are all responsible to comply with those strategies. Moreover, it is essential to not overlook the world's trends. This Covid-19 pandemic has inevitably accelerated the realization of all individuals and corporates to start practicing sustainable development by addressing the negative aspects of tourism, such as environmental degradation, congestion, and economic exploitation (Niewiadomski, 2020). Weaver and Lawton (2007), suggested that sustainable practices in tourism are worthwhile due to the trend of green tourism and the fact that many new travellers have strong ethical considerations when making consumption decisions.

This study has highlighted the importance of natural resources preservation, as being one of the key factors in driving sustainable goals. The "less quantity, more quality" concept can be applied in selecting "conscious tourists" who are willing to spend more for premium tourism products. Thus, to promote such a market and to attract conscious tourists, measures such as a limit on visitor numbers, recycling initiatives, and education for locals are necessary. In addition, The World Trade Organisation (WTO) has advocated these activities as valuable indicators for sustainable tourism since 1996.

Education is important and tourists ought to receive a code of conduct, which is a form of persuasive messaging (soft intervention) and considered the most influential approach (Marion & Farrell, 1998). Additionally, service providers in Phuket would also benefit from education. International standard training has been performed well by established companies, however, local residents lack this knowledge and could be assisted by training, potentially provided by private sector organisations such as hotel companies or national or local tourist organisations.

Given the existing available supply of tourism products and infrastructure in Phuket, there is a great potential to develop the domestic market to become a much greater source of income. Although Goh (2021) doubted that the quality of Asian tourists is capable of replacing high value long haul tourists, Bangkok metropolitans and Thais from adjacent provinces have relatively higher income compared to other provinces in Thailand (NSO, 2022) and those higher income qualities, fall into the high-end market, which is targeted by TAT in promoting tourism strategies (TAT, 2020).

Apart from the pull factors where tourists choose a destination based on the attractiveness of the place, push factors is one of the perspectives to be emphasised. As stated by Ries &Trout (1981), the key to creating an image isn't to invest in a new product for an existing market; rather, it's to change buyers' perceptions so that they are consistent with actual products in the market. Due to the success of Phuket's model during Covid-19, promoting this positive impact publicly can boost the attractiveness of Phuket as an ideal destination. Mass media communication has evolved into mass self-communication (Valkenburg et al., 2016) as the evidence has proven widely in the tourism field that user-generated-content is a powerful tool for promoting a destination (Zelenka et al., 2021). Also, UGC has an influence on travel organisations and destination marketing (Marine-Roig, 2016; Taecharungroj & Mathayomchan, 2019; Önder et al., 2019).

Given that tourists are consistently participating in the online community related to travel (Ben-Shaul & Reichel, 2017; Bilro et al., 2018), including sharing positive experiences online and beautiful photos to the rest of the world, this can encourage potential tourists to desire to visit Phuket without having been to Phuket before (Marchiori & Cantoni, 2015). However, in addition to creating a positive total image of Phuket, it is still essential for the reality of the destination, such as general and tourist infrastructure, natural and social environment including safety in all aspects, to be attractive, well managed and effectively maintained.

## 5.5 Limitation

The limitation and future works can be treated as an opportunity to discover more, by exploring gaps in the existing study, which were due to the restriction on travelling policies and Covid-19 measures in effect during the period of the study. It is beyond the scope of this study to address the questions of whether online surveys are effective in reaching sophisticated older tourists, who are not as active on the internet and if such surveys keep respondents fully engaged. Further

research is required to establish effective tools and reach fully qualified respondents and expand socio-demographics observation for a profound understanding of market segmentation. Moreover, future perceptions may change as a consequence of the divergence of policies, practices, promotion and marketing. Dissimilar situations over a period of time can change the perception of a tourist or the image of a destination, therefore it is highly recommended by the author to use cross-sectional study at any point in time of crisis to truly validate the destination image. Moreover, when asking the tourist to recall how they feel about something in the past is less likely to get an accurate result as they might forget or don't remember clearly. Therefore, it is essential to encourage respondents to take time and reflect properly in order to get an accurate result.

