Perceptions of Chinese People Toward Phuket's Destination Image and Intention to Visit Phuket: The Influence of Phuket Sandbox Program Implementation

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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.

....Signature

(Mr.Zhaoxiang Hu)

Candidate

ชื่อวิทยานิพนธ์ การรับรู้ของชาวจีนที่มีต่อภูเก็ตในฐานะจุดหมายปลายทางท่องเที่ยวและความ
ตั้งใจที่จะมาเยือน: อิทธิพลของการดำเนินการโครงการ Phuket Sandbox Program
ผู้เขียน นายซูเซี่ยน ฮัว
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บทคัดย่อ

ภาพลักษณ์ของจุดหมายเป็นสิ่งที่มีความสำคัญอย่างยิ่งต่ออุตสาหกรรมการท่องเที่ยว โดยเฉพาะในช่วงเกิดโรคระบาด COVID-19 ครั้งใหญ่ทั่วโลก ประเทศไทยเป็นจุดหมายปลายทางที่ได้รับความนิยมจากนักท่องเที่ยวทั่วโลก โดยเฉพาะจังหวัดภูเก็ตติดหนึ่งในสถานที่ท่องเที่ยวของประเทศไทยที่มีนักท่องเที่ยวชาวจีนจำนวนมากที่ได้เดินทางเข้ามาท่องเที่ยว ภายหลังการเกิดโรคระบาด ทำให้จำนวนนักท่องเที่ยวชาวจีนลดลง ส่งผลกระทบต่อภูเก็ต ในการศึกษาครั้งนี้มีวัตถุประสงค์ เพื่อศึกษาการรับรู้ของชาวจีนต่อภูเก็ตในฐานะแหล่งท่องเที่ยวก่อนและหลังเข้าร่วมโครงการ Phuket Sandbox Program ในช่วงระหว่างการเกิดโรคระบาด COVID-19 โดยมีวิธีวิจัยเชิงปริมาณ มีการใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูลจากนักท่องเที่ยวชาวจีนจำนวน 400 คน นำข้อมูลที่ได้จากผลสำรวจมาวิเคราะห์ข้อมูล ด้วยสถิติเชิงพรรณนา พบว่า กลุ่มตัวอย่างชาวจีนยังคงมีภาพลักษณ์เชิงบวกต่อจังหวัดภูเก็ต ต่อทรัพยากรท่องเที่ยวเชิงธรรมชาติ ภูมิอากาศ การบริการ เป็นปัจจัยหลักในการสร้างการรับรู้ภาพลักษณ์เชิงบวก แต่ในทางตรงกันข้ามความสะดวกในการเดินทาง มาตรการควบคุมโรคระบาด ระดับค่าใช้จ่ายราคาเป็นปัจจัยที่ส่งผลต่อภาพลักษณ์ของภูเก็ตที่ชาวจีนรู้สึกกังวลโดยเฉพาะก่อนเข้าร่วม Phuket Sandbox Program และหลังจากได้เข้าร่วม Phuket Sandbox Program มีผลต่อการตัดสินใจเดินทางมาท่องเที่ยวจังหวัดภูเก็ตในอนาคต เมื่อเปรียบเทียบภาพลักษณ์ของภูเก็ตระหว่างก่อนและหลังการเข้าร่วม Phuket Sandbox Program พบว่า มีความแตกต่างกันตามตัวแปรต้นสำคัญได้แก่ ช่วงอายุ ระดับรายได้เฉลี่ยต่อเดือน ประเภทของนักท่องเที่ยว แต่ไม่พบว่าปัจจัยด้านเพศ หรือประสบการณ์การเดินทางมาท่องเที่ยวก่อนหน้านี้ สำหรับภาพลักษณ์เชิงความรู้สึกของภูเก็ตที่สำคัญได้แก่ ความตื่นเต้น ผ่อนคลาย อบอุ่นใจจากการต้อนรับ ส่วนองค์ประกอบต่างๆเช่น ชายหาด แหล่งดำน้ำ การแสดงโชว์ต่าง ๆ และความบันเทิง ภัตตาคาร โรงแรมและรีสอร์ต ห้างร้านสำหรับจับจ่ายสินค้า และองค์ประกอบภาพลักษณ์เชิงภาวการณ์ตัดสินใจท่องเที่ยว พบว่า ชาวจีนมีความต้องการกลับมาท่องเที่ยวยังจังหวัดภูเก็ตและสนับสนุนให้นักท่องเที่ยวชาวจีนคนอื่นๆได้ตัดสินใจเข้าร่วมในการเดินทางมาท่องเที่ยวภูเก็ตด้วย

Keywords: ชาวจีน, จังหวัดภูเก็ต, ภูเก็ตแซนบล๊อก, โควิด-19

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ABSTRACT

The image of a destination is crucial in tourism, especially in the wake of the worldwide epidemic. Thailand has always been a popular tourism destination for visitors from all over the globe. Phuket is at the top of the list of Thailand's many tourist destinations. Thousands of Chinese visitors visit Phuket each year. The decreased number of Chinese visitors has had a significant effect on Phuket since the epidemic. The goal of this research is to learn more about Chinese peoples' perceptions of Phuket as a tourist destination during COVID-19 before and after the implementation of Phuket Sandbox Program. Questionnaires were used to obtain qualitative and quantitative data from 400 Chinese visitors. Descriptive statistics and multiple regressions were used to analyze the data. Despite the continuing coronavirus epidemic, the data suggest that Chinese visitors still have a positive perception of Phuket as a tourist destination. Natural attractions, climate, and hospitality/friendliness were the three primary components of Phuket that enabled it to have a good destination image. Accessibility, pandemic control, and cost/price level, on the other hand, presented concerns to Phuket's destination image before the implementation of the Phuket Sandbox. This study also found a significant improvement of Phuket destination image after the implementation of Phuket Sandbox. Chinese people also showed positive intention to visit Phuket in the future. Perceived destination image of Phuket both before and after Phuket Sandbox was significantly differed between Chinese people of different age group, average monthly income, type of Chinese tourists, but not gender, and past travel history to Thailand. The Chinese tourists' affective destination image was exciting, relaxing, and welcoming, while the Chinese tourists' cognitive destination image included good beaches, scuba diving locations, numerous shows and entertainments, good restaurants, nice hotels and resorts, and good shopping destinations. Finally, the conative destination image reveals that Chinese visitors want to return and revisit Phuket, as well as urge others to join them.

Keywords: Chinese People, Phuket, Sandbox Program Implementation, Covid-19

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

The aim of the first chapter is to familiarize readers with the overview of this research. This chapter has been divided into five main sub-sections. The sub-sections of this chapter are the background of the study, aims, research questions, research objectives of the study, rationale and significance of the study, the scope of the study, and definition of terms.

1.1 Background of the study

For the purposes of this definition, tourism includes the actions of a person who travels to and stays in areas other than their typical surroundings for a period of not more than one year (UNWTO, 2022a). Over the course of the previous six decades, the tourist sector has continued to grow and evolve. In recent years, business has emerged as one of the world's biggest and fastest expanding economic sectors. Despite a few setbacks, tourism has had practically constant development throughout the years, reflecting the industry's strength and resiliency. Tourist arrivals from outside have climbed from 25 million in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016. This represents an increase from 25 million in 1950 to 278 million, 674 million, and 1,235 million in 1980, 2000 and 2016. Since the number of foreign tourists has risen, international tourism income has increased as well, rising from 2 billion USD in 1950 to 104 billion USD in 1980, 495 billion USD in 2000, and 1,220 billion USD in 2016, correspondingly (World Tourism Organization, 2017). The Travel and Tourism (T&T) business as one of the world's largest contributors to the global economy. Travel and tourism have played a significant role in job development and are a dynamic source of employment prospects throughout the previous decade. Approximately 334 million employment (or 10.6 percent of all occupations) were supported by the industry in 2019, and the sector was responsible for producing one in every four net new jobs throughout the globe between 2014 and 2019 (World Travel & Tourism Council, 2021). This section focuses on tourism industry particularly Thai tourism industry and Phuket as a famous tourist destination of Thailand. The sub-section also provides overview on the impacts of COVID-19 on Thai tourism industry. The final part of the

section addresses various policy, with the emphasis on Phuket Sandbox program, advocated by Thai government as the adaptation to the pandemic.

1.1.1   Tourism industry in Thailand

Thailand is one of the most popular tourist destinations in the Asia-Pacific area. Thai people refer their country as the 'Land of Smiles' owing to the generosity of their people, the beauty of their beaches, its historical significance, and the variety of eco-tourism attractions available. Thailand is also well-known for its food, as well as for providing comfortable and reasonably priced tourist destinations (Netherlands Embassy in Bangkok, 2018). Thailand's tourism business generates a large amount of revenue each year from both domestic and foreign visitors. The majority of international visitors came from Europe, the United States of America, and East Asia. According to the World Tourist Organization (WTO), Thailand is the third most profitable tourism destination in the world, behind Hong Kong and China. Among addition, Thailand was placed third in Asia's top tourist destinations based on the number of rooms it has available for visitors (World travel & tourism council, 2017). This excellent success of Thailand's tourist sector was made possible in part by strong government assistance, particularly from the Tourism Authority of Thailand (TAT), which implemented rigorous marketing and promotional strategies across the country. Thailand's tourist business has seen rapid expansion in recent years, and the industry is expected to continue to expand (Amornvivat et al., 2018).