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กลุ่มงานคณะกรรมาธิการการพัฒนาเศรษฐกิจ สำนักกรรมาธิการ ๑ ส านักงานเลขาธิการสภา ผู้แทนราษฎร(2021). *รายงานผลกระทบเศรษฐกิจจากสถานการณ์แพร่ระบาด ของโรคติด เชื้อไวรัสโคโรนา ๒๐๑๙ (COVID-19)*. Retrieved November, 12, 2020, from <u>https://www.parliament.go.th/ewtcommittee/ewt/25_economy/ewt_dl_link.p hp?nid=418&filename=index</u>

# APPENDIX A



**Questionnaire**

**The destination image of Phuket from the perspective of Thai tourists during Covid-19**

This questionnaire is part of the Master's thesis of Faculty of Hospitality and Tourism University of Songkla Phuket Campus. The aim is to study the image of Phuket from the perspective of Thai tourists during the COVID -19 crisis. The questionnaire takes about 8-10 minutes to complete. Your responses will be kept confidential and will not affect you or your organization in any way. The data obtained will be used for academic purpose only. You can stop taking the survey immediately if you wish without any conditions. The researcher would like to thank you for taking the time to answer the questionnaire for this research.

Please contact Miss Prapaporn Kaewklub prapapon999@hotmail.com and

Asst. Prof. Dr. Kullada Phetvaroon kdtalk007@gmail.com for more information.

_____

Instruction: Please tick √ in the box and fill in the blank that corresponds to your opinion

**Screening question**

1. Are you above 18 years old?  ☐ Yes  ☐ No

2. Are you currently living in Thailand (outside of Phuket) and travelling outside of your home city at least once a year?  ☐ Yes  ☐ No

**1. Travel Information**

1. 1 Your latest Phuket travel experience. (Select all that apply)

☐ Never travelled to Phuket before (skip number 2,3)

☐ Have travelled to Phuket before the Covid-19 crisis

Please specify the number of times.................................................

☐ Have travelled between Covid-19 crisis (During January 2020 to the present)

Please specify the number of times…………

1. 2 The overall impression to Phuket experience.

☐ Very satisfied

☐ Somewhat satisfied

☐ Neither satisfied nor dissatisfied

☐ Somewhat dissatisfied

☐ Very dissatisfied

1.3 Please share any "terrible" experience of Phuket that you had.

(If applicable); ………………………………………

1. 4 What images or characteristics come to mind when you think of Phuket?

1)……………… 2) ………………3) ………………

1.5 Which one of the following have the most influence on your decision to travel to Phuket?

☐ Posting by famous people or bloggers through social media such as Facebook, Instagram, etc.

☐ Printed media such as magazines, travel books

☐ Having seen Phuket on movies, dramas, TV shows, news and documentaries

☐ Word of mouth from someone close to you

☐ My own direct experience of having been to Phuket

1.6 In general, when do you travel?

☐ Only weekends and public holidays

☐ Vacation leaves from work

☐ Any convenient day(s)

☐ Special occasions such as birthdays, wedding, anniversary

1.7 Before COVID – 19 (during 2017-2019) how many times did you travel within Thailand? Please specify…………………

1.8 Who do you usually travel with?

☐ Friends       ☐ Family       ☐ Partner       ☐ Myself

1. 9 Please specify the province you recently travelled to…………………………………………

1.10 What is your purpose of traveling to Phuket? (Choose all that apply)

☐ Leisure only

☐ Discounts and promotions during the Covid-19

☐ Visit family / relatives / friends

☐ Business contacts and work

☐ To use the program/promotions supported by government

☐ Other, please specify; …………

**2. What was your opinion about Phuket before the Covid-19 crisis and the present time?**

5 = strongly agree     4 = agree          3 = neutral          2 = disagree

1 = strongly disagree

| | Factor/opinion | before covid | | | | | present | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 1 | Phuket has beautiful seas and beaches | | | | | | | | | | |
| 2 | Phuket has peaceful beaches and less crowds | | | | | | | | | | |
| 3 | Phuket has beautiful viewpoints worth visiting | | | | | | | | | | |
| 4 | Phuket has nice weather, no pollution | | | | | | | | | | |
| 5 | Overall, Phuket is a clean place | | | | | | | | | | |
| 6 | Phuket has a unique culture and traditions, such as vegetarian festivals | | | | | | | | | | |
| 7 | Phuket has been recognised the City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization (UNESCO) | | | | | | | | | | |
| 8 | Phuket old town has Sino Portuguese architecture, local shopping, cafes and restaurants, places for taking pictures | | | | | | | | | | |
| 9 | Phuket has beautiful street art that reflects the story on the buildings, houses and walls | | | | | | | | | | |
| 10 | Phuket is a "Smart city" | | | | | | | | | | |
| 11 | Traveling in Phuket is convenient | | | | | | | | | | |

| Factor/opinion | | before covid | | | | | | present | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | 1 | 2 | 3 | 4 | 5 |
| | Phuket has a variety of public transportation systems | | | | | | | | | | | |
| 12 | Phuket people are friendly | | | | | | | | | | | |
| 13 | The service providers are welcoming Thai tourists very well | | | | | | | | | | | |
| 14 | The service providers are welcoming international tourists very well | | | | | | | | | | | |
| 15 | Phuket offers a wide range of quality accommodation | | | | | | | | | | | |
| 16 | Attractions provide sufficient information to educate the tourists | | | | | | | | | | | |
| 17 | Phuket has a wide variety of tourist attractions | | | | | | | | | | | |
| 18 | Overall, Phuket is a clean place | | | | | | | | | | | |
| 19 | Phuket has spas and massage parlours of a high standard and quality | | | | | | | | | | | |
| 20 | Phuket has hygienic and safe restaurants | | | | | | | | | | | |
| 21 | Phuket is a place worth spending money in | | | | | | | | | | | |
| 22 | Phuket has a high cost of living | | | | | | | | | | | |
| 23 | Phuket is an ideal city for relaxation and long-term stay | | | | | | | | | | | |
| 24 | Transportation fares are reasonable for the distance | | | | | | | | | | | |
| 25 | Phuket offers safe marine activities such as water sports, boat trips | | | | | | | | | | | |
| 26 | Phuket is safe from natural disasters | | | | | | | | | | | |
| 27 | Phuket is safe from various crimes | | | | | | | | | | | |
| 28 | Phuket is safe from animal trafficking or abuse for tourism | | | | | | | | | | | |
| 29 | Road trips in Phuket are safe from accidents | | | | | | | | | | | |

| | Factor/opinion | before covid | | | | | | present | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | 1 | 2 | 3 | 4 | 5 |
| 30 | Many places in Phuket are safe from germs | | | | | | | | | | | |
| 31 | Phuket has all kinds of entertainment | | | | | | | | | | | |
| 32 | Phuket offers a variety of activities for the whole family | | | | | | | | | | | |
| 33 | Most Phuket people have a good quality of life | | | | | | | | | | | |
| 34 | Phuket has strict disease prevention and control measures, such as safety hygienic standards (SHA) | | | | | | | | | | | |
| 35 | The places in Phuket are less crowded, making it attractive for tourism | | | | | | | | | | | |
| 36 | Service providers in Phuket offer flexible and free amendment of flight and accommodation bookings | | | | | | | | | | | |
| 37 | A high percentage of people in Phuket are vaccinated, inspiring confidence in tourists from other provinces | | | | | | | | | | | |

Will you travel to Phuket in the future?

☐ Very likely  ☐ Likely      ☐ Neutral   ☐ Unlikely    ☐ Very unlikely

Would you recommend Phuket to other people?

☐ Very likely  ☐ Likely      ☐ Neutral   ☐ Unlikely    ☐ Very unlikely

## 3. Personal Information

3.1 Gender

☐ Male                    ☐ Female

3.2 Age

☐ Under 18 years old          ☐ 18-23 years old

☐ 24-29 years old             ☐ 30-35 years old

☐ 36-41 years old             ☐ 42-47 years old

☐ 48-53 years old               ☐ 54-59 years old

☐ Over 60 years old

3.3 Marital status

☐ Single                    ☐ In a relationship

☐ Married with no children      ☐ Married      with      children

☐ Widowed                ☐ Divorced

3.4 Resident of province ...........................

3.5 Main occupation

☐ Company employee

☐ Housewife/househusband       ☐ Agricultural worker

☐ Own business/entrepreneurship    ☐ General labour

☐ Self-employed/freelance        ☐ Retired or unemployed

☐ Government employee/private enterprise partnership

☐ Others: ..............