Despite the terrorist attacks and current political uncertainty, tourism continues to be one of the most important contributions to the country's economic well-being and growth. Tourist contributed 3.1 percent to direct GDP growth in 2016, and it created nearly 6 million net new jobs in the tourism sector in the same year (Figure 1.1). The following paragraphs and Table 1.1 show reader Thai tourism statistics before COVID-19. Acknowledging how well the industry is doing before the pandemic is essential as it is a good reflection on the impact intensity that the viral outbreak has on Thai tourism sector. The number of international tourist arrivals (visitors) in the country was 37,919,389 people while the number of domestic tourists (tourists) in the same year was 35,591,978 people in 2017. Compared to the year 2016, the statistics show 9.68% increased and 9.41% increased of tourist arrivals for international tourists and domestic tourists, respectively. In term of tourist expenditure, international tourist spent the most with the average expenditure of 5,298.92 THB/Person/Day in 2017. The average expenditure of domestic tourist

was 5,404.10 THB/Person/Day in the same year, which was equivalent to a 2.88% increase. The excursionists spent the least with the average expenditure of 4,643.57 THB/Person/Day, which was a 2.13% declined compared to 2016. Total revenue generated by international visitors in 2016 and 207 was 1,643,185.96 and 1,841,912.50 million THB, respectively. Domestic tourists contributed similar share of revenue with 1,633,185.96 million THB generated in 2016 and 1,841,912.50 million THB in 2017 (Ministry of Tourism and sports, 2017). In 2019, the number of international tourist arrivals reached as high as 39,916,251 people. The leading nationalities contributing to the statistics were the Chinese (11,138,658 people), Malaysian (4,274,458 people), and Indian (1,961,069 people) (Ministry of Tourism and sports, 2019). Tourist receipts generated by the Chinese in the same year was as high as 531,576.65 million THB (Ministry of Tourism and sports, 2019).

Figure 1.1 Total contribution of travel and tourism to GDP (Thailand)
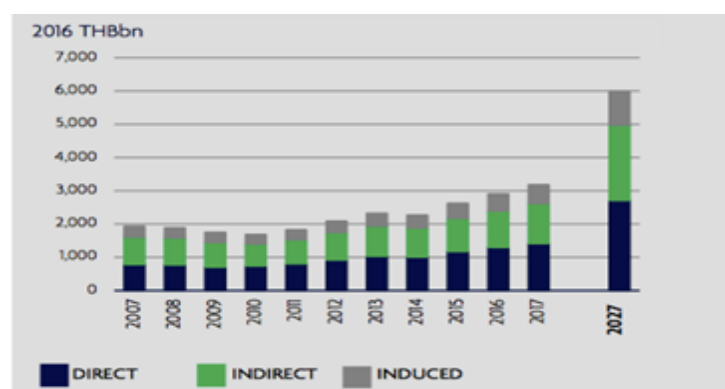
Source : Netherlands Embassy in Bangkok, 2018; World travel & tourism council, 2017

In term of Chinese tourist, Thailand evidenced a positive change both in term of tourist arrival, and tourism receipts. As shown in Table 1.1, the total number of Chinese tourist arrival was 9,846,818 people in 2017. The number rose to 10,625,167 people in the following year, which is equivalent to 7.9% growth. Per capita spending of Chinese tourists in Thailand. The tourist receipts generated by Chinese tourists increased from 520,722.39 million THB in 2017 to 522,264.78 million THB in 2018 (0.3% increase). The average length of stay, however, declined from 8.08 days in 2017 to 7.76 days in 2018. Similarly, per capita spending of Chinese tourists in Thailand decreased from 6,544.82 THB/day in 2017 to 6,334.22 THB/day in 2018. However, the change is relatively minimal (Ministry of Tourism and sports, 2019).

Table 1.1 Thai tourism statistic of the year 2017 and 2018

Country of Residence	No. of Arrivals		Length of Stay (Days)		Per Capita Spending (THB/Day)		Tourism Receipts (Million THB)	
	2018	2017	2018	2017	2018	2017	2018	2017
East Asia	26,225,446	24,166,276	6.90	6.98	5,907.36	6,072.06	1,068,971.87	1,024,238.69
China	10,625,167	9,846,818	7.76	8.08	6,334.22	6,544.82	35,061.42	290,654.77
Europe	6,603,596	6,322,166	16.85	17.22	4,179.71	4,258.42	465,086.23	463,602.99
The Americas	1,534.008	1,448,894	14.86	15.06	4,880.21	5,000.11	111,246.21	109,104.11
South Asia	1,935,883	1,639.528	7.69	7.71	5,847.95	5,798.68	87,058.06	73,299.88
Asean	10,348,768	9,644,324	5.65	5.64	5,452.61	5,497.75	318,816.91	299,054.14
Oceania	911,038	947,777	13.38	13.88	5,538.50	5,618.50	67,512.64	73,908.31
Middle East	767,796	875,043	12.89	12.85	6,243.92	5,469.01	61,795.44	72,739.64
Africa	200,328	192,294	12.70	12.62	5,686.13	5,856.14	14,466.45	14,211.37
Grand total	38,178,194	35,591,978	9.29	9.52	5,289.72	5,404.10	1,876,136.90	1,831,104.99

Source: Ministry of Tourism and Sport, (2019).

Thailand retains a competitive advantage in the tourist sector. The World Economic Forum's 2017 Travel and Tourism Competitiveness Index identified four indicators of competitiveness: enabling environment (safety and security, health and hygiene), travel policy (international openness, price competitiveness), infrastructure (transportation), and natural and cultural resources. Thailand was placed 34th out of 136 nations in these rankings. Thailand ranks ahead of Vietnam, the Philippines, Indonesia, and India, but falls behind Hong Kong, Japan, Korea, China, Taiwan, Singapore, and Malaysia. Thailand was placed 7th in terms of natural resources, 16th in terms of tourism infrastructure, 18th in terms of price competitiveness, and 20th in terms of air transportation, respectively (DBS Group Research, 2017). Regardless of the country's position in terms of safety and security, as well as environmental sustainability, Thailand retains its attraction as a tourist destination (DBS Group Research, 2017).

1.1.2 Phuket as a tourist destination

In the southern part of Thailand sits the well-known resort island of Phuket. Rules have been created by the Phuket Provincial Administration Organization with the purpose of enhancing the island's tourism industry and more effectively putting Phuket's strategy for tourist development into action. The provincial administration of Phuket intends to promote the island's potential as a world-class hub for marine tourism, which contributes significantly to the economy of both Phuket and Thailand as a whole. To put it another way, local organizations as well as the federal government have lent their support to the plan of tourist development in Phuket in order to boost the island's income. For instance, the establishment of the Convention Centre and Exhibition (MICE) has helped to establish Phuket as a center for medical, health, and spa tourism on a global scale, in addition to establishing Phuket as a shopping paradise for tourists from other countries (Shopping Paradise, OTOP Bazaar). Additionally, the development plan addresses the protection of the environmental, social, and physical landscapes; the restoration of natural and cultural attractions; the development of infrastructure; the raising of service standards among tourism-related businesses in Phuket; the development of tourism human resources through business collaboration ; and the production of employees to support tourism activities the promotion of Phuket in domestic and international tourism markets (Sakolnakorn et al., 2013). As can be seen in Figure 1.2, Phuket is the second most popular tourist destination in Thailand among travelers from other countries after Bangkok (Amornvivat et al., 2018).

Figure 1.2 Share of international tourists by province in 2015
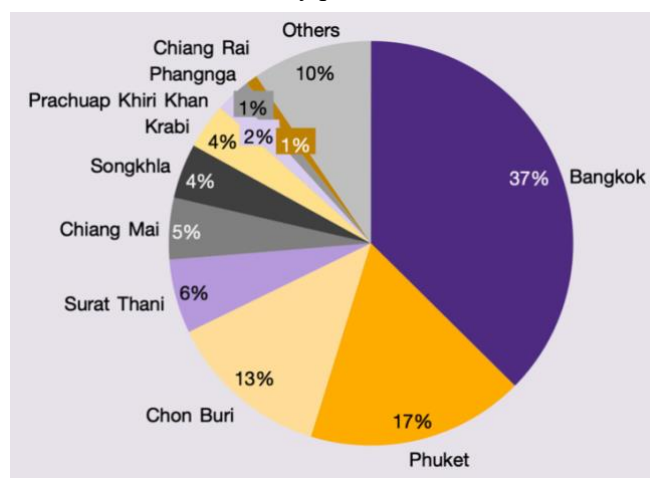
Source : Amornvivat et al., (2018)

It is also important to looking at the performance of tourism industry specifically at different region of Thailand. This study focuses mainly on Phuket. The available data, however, is lacking. The latest data available was the year 2017 as shown in Table 1.2. According to Table 1.2, the number domestic tourists and international tourists visiting Phuket continued to grow. In 2015, Phuket was visited by 3,714,328 domestic tourists and 9,488,956 international tourists, which was equivalent to 6.15% and 12.17% growth compared to previous year, respectively. The province received 3,768,955 local tourist arrival and 9,641,703 foreign tourist arrival in 2016. In 2017, Phuket was visited by 3,903,481domestic tourists and 10,109,382 international tourists, which was equivalent to 3.57% and 4.85% growth compared to previous year, respectively (Ministry of Tourism and sports, 2017).