3.6 Monthly income

☐ Below 10,000 baht          ☐ 10,001 – 15,000 baht

☐ 15,001 – 25,000 baht        ☐ 25,001 – 45,000 baht

☐ 45,001 – 75,000 baht        ☐ Over 75,000 baht

3.7 Education

☐ Primary education or lower     ☐ Junior High School/Vocational

☐ High School/Vocational        ☐ Bachelor degree

☐ Master degree             ☐ Doctorate degree

**แบบสอบถาม** (Thai version)

**ภาพลักษณ์ของภูเก็ตในมุมมองของนักเที่ยวชาวไทยทั่วประเทศในช่วงโควิด-19**

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ระดับปริญญาโท คณะการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์วิ ทยาเขตภูเก็ต  มีจุดมุ่งหมายเพื่อศึกษาภาพลักษณ์ของภูเก็ตในมุมมอง ของนักท่องเที่ยวชาวไทยในช่วงโควิด-19 แบบสอบถามใช้เวลาประมาณ 10-15 นาที ข้อมูลที่ได้จาก แบบสอบถามนักวิจัยจะเก็บเป็นความลับเพื่อวัตถุประสงค์ในการศึกษาเท่านั้น ผู้วิจัยขอขอบคุณที่ท่าน สละเวลาเพื่อตอบแบบสอบถามของงานวิจัยนี้  สอบถามเพิ่มเติมกรุณาติดต่อ น.ส. ประภาพร แก้ว กลับ prapapon999@hotmail.com และ ผศ.ดร.กุลดา เพ็ชวรุณ kdtalk@gmail.com

คำชี้แจง: กรุณาทำเครื่องหมายถูก √ ในช่องที่ตรงกับความคิดเห็นของท่าน

**คำถามกรอง**

1. ท่านมีอายุเกิน 18 ปีบริบูรณ์หรือไม่　　　　　 □ ใช่　　　　　　　 □ ไม่ใช่

2. ท่านอาศัยอยู่ในประเทศไทย(นอกภูเก็ต)และเดินทางออกจากถิ่นพำนักอย่างน้อยปีละครั้ง

　　　　　　　　　　　　　　　　　□ ใช่　　　　　　　 □ ไม่ใช่

**1. ข้อมูลการท่องเที่ยว**

1.1 ประสบการณ์การท่องเที่ยวภูเก็ตของท่านครั้งล่าสุด

　　□ ไม่เคยเที่ยวภูเก็ตมาก่อน (ข้ามไปข้อ 4)

　　□ เคยเที่ยวก่อนโควิด-19 โปรดระบุจำนวนครั้ง_____

　　□ เที่ยวระหว่างโควิด-19 ( ระหว่าง มกราคม พ.ศ. 2563 ถึง ปัจจุบัน)

โปรดระบุจำนวนครั้ง_____

1.2 โดยภาพรวมท่านรู้สึกประทับใจระดับใด

　　□ มากที่สุด　　　　　□ มาก　　　　　□ ปานกลาง　　　□ น้อย　　　□ น้อยที่สุด

1.3 โปรดบอกเล่าประสบการณ์ที่ "แย่" ที่ท่านเจอ_____

1.4 โปรดระบุ 3 อย่างที่ท่านคิดถึงเมื่อพูดถึงภูเก็ต

1) _____　2) _____　3) _____

1.5 การประชาสัมพันธ์ช่องทางใดจะมีผลต่อการตัดสินใจการเที่ยวภูเก็ตของท่าน**มากที่สุด**

　　การโพสต์ของบุคคลมีชื่อเสียงหรือบล็อกเกอร์ ผ่านโซเชียลมีเดีย เช่น เฟสบุค อิสตาแกรม เป็นต้น

　　สื่อสิ่งพิมพ์ เช่น นิตยสาร หนังสือท่องเที่ยว

　　เห็นสถานที่ในภูเก็ตผ่านหนัง ละคร รายการทีวี ข่าว และสารคดี

　　การบอกเล่าจากคนใกล้ชิด

　　ประสบการณ์ตรงของตนเองที่เคยไปภูเก็ต

　　อื่นๆ โปรดระบุ_____

1.6 โดยส่วนใหญ่ เวลาที่ท่านสามารถไปท่องเที่ยว อยู่ในช่วงเวลาใด

- ☐ เฉพาะวันเสาร์อาทิตย์ และวันหยุดนักขัตฤกษ์
- ☐ วันลาหยุดจากที่ทำงาน
- ☐ วันตามสะดวก
- ☐ โอกาศพิเศษ เช่น วันเกิด ครบรอบแต่งงาน