Table 1.2 Number of domestic tourist and international tourists (by region) in 2015-2017

Province	Number of tourists			% Change		
	2015	2016	2017	2014/2015	2015/2016	2016/2017
Domestic tourists						
Thailand	187,304,358	200,959,010	217,996,565	+10.24	+7.29	+8.48
Bangkok	35,645,681	38,507,058	41,121,871	+8.58	+8.03	+6.79
Phuket	**3,714,328**	**3,768,955**	**3,903,481**	**+6.15**	**+1.47**	**+3.57**
International tourists						
Thailand	64,014,902	66,652,628	71,826,718	+11.67	+4.12	+7.76
Bangkok	20,869,916	20,689,273	22,452,866	+15.03	-0.87	+8.53
Phuket	**9,488,956**	**9,641,703**	**10,109,382**	**+12.17**	**+1.61**	**+4.85**

Source: Ministry of Tourism and Sports, (2017)

1.1.3 Impacts of COVID-19 and Thai tourism industry with the emphasis on Phuket tourism

Coronavirus disease 2019 (COVID-19) is now spreading over the globe due to an epidemic of the virus. China was the first nation to be affected by the disease-induced economic catastrophe. According to media reports based on previously undisclosed Chinese government data, one of the first cases, which was detected on November 17, 2019, came from a seafood market in Wuhan. Since February 2020, the corona virus has been a significant source of worry around the globe (World Health Organization, 2020a). On March 11, 2020, the World Health Organization classified COVID-19 as a pandemic (World Health Organization, 2020b). Thailand became the first nation outside of China to report a case of COVID-19 on January 13, 2020, marking the beginning of the epidemic in that country (The Nation Thailand, 2020). Throughout the month of January, a modest number of COVID-19 infections were discovered in Thailand. The first verified case of local transmission occurred on January 31st in Bangkok, according to reports. The first case with the ailment was discovered in Phuket in the middle of March, and the number of patients has continued to climb since then. Patients from almost every province in Thailand have come forward to report cases of the epidemic. Some regions, including well-known tourist hotspots including as Phuket, Bangkok, and Chiang Mai, have recorded more than 100 cases of COVID-19 (Control, 2020).

The current COVID-19 outbreak has had a negative impact on a number of sectors. The tourist business is not an exception. Thailand's travel and tourism industries contribute significantly to the economy, having welcomed a record 40 million foreign visitors in 2019 and accounting for 60% of tourism earnings. In 2020, as a consequence of flight suspensions and travel restrictions, the country's foreign visitor numbers fell to 6.7 million, an 83 percent decline, resulting in a 1.9 trillion Baht income loss (Horwath HTL, 2021). In recent years, Phuket has received around ten million foreign visitors every year from across the world (Anantamongkolkul, 2020). Since the pandemic, the overall number of foreign visitors visiting Phuket is much lower than it would be during the peak tourism season. For example, on March 28, 2020, Phuket got just six international tourist arrivals, but at the same time, 8,000 travelers returned to their home countries on international flights from Phuket. According to figures from Phuket International Airport, 517 native Thais arrived in the city and 2,000 Thais departed the city via aircraft in the last 24 hours. Later, in May 2020, the Phuket International Airport was closed by the governor of the province of Phuket. Because of this, some airlines made the choice to ground their aircraft and ground their fleets. For example, the airline Thai Airways International has canceled flights to a number of different locations due to the weather. Due to safety concerns, this decision has been made, and it is part of a larger strategy to contain the worldwide pandemic (Aucello, 2020). As shown in Figure 1.3 the total number of international flight passengers, both inbound and outbound flights, declined tremendously from 86 million passengers in 2019 to 15 million passengers in 2020. Similarly, the same trend were observed among domestic flight (McKinsey & Company, 2021). This drop in tourists had a disproportionate effect on tourism expenditure, since overseas travelers spent substantially more than domestic passengers (Figure 1.4). For example, foreign visitors accounted for 33% of all passengers in Thailand in 2019 but accounted for over 60% of total tourism spending; international tourists spent an average of $1,543 per traveler, compared to $152 for local travelers. 5 This decline in spending surely had a cascading impact on Thailand's food and beverage retail sectors, which employ 1.2 million small and medium-sized businesses (SMEs) (Ministry of Tourism and sports, 2019).

Perhaps the most severely impacted area of the tourist industry has been the hotel industry, at least in the early stages of the epidemic of the virus. It is estimated that out of the 32,564 hotels now registered in Thailand, 95 percent would experience a complete loss of income in April due to an intensification of the temporary lockdown in various parts of the nation. Figure 1.3 shows significant decline in hotel occupancy rates in all regions of Thailand (McKinsey & Company, 2021). It is certain that the occupancy rate in Phuket's hotels dropped significantly in March when compared to the rates recorded in January and February of the same year. Some hotels had no reservations at all in the first week of March. In addition, a number of Phuket hotels were forced to shut. At least 50 hotels in Phuket have indicated that they would shut as a result of the COVID-19 pandemic's consequences. In addition, hundreds of hotels have been forced to close their doors temporarily as a result of the epidemic (Anantamongkolkul, 2020).

Figure 1.3 Impact of COVID-19 on number of flight passengers and hotel occupancy rate in
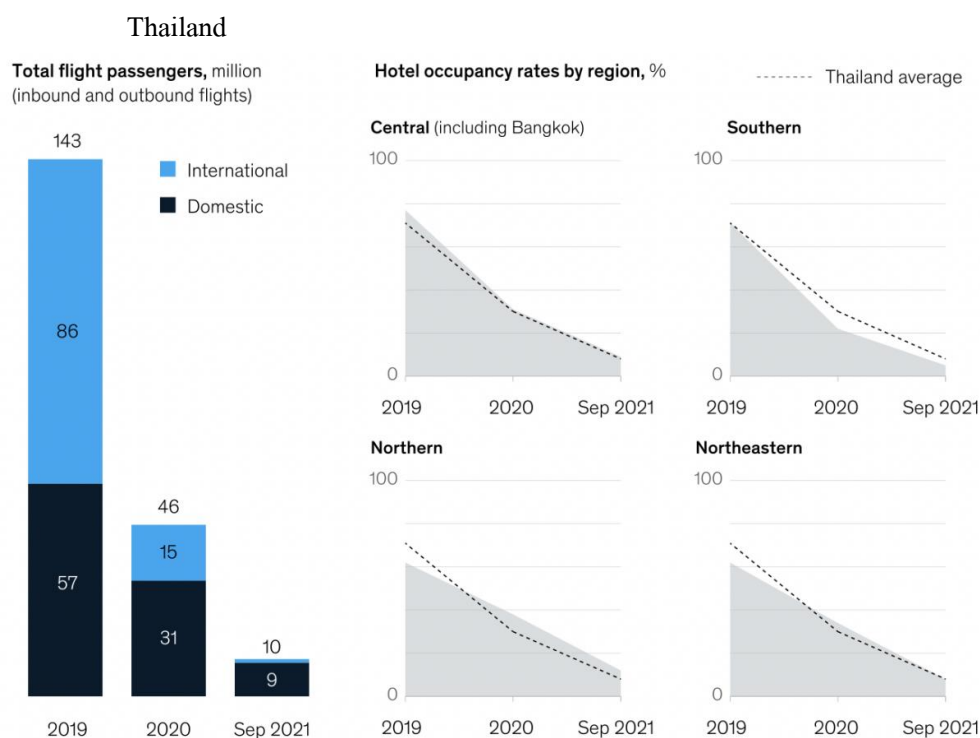
Thailand

Source: McKinsey & Company, (2021)