1.7 ก่อนเกิดโควิด-19 ภายในปี 2560-2562 ท่านเดินทางท่องเที่ยวในประเทศ โดยเฉลี่ยปีละ__ครั้ง

1.8 กรณีได้ไปเที่ยว ส่วนใหญ่ไปท่องเที่ยวร่วมกับ

☐ เพื่อน ☐ ครอบครัว ☐ คนเดียว ☐ คนรัก

1.9 โปรดระบุจังหวัดที่ท่านเพิ่งเดินทางไปเที่ยวมาครั้งล่าสุด_____

1.10 จุดประสงค์ในการท่องเที่ยวภูเก็ตของท่านคืออะไร (ตอบได้มากกว่า 1 ข้อ)

- ☐ ต้องการการพักผ่อน
- ☐ ส่วนลดและโปรโมชั่นช่วงโควิด
- ☐ เยี่ยมครอบครัว/ญาติ/เพื่อน
- ☐ ติดต่อธุรกิจและปฏิบัติงาน
- ☐ ใช้สิทธิ์กระตุ้นการท่องเที่ยวของรัฐบาล
- ☐ อื่นๆ โปรดระบุ....................

**2. ภาพลักษณ์ของภูเก็ตในมุมมองของท่าน เป็นอย่างไรช่วงก่อนโควิดและปัจจุบัน** 5 = เห็นด้วย
อย่างยิ่ง        4 = เห็นด้วย     3 = เฉยๆ        2 = ไม่เห็นด้วย     1 = ไม่เห็นด้วยอย่างยิ่ง

|  | ปัจจัย/ความคิดเห็น | ก่อนโควิด | | | | | ปัจจุบัน | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 1 | ภูเก็ตมีทะเล และชายหาดที่สวยงาม | | | | | | | | | | |
| 2 | ภูเก็ตเป็นมีชายหาดที่สงบ ผู้คนไม่พลุกพล่าน | | | | | | | | | | |
| 3 | ภูเก็ตมีจุดชมวิวที่สวยงามควรค่าแก่การไปเยือน | | | | | | | | | | |
| 4 | ภูเก็ตมีอากาศดี มลพิษน้อย | | | | | | | | | | |
| 5 | โดยภาพรวมภูเก็ตเป็นเมืองที่สะอาด | | | | | | | | | | |
| 6 | ภูเก็ตมีประเพณีและ วัฒนธรรมที่เป็นเอกลักษณ์ เช่น เทศกาลกินเจ | | | | | | | | | | |
| 7 | ภูเก็ตเป็นเมืองที่ได้รับการยกย่องโดยด้านวิทยาการอาหาร (City of Gastronomy)โดยองค์การเพื่อการศึกษา วิทยาศาสตร์และวัฒนธรรมแห่งสหประชาชาติ (UNESCO) | | | | | | | | | | |
| 8 | ย่านเมืองเก่าภูเก็ตมีสถาปัตยกรรมชิโนโปรตุกีส มีแหล่งชอปปิ้ง สินค้าพื้นเมือง ร้านกาแฟ และร้านอาหารที่น่าเดินชมและ ถ่ายรูป | | | | | | | | | | |
| 9 | ภูเก็ตมีสตรีทอาร์ทสวยๆสะท้อนเรื่องราวในมุมมองต่างๆ ตาม ตึกรามบ้านช่อง กำแพง และจุดต่างๆ | | | | | | | | | | |
| 10 | ภูเก็ตเป็นเมืองอัจฉริยะ (SMART CITY) | | | | | | | | | | |
| 11 | การเดินทางในภูเก็ตมีความสะดวกสบาย | | | | | | | | | | |
|  | ภูเก็ตมีระบบขนส่งมวลชนที่ครบครันได้มาตรฐาน | | | | | | | | | | |
| 12 | คนภูเก็ตมีอัธยาศัยดี | | | | | | | | | | |
| 13 | พนักงานบริการต้อนรับนักท่องเที่ยวชาวไทยเป็นอย่างดี | | | | | | | | | | |
| 14 | พนักงานบริการต้อนรับนักท่องเที่ยวต่างชาติเป็นอย่างดี | | | | | | | | | | |
| 15 | ภูเก็ตมีที่พักหลากหลาย ได้คุณภาพ | | | | | | | | | | |
| 16 | สถานที่สำคัญต่างๆมีข้อมูลให้ความรู้แก่นักท่องเที่ยว | | | | | | | | | | |
| 17 | ภูเก็ตมีสถานที่ท่องเที่ยวที่หลากหลายรูปแบบ | | | | | | | | | | |
| 18 | ภูเก็ตมีสปาและร้านนวดที่ได้มาตรฐานและคุณภาพ | | | | | | | | | | |
| 19 | ภูเก็ตมีร้านอาหารที่ถูกสุขอนามัยและปลอดภัย | | | | | | | | | | |
| 20 | ภูเก็ตเป็นเมืองที่คุ้มค่าแก่การใช้จ่าย | | | | | | | | | | |
| 21 | ภูเก็ตมีค่าครองชีพสูง | | | | | | | | | | |
| 22 | ภูเก็ตเป็นเมืองที่เหมาะแก่การพักผ่อนและพำนักระยะยาว | | | | | | | | | | |
| 23 | อัตราค่าโดยสารในภูเก็ตมีความสมเหตุสมผลกับระยะทาง | | | | | | | | | | |
| 24 | ภูเก็ตมีกิจกรรมทางทะเลที่ปลอดภัย เช่น กีฬาทางน้ำ ทางเรือ | | | | | | | | | | |