Figure 1.4 Various statistic comparing international and domestic tourist in Thailand
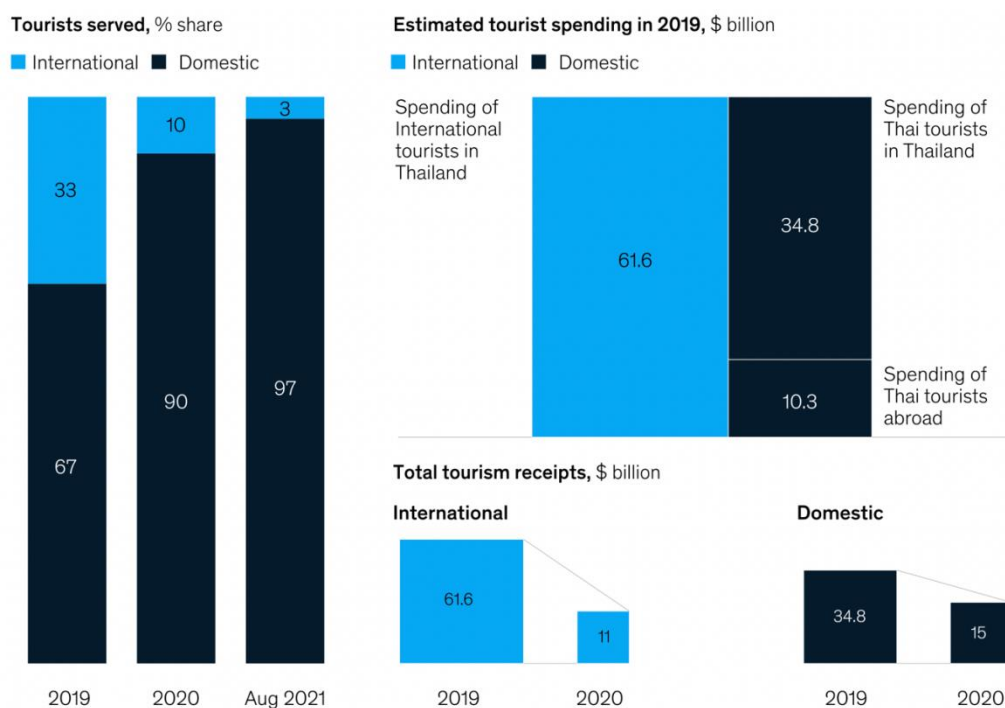
Source: McKinsey & Company, (2021)

1.1.4 Policy implementation: Phuket Sandbox

In response to the reduction in the number of tourists who visit the country, Thailand has implemented a variety of countermeasures. The Thai government's plan to encourage more people to travel throughout the country consisted of providing financial assistance to passengers for their hotel stays and flights. The program was a good one to participate in. A number of programs have also been established by the Thai government to increase foreign tourism to Thailand's beach sites and to attract high-end passengers from outside markets. These activities are aimed at attracting international markets. The Rao Tiew Duay Gun (We Travel Together) program was launched by the Thai government in August 2020, with a budget of 640 million baht reserved specifically to aid in the expansion of the country's existing domestic tourism industry. Six million nights' worth of hotel stays were subsidized by the government at a cost that was forty percent less than the usual rate (McKinsey & Company, 2021).

Despite the fact that Thailand has put in a lot of work to improve the domestic tourism industry, the country's overall income from domestic tourism has suffered a significant drop. According to the World Tourism Organization, the country's earnings from domestic tourism will plunge from $34.5 billion in 2015 to $15.4 billion in 2020. This projection is based on current trends. Even a substantial rise in domestic spending would not be enough to counteract the detrimental impact that the pandemic has had on the Thai economy. Throughout its history, the nation has relied largely on foreign markets, which accounted for almost $62 billion (or 60 percent) of total tourist spending in 2019 (Ministry of Tourism and sports, 2019). In response to this, Thailand introduced the "Phuket Sandbox" in July 2021 in the hope of regaining demand from international tourists for vacations in the country. Under the terms of the program, vacationers who had received all of their vaccinations (between 14 days and one year before the date of their scheduled departure) were exempt from having to go through the quarantine process. However, they were required to remain in Phuket for at least 14 days before traveling to other parts of Thailand. In addition, the Safety and Health Administration of the Thai government has restricted tourists' right to stay in Phuket to locations that have been given its stamp of approval. According to the information provided by the Phuket Tourism Authority, guests staying in Phuket for a period of less than 14 days were only permitted to leave the island if they were proceeding to a location that was located outside of Thailand (Horwath HTL, 2021; Surawattananon et al., 2021; Thai Embassy, 2022).

The Phuket Sandbox model sought to attract tourists throughout the year-end season in Asia, Europe, and America, all of which are important source markets for Thailand's tourism industry. The economic benefits of the Phuket Sandbox were rather modest in nature. In the period from July 1 to August 31 (Figure 1.5), the island of Phuket received around 26,400 guests, who are expected to have spent at least $48.8 million during their stay on the tropical paradise (McKinsey & Company, 2021).

Figure 1.5 Hotel occupancy and hotel rates in Phuket as an influence of the Phuket Sandbox

program implementation
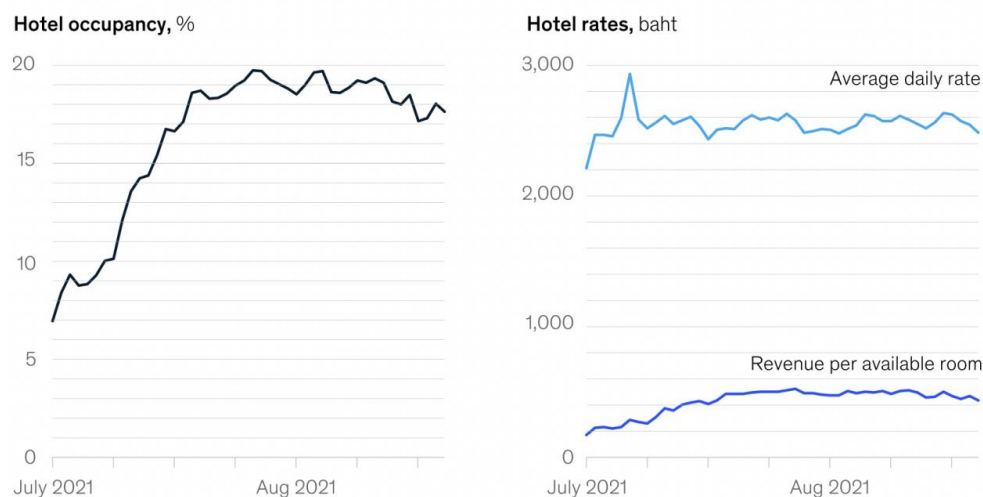
Source: McKinsey & Company, (2021)

1.2 Aim, research questions, and research objectives of the study

The aim of this study is to evaluate Phuket's destination perception among Chinese tourists during the COVID-19 pandemic and to address how the perceived destination image influence the behavioral intention of Chinese tourist in the future. This study comprises of four research questions and six research objectives as listed below.

Research Question 1 (RQ1): How does Chinese tourist perceive Phuket's destination image before and after the implementation of Phuket Sandbox program?

- *Research Objective 1 (RO1):* To evaluate the perceived destination image of Phuket before the implementation of Phuket Sandbox program.

- *Research Objective 2 (RO2):* To evaluate the perceived destination image of Phuket after the implementation of Phuket Sandbox program.

- *Research Objective 3 (RO3):* To compare the perceived destination image of Phuket before and after the implementation of Phuket Sandbox program.

Research Question 2 (RQ2): How does perceived destination image of Phuket influence the likelihood of Chinese tourist intention to visit Phuket in the future?

● *Research Objective 4 (RO4):* To investigate the influence of perceived destination image of Phuket on the likelihood of Chinese tourist intention to visit Phuket in the future

Research Question 3 (RQ3): Are there any differences between perceived destination image of Phuket after the implementation of Phuket Sandbox among Chinese tourists of different demography?

● *Research Objective 5 (RO5):* To compare the perceived destination image of Phuket after the implementation of Phuket Sandbox program among Chinese tourists of different demography

Research Question 4 (RQ4): Are there any differences between intention to visit Phuket in the future between Chinese tourists of different demography?

● *Research Objective 6 (RO6):* To compare the intention to visit Phuket in the future between Chinese tourists of different demography

1.3 Research gap

The resilience of Thai tourism industry highly depends on destination image perceived by tourists. Since the pandemic, travelling have been perceived as unsafe (Wongmonta, 2021). Thailand like many countries in the world have been severely impacted by the outbreak. As of the 8th February 2022, Thailand has a total of 2,507,471 COVID-19 cases (Worldometer, 2022). The high prevalence of COVID-19 cases in a country negatively influence destination image (Rasoolimanech et al., 2021). Past study on destination image related to COVID-19 have been conducted dominantly in China where the outbreak was believed to initiate from (Jiang et al., 2022; Rasoolimanech et al., 2021). The only study on destination image and COVID-19 in the context of Thai was on Thai MICE destination (Rittichainuwat et al., 2020). None of the past study have been done to investigate the influence of governmental program on destination image during COVID-19 in Thailand. The successful implementation of government program such as Phuket Sandbox may uplift Thai economy as it may enhance resilience of Thai tourism industry.

1.4 Rationale and significance of the study

Because Thailand's GDP is strongly reliant on foreign tourist earnings, local tourism alone will not be enough to return the country's tourism income to 2019 levels; the sector's recovery will be dependent on a rebound in international travel, notably Chinese travel (McKinsey & Company, 2021). Before the pandemic, Chinese tourist was the major market for Thai tourist with as high as 11,138,658 people arrivals. Moreover, Tourist receipts generated by the Chinese in the same year was reached 531,576.65 million THB (Ministry of Tourism and sports, 2019). It is clear from these numbers that Chinese market is an enormous market for Thai tourism industry. Therefore, understanding the perception of Chinese is essential for Thai tourism industry to thrive particularly during the pandemic, as well as, when the competitive pressure in tourism industry is exceptionally high. Based on the aforementioned rationales, a study on perceived destination image of Phuket among Chinese tourist is essential.

The findings obtained from this study will provide valuable insights on perceived destination image of Phuket among Chinese tourists. Many parties including the Thai government, and operators in Phuket tourism industry can utilized such knowledge to develop suitable plan to enhance destination image and attract more Chinese tourists. In addition, the insight from the study can be useful to evaluate the effectiveness of Sandbox project and whether or not the country should expand such program to other province of Thailand. In term of academic contribution, this study will contribute greatly to the body of research by adding new knowledge on the influence of governmental program on destination image during a pandemic.

1.5 Scope of the study

1.5.1 Research area

This study focuses on perceived destination image of Phuket among Chinese tourists during the era of COVID-19 pandemic. The research emphasizes the influence of Phuket Sandbox program implementation on perceived destination image. Moreover, this study also addresses the future behavioural intention of Chinese tourists as influenced by the perceived destination image of Phuket. This study focuses only on secondary image of Phuket where secondary image refers to destination image before visiting the destination (Lopes, 2011).

1.5.2 Time

The study adopted a cross-sectional research approach meaning that data collection has been conducted only at a single point in time. Data collection for this study was conducted in China between 15th February 2022 and 28th February 2022.

1.5.3 Key informants' demography: Chinese tourists

The key informant for this study is Chinese tourists from different background. The demographic variables that were taken into consideration in this study include gender, age (generation), average monthly income, past travel history to Thailand, and type of tourists.

1.5.4 Location

The tourist destination that this study focuses on is Phuket. The province of Phuket is situated in the southern region of Thailand. This Island in Thailand's Andaman Sea region is the country's largest and most populous. Phang-nga is the province that is closest to the north, while Phang-nga and Krabi are the provinces that are closest to the east (Amazing Thailand, 2022). Because it is such a large island, Phuket is bordered by several beautiful beaches, including Rawai, Patong, Karon, Kamala, Kata Yai, Kata Noi, and Mai Khao, to name a few. The sunsets from Laem Phromthep viewpoint are said to be the most stunning in all of Thailand. Phuket is a famous holiday destination for Chinese. Phuket has a strong Chinese influence, and as a result, there are several Chinese shrines and Chinese restaurants scattered across the city. Every year, there is a Chinese Vegetarian Festival held in the area. While the Chinese population in Phuket is significant, there are other ethnic groups who bring their own customs and festivals from all over the globe to the island (Amazing Thailand, 2022). Thus, Phuket is a suitable destination to focus on when considering holiday destination in Thailand among Chinese tourists.

1.6 Definition of terms

- ***Tourism destination:*** The United Nations World Tourism Organization (UNWTO) defines a tourism destination as "a physical area in which a visitor spends at least one overnight." A destination contains tourism items such as supported services, attractions, and tourist resources that are within one day's return travel time of the point of origin or departure. The United Nations World Tourism Organization's definition is comprehensive and encompasses

all components of a tourism destination, including tourism services, tourist attractions, tourism resources, and physical space, among others (UNWTO, 2022b).

- ***Destination image:*** An individual's or group's manifestation of all objective information, biases, imagination, and emotional feelings about a certain region (Lawson & Bovy, 1977)

- ***Behavioural Intention:*** The perceived possibility or subjective probability of a person engaging in a certain activity (Rastergar et al., 2021). In this study behavioural intention regards the level of Chinese tourists' intention to travel to Phuket

- ***Perception:*** The subconscious cognitive function layer of the brain recognizes, relates, interprets, and searches for internal cognitive information stored in the mind's memory via a sequence of internal sensory cognitive processes (Wang, 2007).

- ***Sandbox program:*** A government program that enable international tourist who have been vaccinated against COVID-19 to travel to a particular part of Thailand without quarantine (Canberra, 2020).

CHAPTER 2

LITERATURE REVIEW

A thorough and systematic review of relevant literature is an essential first step in every successful research project, regardless of the subject matter. Within the framework of the study's aims, relevant documents have been logically identified and addressed within the scope of the present chapter. This chapter begins with the concept of brand image, which is a fundamental concept that leads to the concept of destination image discussed in the later section. The third section and forth section of this chapter concerns destination image formation and destination image components, respectively. Since this study focuses on COVID-19 related program it is also important to conduct a review on the impact of tourism risk on destination image. For practical point of view, the literature review was also performed on the importance of destination image to destination section as discussed in the sixth section of the chapter. The seventh section on relationship between destination image and visit intention also influence is also critical from tourism destination management point of view. The eight section concerns source of information and destination image. Lastly, the chapter ended with conclusion and conceptual framework, which are essential elements to formulate the methodology of the study.

2.1 Concept of brand image

The administration of tourist marketing campaigns should place significant emphasis on brand image (Lopes, 2011). The management of marketing needs a careful analysis of the image of the brand that is communicated to the target market, since it is precisely this image that will have an effect on the choices that potential customers make. As a result, brand management often relies on a strategy that is medium to long term in scope and is derived from the objectives of the (Moutinho, 1987; Rial et al., 2009). To be more specific, in the context of modern marketing, brand image has emerged as a significant determinant in the success of any business (Hall, 2002). Brand image is the product of sensory experiences and internal imitation generated by perceptual processes (Cox & Wray, 2011; Gómez et al., 2015), and it has become an increasingly important factor in the success of businesses.

According to Bauerle (1983), a brand image is a mental picture of the brand. According to the definition offered by another academic, a brand image is a mental representation in the collective memory of a stereotype or a combination of characteristics that has the potential to influence and modify customer behavior (Costa, 1987). In light of these definitions, the concept of brand image may be understood to refer to a mental picture. On the other hand, a different researcher defines brand image not as an one impression but rather as a collection of impressions of a brand, that is, the links that exist in the consumer's memory. These connections may be thought of as the consumer's associations with the brand. A scholar will also describe an image as a collection of notes that are spontaneously associated with a particular stimulus. This unique stimulus will have in the past triggered a series of associations that will eventually build a body of knowledge (beliefs) in the consumer (Lee et al., 2014).

With reference to various definitions of brand image, scholar have introduced three theoretical perspectives of brand image as follow (Patterson, 1999)

- Image as fiction: The image refers to a mental image that the customer has developed in his or her head that varies from the real image.

- Image as icon: the image as a depiction of an item that is iconic, or, more specifically, the mental representation of a brand that is symbolic.

- Images as attitudes: The conceptualization of an image as an attitude is based on three dimensions: the cognitive dimension (consumer perception of a brand), the emotional dimension (emotions created by the brand), and the behavioral dimension (behaviors associated with the brand) (which largely influences subsequent buying behavior, and is an important predictive indicator).

According to the findings of several research, brand image has a significant impact on both the emotional reaction of consumers to goods and the buying behavior of those customer as well as consumers' purchase intention (Agmeka et al., 2019; Han, 2017; Hien et al., 2020; Wang & Tsai, 2014; Yu et al., 2013). The same impacts were also evidenced in tourism industry (Cham et al., 2021; Haarhoff, 2018; Lien et al., 2015; Lin & Lin, 2019; Loung et al., 2017; Nawi et al., 2019). As such, for a destination to attract tourist and improve tourist visit intention, the concept of destination is crucial (Hallman et al., 2015; Kanwel et al., 2019; Pratminingsih et al., 2014; Wang & Hsu, 2010; Zhang et al., 2014).

2.2 The concept of destination image

The notion of destination image is fundamental to the branding of tourism destinations (Cai, 2002), and visitors' perceptions of a location, their travel plans, destination selections, and overall trip pleasure are all influenced by the experience (Fu, Ye, & Xiang, 2016; Tavitiyaman et al., 2021; Tessitore et al., 2014). For areas with distinguishing characteristics and reasonably good public relations, their image is an important component of destination branding (Cai, 2002), but for places with a negative destination image, it is the most significant barrier to recruiting visitors (Chew & Jahari, 2014).

Many definitions exist for the idea of a destination picture due to its multi-dimensional nature. People have used the phrase "destination image" a variety of different ways, including to describe the images of destinations that are promoted to tourists, the general perception of destinations, and the individual and family perceptions of places (Jenkins, 1999). Scholars conducted a detailed assessment of the definitions offered in the main destination-image measuring studies and found that many of the concepts used in prior research were rather ambiguous (Echtner & Ritchie, 1991). The understanding of the word 'image' lies at the center of the definitional quandary individuals are facing (Echtner & Ritchie, 1991). Researcher suggested that destination image is a word that has previously been employed in a variety of various situations and disciplines, resulting in a variety of diverse interpretations. The term also changes through time (Pearce, 1982). When it comes to psychology, the term image is often used in the context of visual representations, however in behavioural geography, the term image is used to refer to the sum of all connected perceptions, information, emotions, values, and beliefs, all of which are taken into consideration. Marketing definitions, on the other hand, refer to the characteristics that underpin an image and establish a link between an image and customer behavior (Jenkins, 1999).

When it comes to tourist destination images, the definition most generally used is that provided by Crompton (1979), who defined them as the total of beliefs, thoughts, and perceptions that a person has about a location. The focus of this term is on the individual, but other definitions recognize that pictures may be shared by groups of people. Marketing professionals must be aware of the parts of one's image that are shared by other members of a given group in order to effectively advertise to them. This understanding allows for the

segmentation of markets as well as the formation of marketing strategy formulation. Lawson and Baud Bovy's definition, which incorporates both individual images and stereotyped images shared by communities, has been chosen for use in this study. It is this combination of factual and subjective facts, as well as perceptions, biases, fantasies, and emotional thoughts that a person or a group may have about a certain location, that constitutes the destination picture. Other definition of destination image is as shown in Table 2.1.