| | ปัจจัย/ความคิดเห็น | ก่อนโควิด | | | | | | ปัจจุบัน | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | 1 | 2 | 3 | 4 | 5 |
| 25 | ภูเก็ตมีความปลอดภัยจากภัยธรรมชาติ | | | | | | | | | | | |
| 26 | ภูเก็ตมีความปลอดภัยจากอาชญากรรมต่างๆ | | | | | | | | | | | |
| 27 | ภูเก็ตปลอดจากการลักลอบค้าหรือการทารุณสัตว์เพื่อการท่องเที่ยว | | | | | | | | | | | |
| 28 | การเดินทางบนถนนในภูเก็ตมีความปลอดภัยจากอุบัติเหตุ | | | | | | | | | | | |
| 29 | สถานที่ต่างๆในภูเก็ตปลอดภัยจากเชื้อโรค | | | | | | | | | | | |
| 30 | ภูเก็ตมีแหล่งบันเทิงให้ความเพลิดเพลินครบครัน | | | | | | | | | | | |
| 31 | ภูเก็ตมีกิจกรรมหลากหลายสำหรับทุกคนในครอบครัว | | | | | | | | | | | |
| 32 | คนภูเก็ตส่วนใหญ่มีคุณภาพชีวิตที่ดี | | | | | | | | | | | |
| 33 | ภูเก็ตมีมาตรการการป้องกันและควบคุมโรคที่เข้มงวด เช่น มาตรฐานความปลอดภัยด้านสุขอนามัย (SHA) | | | | | | | | | | | |
| 34 | สถานที่ต่างๆในภูเก็ตมีความแออัดน้อย สร้างความน่าดึงดูดในการท่องเที่ยว | | | | | | | | | | | |
| 35 | ภูเก็ตมีกฎที่ยืดหยุ่นในการใช้บริการต่างๆ เช่น ยกเลิกการจองห้องฟรี เลื่อนเที่ยวบิน เป็นต้น | | | | | | | | | | | |
| 36 | คนในภูเก็ตมีการได้รับวัคซีนที่ทั่วถึง สร้างความมั่นใจให้นักท่องเที่ยวจากจังหวัดอื่น | | | | | | | | | | | |
| 37 | ภูเก็ตมีทะเล และชายหาดที่สวยงาม | | | | | | | | | | | |