Table 2.1 Various definitions of destination image

Definition	Source
Individuals go through a series of sophisticated and selective mental processes in response to a flood of chosen perceptions	(Raynolds, 1965)
The perceptions that prospective tourists have about a location	(Hunt, 1971)
The whole of a person's beliefs, thoughts, and perceptions about a certain location	(Crompton, 1979)
Views on possible tourism sites	(Calantone et al., 1989)
The set of beliefs, ideas, and perceptions that the general public has about the designated product, which is, to some degree, a component of the product itself	(Rodrigues et al., 2015)
In the context of a place, a compilation of memories and tidbits of information connected to the destination, which would include numerous aspects of the site as well as the individual's point of view	(Murphy & Pritchard, 1999)
The tourist's subjective view of reality about a destination	(Bigné et al., 2001)
A location is represented by the sum of all of one's perceptions, beliefs, ideas, expectations, and emotions about it across time	(Kim & Richardson, 2003)
Visitors' opinions and perceptions of a state as a tourist destination, its tourism resources, its tourism services, the hospitality of its hosts, its social and cultural standards, as well as its laws and regulations, all have an impact on their behaviour	(Ahmed et al., 2006)
Any concept, belief, sensation, or attitude that travelers identify with a particular location	(Bigné et al., 2009)

2.3 Destination image formation

Each individual's image of a place is unique, comprised of their own recollections, associations, and thoughts about that location (Jenkins & McArthur, 1996). Researcher categorizes the variables influencing a consumer's destination image development as demand and supply components (Stabler, 1988). The demand factors are about equivalent to Gunn's organic image creation, while the supply variables are approximately equivalent to induced image formation. The demand and supply components are summarized in Figure 2.1 (Gunn, 1972).

Figure 2.1 Factors from demand side and supply side impacting the formation of consumers'
tourist image
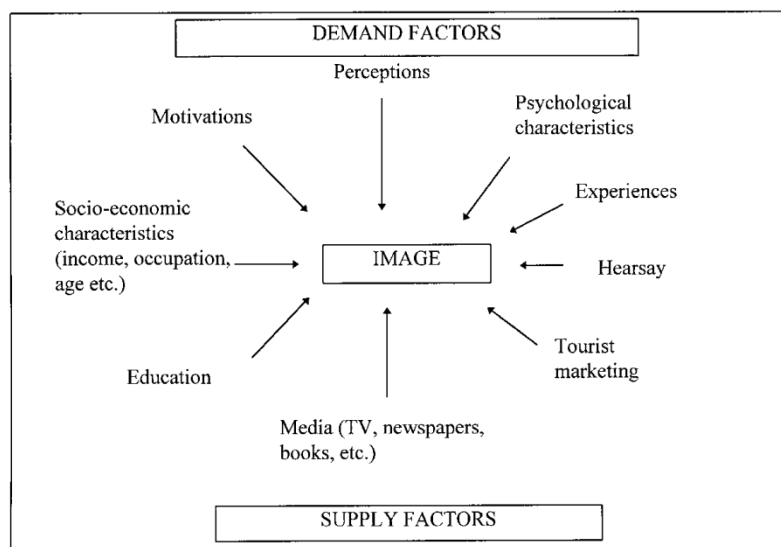
Source : Stabler, (1988)

In the academic world, many people have looked into the things that go into making a picture. People are more likely to have been to and heard about nearby places, either through the media or through friends and family. For example, Hunt (1975) and Scott et al. (1978) showed that the distance from the destination affects how the destination image forms. This is because people are more likely to have been to places close to them. The interesting thing that the researchers found is that people are more likely to have positive and accurate opinions of a place if it is very similar to their own (Hunt, 1075; Scott et al., 1978). A scholar looked into the many places that people in the United States of America use to find information about travel. The

researcher found that personal recommendations from friends and family were the most often used source of travel information, followed by guidebooks and other commercial tourist literature and then promotional media (Nolan, 1976). Guidebooks were found to be the most reliable source of travel information, while government services and recommendations from friends and family were found to be the most informative. Nolan (1976) also looked at how objective travel information sources were by asking people to rate them on how biased or objective they were. Based on the results, he came to the conclusion that most travel information is biased in some way.

Figure 2.2 shows that Gunn's (1972) seven-stage theory is helpful all the way through the early stages of building a theoretical framework. The theory assumes that images are constantly being built and changed. These images are made up of organic or naive non-tourist information about the destination, such as information from TV documentaries, books, school lessons, and stories about the experiences of friends. They are also made up of induced or promoted information about the destination, such as information from travel brochures, publicity, and advertisements. Finally, they are made up of modified induced images, which are influenced by organic or naive non-tourist information.

According to stage theory, the perspectives of prospective visitors, non-visitors, and returning visitors will alter during the course of a visitor's experience (Gunn, 1972). Numerous studies have demonstrated that the memories that are maintained by repeat visits are more realistic, detailed, and unique than those that are recalled by first-time visitors (La & Batra, 2021; Pearce, 1982; Purnama & Wardi, 2019). On the other hand, a number of researchers have observed that memories of a site may become hazy or even disappear altogether over the course of time. This phenomenon is exacerbated if repeated visits to other places that are conceptually similar serve to confuse the traveler's memory (Narayana, 1976; Phelps, 1986). The research conducted by Phelps questioned first-time and returning guests at two new "urbanizacione" Menorcan resorts about their expectations regarding the proximity of their resort to a traditional Menorcan town or hamlet and whether or not they expected their resort to be integrated into the town or hamlet. In almost all of the tourist brochures, the two resorts are described as being "historic" or "traditionally fashioned," despite the fact that they were just established in recent years. It was shown that first-time passengers and return travelers were more likely to think that

the location was a traditional hamlet. This indicates that the destination's public image may be more persuasive than personal observation for repeat travelers (Phelps, 1986). Another researcher came to a similar conclusion after participating in studies conducted in Australia on tourists' perceptions of the Great Barrier Reef (Jenkins, 1993). We gave a selection of seven photographs to tourists who had just visited the Great Barrier Reef, and we asked them to choose the one that most accurately captured their impressions of the reef. The photo that was chosen the most often was an aerial shot of the reef, similar to the ones that are shown in tourist brochures. This was chosen more frequently than a close-up view of coral, snorkeling, diving, or boat excursions, which are what actual tourists experience (Jenkins, 1993).

Figure 2.2 Stage-theories of destination image
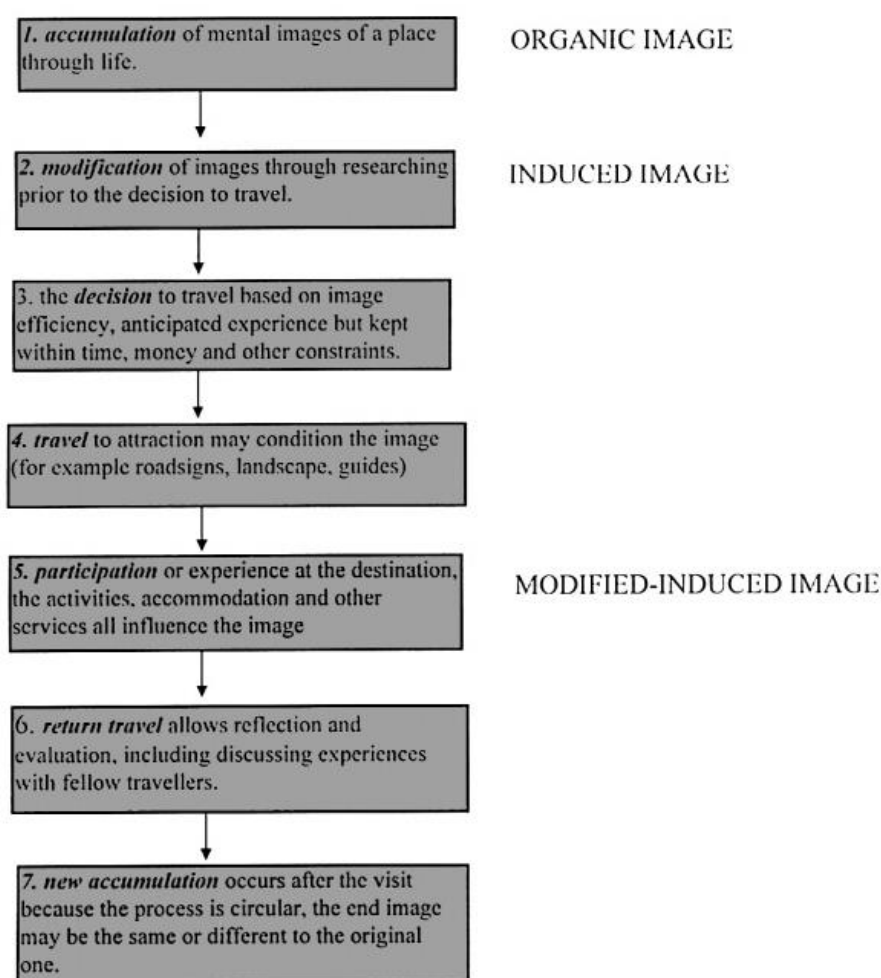
Source: Gunn, (1972)

A review study was done to find out what happens when a person's image and expectations of a place don't match up with what they actually experience there. The results were linked to buyer behavior models (Chon, 1992). The study found that having a positive image of a place combined with having a positive travel experience led to a moderately favorable opinion of that location, whereas having a negative image of a place combined with having a positive travel experience led to a very favorable rating of that location (Chon, 1992). The greatest disparity between an individual's expectations and the reality they end up encountering, also known as the "discrepancy between the one's anticipation and the actuality on encountered," will result in the most negative evaluation possible (Chon, 1992).

2.4 Destination image components

Different scholars proposed varying components of destination image. In the past scholar who researched regional tourist pictures of National Parks in North America discovered that holiday destination images had three main dimensions namely climate, congestion, and scenery (Mayo, 1975). As is the case with the majority of tourist destination research, Mayo's dimensions are based on visible or quantifiable physical or functional qualities, such as costs, size, and climate. Other studies have tried to cover components of destination image that are less physical or the one that are more difficult-to-quantify like psychological elements of the environment, such as the mood or romance (Echtner & Ritchie, 1991). Other scholar also proposed that friendliness of the locals, which is often overlooked, is also part of the component of destination image (Echtner & Ritchie, 1991). A more recent components of destination image is shown in Table 2.2.

Table 2.2 Components of destination image proposed by different source

Components of destination image	Source
Destination attractions, cost, infrastructure, and hospitality	(Kozak & Rimmington, 1998)
Services of accommodation, Services of local transportation, Hygiene (sanitation and hygienic condition), Customer service and hospitality, Infrastructure and activities, Price level, Communication in languages, Services at the destination airport	(Kozak, 2001)
Natural scenery, entertainment and events, historic attractions, infrastructure, accessibility, relaxation, outdoor activities, and price and value	(Chiu et al., 2016)
Infrastructures and the socioeconomic climate, Atmosphere, Affective image, Natural environment, Cultural environment	(Martin & Bosque, 2008)
Health, shopping, information, transportation, and lodging	(Moutinho et al., 2012)
Accommodation, local transportation, cleanliness, hospitality, activities, language communication, and airport services	(Tosun et al., 2015)
Reputation, Attractions natural, entertainment, and events Attractions of historical and cultural significance, the destination's accessibility, superiority of service.	(Wu, 2016)
Transportation, brand of a destination, attractions, hospitality, and entertainment	(Le, 2016)
Attractions, lodging, and food services, retail and souvenir shops, transportation, indigenous people	(Le & Dong, 2017)
Accommodation, transportation, cleanliness, hospitality, activities, amenities, language, and security	(Dedeoglu, 2019)
Perceived Value of Local Attractions, hospitality, and entertainment Services.	(Chaulagain et al., 2019)

Even though many components of destination image have been proposed, the common list of destination image components is the one proposed by Echtner and Ritchie in 1991

(Fiugre 2.3). The common/unique dimension of the destination picture, as described by Echtner and Ritchie (1991) This is odd given that much of tourism is about seeing places that are unique or at the very least distinct from one's daily surroundings. Common functional characteristics are those that may be used to compare the majority of destinations such as climate, price, and types of accommodation. The landmarks and special events that contribute to a destination's image like the Glastonbury music festival the Sydney Harbour Bridge or, are considered unique functional characteristics. The friendliness of the residents, renown, or beauty of the scenery are all examples of common psychological or abstract features, but unique psychological attributes include sensations linked with religious pilgrimage sites or locations associated with a historic event (Jenkins, 1999).

Figure 2.3 Components of destination image
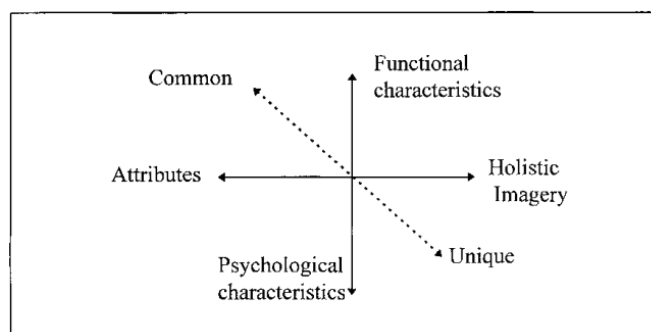
Source : Echtner & Ritchie, (1991)

When attempting to quantify photographs of tourist destinations, one of the most basic issues that researchers face is the fact that, since destination photos are holistic representations of a region, they are need to look at individual components or aspects in order to do so. On the other hand, some aspects of the picture, such as its aura or mood, cannot be disassembled. By offering a paradigm in which one of the three dimensions is attribute holistic, Echtner and Ritchie (1991) sidestep this problem and avoid its implications. In this way, we may gather not only the component parts of the goal image that are based on attributes, but also the overall impressions that are holistic. The functional and psychological features are located on one end of the dimension, while the functional and psychological holistic pictures that relate to general perceptions, the environment, or mood are located on the other end. Both extremities of the dimension are included in the same continuum of information. A paradigm is shown in figure

2.3; in order to properly understand it, you need to look at it via the following three lenses: attribute/holistic, functional/psychological, and common/unique (Echtner & Ritchie, 1991). Since Echtner and Ritchie (1991) suggested the components of destination image, which has since been widely utilized. This research used their list of characteristics to gauge Phuket's reputation as a tourist destination. As may be seen in Table 2.3, the attribution is as follows: Scenery and natural attractions were the most important factors considered when evaluating a destination's image, followed by prices and pricing levels, climate, tourist sites and activities, night life and entertainment, and sports facilities and activities (Echtner & Ritchie, 1991). This research took these characteristics into consideration. The research also included the adoption of additional characteristics as independent variables. These characteristics are more unique to Phuket as a destination and are the ones that are most likely to be influenced by COVID-19 and the Phuket Sandbox initiative. The characteristics that are of interest in this investigation are shown in Figure 2.4.

Table 2.3 Attributes utilized measure of destination image

Attributes	Echter and Ritchie (1991)	Updated list in 1997	Other studies	Total
Natural attractions and scenery	13	5	7	25
Friendliness of the local	11	5	5	21
Weather and climate	8	4	6	18
Price and cost of traveling	9	2	6	17
Entertainment (nightlife)	8	3	5	16
Activities and facilities to do with sports	8	2	5	15
Department store and shopping experience	5	6	4	15
Safety of oneself	4	3	7	14
Food and beverage	7	4	3	14
Relaxation	5	4	5	14

Table 2.3 Continued

Attributes	Echter and Ritchie (1991)	Updated list in 1997	Other studies	Total
Museum and historical attractions	6	3	4	13
Hotel and accommodation	5	3	5	13
Culture	7	2	4	13
Activities and location for tourists	8	1	3	12
Infrastructure and transportation in the area	7	2	2	11
National parks	7	1	2	10
Buildings and architecture	7	2	1	10
Beaches	6	0	3	9
Crowdedness of the destination	4	2	2	8
Hygiene and cleanliness	4	1	3	8
Cities	4	1	2	7
Accessibility	2	2	3	7
Adventurous opportunity	3	0	4	7
Tour facilities	1	1	4	6
Ambient and atmosphere	4	0	2	6
Service quality	1	1	2	4
Political stability	1	1	1	3
Reputation	1	0	2	3

Source: Echtner & Ritchie, (1991).

Figure 2.4 Attributes used to measure destination image of Phuket in this study
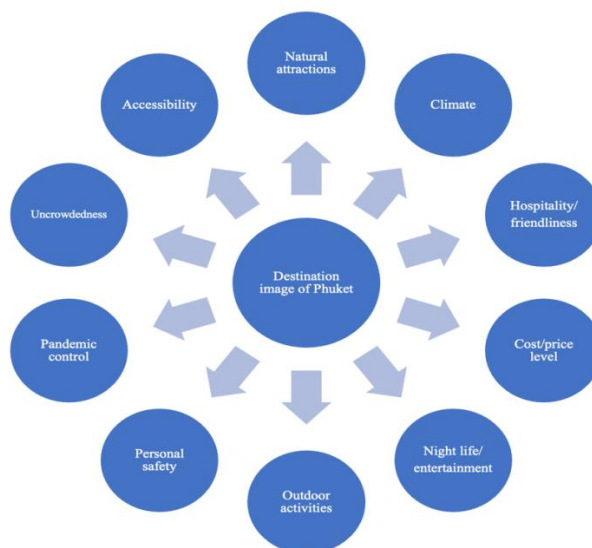
Source: Echter and Ritchie, (1991)

2.5 Impact of tourism risks on destination image

The term "tourism risk" refers to a crisis that occurs in the tourist business and may take a variety of different forms. Possible scenarios include everything from acts of terrorism to sexual harassment, white collar crime to civil disturbances, a jet crashing into a hotel to cash flow problems, guest injuries to strikes, bribery to price fixing, noise to vandalism, guest misuse of a hotel, and the outbreak of disease (Ritchie et al., 2017). It is well acknowledged that tourism risk is one of the most significant aspects that plays a role in influencing the behavioral intention of a visitor (Ritchie et al., 2017). Uncertainty and risk awareness are characterized by a recent study on tourists' perceptions of risk and their travel choices in terms of how pre-determined notions about particular dangers, products, or tourism activities effect tourist behavior. This research was conducted in the United Kingdom (Williams & Balaz, 2013). However, the strength of such mediation channels and decision-making processes may vary significantly and can be influenced by the characteristics of the tourism risk as well as the particular dangers that dissuade tourists from traveling. As a result, tourism risk assessment may have a substantial impact on tourists' sentiments and evaluations, and as a result, sequences may have an impact on visitors' perceptions of their destination and travel decisions (Ruan et al., 2017). This study mainly focuses on disease outbreak, COVID-19, as tourism risk.