คุณอยากไปเที่ยวภูเก็ตในอนาคต

☐ มากที่สุด ☐ มาก ☐ ปานกลาง ☐ น้อย ☐ น้อยที่สุด

คุณจะแนะนำเพื่อนและคนรู้จักไปเที่ยวภูเก็ต

☐ มากที่สุด ☐ มาก ☐ ปานกลาง ☐ น้อย ☐ น้อยที่สุด

ข้อเสนอแนะ

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**3.ข้อมูลส่วนบุคคล**

3.1 เพศ

☐ ชาย ☐ หญิง

3.2 อายุ

☐ น้อยกว่า 18 ปี ☐ 18-23 ปี

☐ 24-29 ปี ☐ 30-35 ปี

☐ 36-41 ปี                              ☐  42-47 ปี

☐ 48-53 ปี                              ☐ 54-59 ปี

☐  มากกว่า 60 ปี

3.3 สถานภาพสมรส

☐ โสด                                   ☐ อยู่ในความสัมพันธ์

☐ สมรสไม่มีบุตร                          ☐ สมรสมีบุตร

☐ หม้าย                                 ☐  หย่าร้าง

3.4 ที่อยู่ปัจจุบันจังหวัด_____

3.5 อาชีพหลัก

☐ นักเรียน/นักศึกษา                      ☐ พนักงานบริษัท

☐ รับราชการ/รัฐวิสาหกิจ                  ☐ ค้าขาย/ธุรกิจส่วนตัว/เจ้าของกิจการ

☐ เกษตรกร                               ☐ อาชีพอิสระ/ฟรีแลนซ์

☐ รับจ้างทั่วไป/กรรมกร                   ☐ พ่อบ้าน/แม่บ้าน

☐ เกษียณ หรือไม่ประกอบอาชีพ             ☐ อื่นๆ:_____

3.6 รายได้ต่อเดือน

☐ ต่ำกว่า 10,000 บาท                   ☐ 10,001 – 15,000 บาท

☐ 15,001 – 25,000 บาท                ☐  25,001 – 45,000 บาท

☐ 45,001 – 75,000 บาท                ☐ มากกว่า  75,000  บาท

3.7 การศึกษา

☐ ประถมศึกษา หรือต่ำกว่า                ☐ มัธยมศึกษาตอนต้น/ปวช.

☐ มัธยมศึกษาตอนปลาย/ปวส.             ☐  ปริญญาตรี

☐ ปริญญาโท                             ☐  ปริญญาเอก

# APPENDIX C
## Certification



**NU-RREC**

คณะการบริการและการท่องเที่ยวมหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต ร่วมกับ

คณะกรรมการจริยธรรมการวิจัยในมนุษย์เครือข่ายภูมิภาค มหาวิทยาลัยนเรศวร

วุฒิบัตรฉบับนี้ให้ไว้เพื่อแสดงว่า

## ประภาพร แก้วกลับ

ได้ผ่านการอบรมเชิงปฏิบัติการหลักสูตร Human Subjects Protection-Standard Course

ประกาศนียบัตรฉบับนี้มีผลตั้งแต่วันที่ ๑๒ กันยายน ๒๕๖๓ ถึงวันที่ ๑๒ กันยายน ๒๕๖๖

ณ ห้องประชุม Smart Class Room ชั้น ๑ อาคารคณะการบริการและการท่องเที่ยว

มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

(นายแพทย์สมบูรณ์ ตันสุภสวัสดิกุล)

ประธานคณะกรรมการจริยธรรมการวิจัยในมนุษย์เครือข่ายภูมิภาค

มหาวิทยาลัยนเรศวร

## VITAE

**Name**                    Miss Prapaporn Kaewklub

Student ID          6330121010

**Educational Attainment**

| Degree | Name of Institution | Year of Graduation |
|---|---|---|
| Bachelor of Business Administration (International Program) | Prince of Songkla University, Phuket Campus | 2015 |

**Work Experience – Position and Address**

Sales Executive - Marriott Vacation Club, 234 Mai Khao, Thalang, Phuket

Marketing Executive - Marriott Vacation Club, 234 Mai Khao, Thalang, Phuket

Guest Service Supervisor – Novotel Phuket Karon Beach Resort and Spa, Phuket

Sales Executive – Century21 Samui Zazen Property, Bophut, Koh Samui, Suratthani

Guest Service Agent- Pullman Phuket Arcadia Naithon Beach, Thalang, Phuket

**Scholarship Awards During Enrollment**

100% Grants for Assistant Researchers Scholarship Master of Business Administration, Faculty of Hospitality and Tourism. Prince of Songkla University, Phuket campus.

**List of Publication and Proceedings** -