According to previous study, tourists' perceptions of safety and danger have a substantial impact on their behavior and views of a destination particularly after the disease outbreak (Casali et al., 2020). Additionally, the effect of news media framing on the image of a country and a place may be a key factor in determining travel inclinations. For example, scholar who researched the impact of intra-pandemic media coverage and found that, being the major source of information during a crisis, the media has a significant impact on prospective tourists' destination awareness (Chemli et al., 2020). Furthermore, unfavorable media coverage around COVID-19 has had a detrimental impact on China's image as a destination and prospective tourists' travel intentions in various countries (Yang et al., 2021). Other research have looked at the impacts of COVID-19 on tourists' perceptions of danger as well as the influence of this perception on their future travel behavior. As an example, the various studies conducted among Chinese travelers (Jin et al., 2021; Xie et al., 2021), Serbian traveler (Peric et al., 2021)s, and adult residents of Athens (Pappas & Papatheodorou, 2017) have all all demonstrate that the COVID-19 has a significant impact on potential tourists' perceived risk, as well as their post-pandemic travel intention and decision-making. It is claimed that the presentation of diverse national reactions to COVID-19, the morality rate, and infections in the media has an impact on a country's reputation in the world. The results of a Pew Research Center study on popular perceptions of the United States in 13 nations demonstrate that the United States' handling of COVID-19 has had an impact on worldwide public opinion toward the United States of America (Wike et al., 2020). The result of this study indicates that the mean that the government utilize the handle COVID-19 also influence the perception of international tourists about destination image. Thus, the Phuket Sandbox program is likely to influence the perceived destination image of Phuket during COVID-19 pandemic. Based on travel risk literature, the first hypothesis can be formulated as "*Perceived destination image of Phuket is poor as a result of COVID-19 outbreak (H1)*". Moreover, the differences in perceived destination image of Phuket enable the research to develop precise research hypotheses as follow:

- *"Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different gender (H6a)"*

- *"Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different gender (H6b)"*

- *"Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different age (H7a)"*

- *"Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different age (H7b)"*

- *"Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different average monthly income (H8a)"*

- *"Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different average monthly income (H8b)"*

- *"Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between Chinese tourists who have varying past travel history to Thailand (H9a)"*

- *"Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between Chinese tourists who have varying past travel history to Thailand (H9b)"*

- *"Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between type of Chinese tourists (H10a)"*

- *"Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between type of Chinese tourists (H10b)"*

2.6 Relationship between image and destination selection

Perception of tourism destinations is essential because they influence prospective visitors' decision-making behavior as well as their levels of satisfaction with their tourist experience (Crompton, 1979; Hallman et al., 2015; Kanwel et al., 2019; Pratminingsih et al., 2014; Wang & Hsu, 2010; Zhang et al., 2014). Research also addressed that the image of a destination place is a key aspect in a tourist's decision-making process when choosing a destination (Mayo, 1975). However, whether or not a destination image is a real reflection of what a certain place has to offer tourists is less essential than the fact that the image exists in the imagination of the person perceived it (Jenkins, 1999). An academia, on the other hand, argued that perceptions of other nations and their populations may be completely inaccurate to predict destination choice , (Whynne-Hammond, 1985). That being said, researcher still suggested that investigation of destination image is a critically significant activity since action is based on the foundation of such subjective reality (Mercer, 1971; Rasoolimanech et al., 2021; Rodrigues et al., 2015).

Tourism marketing professionals are intrigued by the notion of tourist destination image, primarily because it has ramifications for decision-making and sales of tourism-related goods and services. In the words of MacInnis and Price (1987), imagery permeates every aspect of the consumer's purchasing experience (MacInnis & Price, 1987). Before making a purchase, consumers may engage in vicarious consuming via pictures. During the course of consumption, photography may offer value and boost customer pleasure. After ingestion, images may have a re-constructive function in that it allows a person to revisit the event via recollections and souvenirs from their trip. Understanding the differences between the views that visitors and non-visitors have of a location is very beneficial because it allows the prominent qualities of both the naïve image and the re-evaluated image to be integrated into tourism marketing planning and strategy (Selby & Morgan, 1996). Based on this information it is also important to investigate perceived destination image of Phuket among Chinese tourists who have been to Phuket and who have not been to Phuket.

2.7 Relationship between destination image and travel intention

Recurrence or first-time visits to a site are both influenced by one's perception of the location (Coudounaris & Thapit, 2017). Cognitive and functional images have a significant impact on people's desire to travel (Huang & Petrick, 2009). Although Taiwan's uniqueness and image affect travel plans greatly, bad image and desire to come were shown to have no significant effect on this choice (Huang et al., 2013). Positive destination images given via visual media have a significant impact on attitudes about a place (Quintal & Phau, 2015). The desire to visit a place is strongly influenced by its image in people's minds (Terzidou et al., 2018). A research also indicated that the existence of a positive cognitive and emotional picture has a big impact on the chance of visiting the site of a reality television program (Fu, Ye, & Xang, 2016). The destination's cognitive, emotional, and originality shape the total destination image, which in turn has a substantial impact on the desire to visit that location (Jalilvand & Heidari, 2017).

Non-visitors are less likely to be affected by a cognitive picture than visitors are, while visitors are more likely to be affected by an image (W. K. Tan & C. E. Wu, 2016). According to similar findings by academics in the hospitality and tourism fields, mental and emotional pictures of a location have a significant impact on future behavior (Souiden et al., 2017). According to another research, a destination's image has a significant influence on the intents and attitudes of tourists (Kaur et al., 2016). For consumers, the perception of destinations has a significant impact on whether or not they return or suggest an experience they had (Hahm & Severt, 2018). Based on the literature regard relationship between destination image and travel intention, the hypothesis can be written as "*Positive destination image of Phuket after the implementation of Phuket Sandbox Program has positive influence on intention to visit Phuket in the future (H4a)*". By taken variation in term of visit intention, other hypotheses can be developed as follow:

- "*Intention to visit Phuket in the future significantly differ between Chinese tourists of different gender (H11)*"
- "*Intention to visit Phuket in the future significantly differ between Chinese tourists of different age (H12)*"
- "*Intention to visit Phuket in the future significantly differ between Chinese tourists of different average monthly income (H13)*"

- *"Intention to visit Phuket in the future significantly differ between Chinese tourists who have varying past travel history to Thailand (H14)"*

- *"Intention to visit Phuket in the future significantly differ between type of Chinese tourists (H15)"*

2.8 Trust and its impact on travel intention

Researchers had proposed that tourism risk associated with particularly destination is likely to influence visit intention via trust (Han & Hyun, 2015). Trust has been defined as an individual's confidence in the trustworthiness and integrity of an exchange partner (Morgan & Hunt, 1994). Han and Hyun (2015) discovered in their research that tourists are more likely to visit areas that they believe are trustworthy and has good destination image. Another group of researchers also came to similar conclusions, and their studies revealed that destination confidence has a significant impact on the likelihood of returning to a destination (Abubakar et al., 2017). In order to increase the possibility of a visit, it has been determined that the sense of trust is essential (Abubakar et al., 2017). Previous travel experiences are often taken into consideration while making a choice regarding future travel (Tsai, 2012). For pandemic management measures to be accepted and implemented during COVID-19, the public's confidence in government has been critical to their adoption and execution (Fancourt et al., 2020). In another words, trust mediates the influence of destination image on intention to travel to a destination. Since the good government program on crisis management, like Phuket Sandbox, is likely to generate positive destination image and trust among tourists. Based on aforementioned information, hypotheses could be formulated as follow:

- *"Phuket Sandbox has positive influence on perceived destination image of Phuket (H2)"*

- *"There is a significant difference between perceived destination image of Phuket before and after the implementation of Phuket Sandbox program (H3)"*

- *"Trust mediates the influence of destination image on intention to travel to Phuket among Chinese tourists (H5)."*

2.9 Source of information and destination image

For business enterprises and governmental authorities in tourism industry, understanding how visitors get information about a site is critical for marketing and management decision-making (Wöber, 2003). Scholars state that information sources are the procedures by which visitors examine several sources in advance of making a buying choice before making a purchase decision (Jamaludin et al., 2013). In order to facilitate the search process, information search propositions are divided into three groups, which are referred to as the "how," "where," and "when". "How" refers to both internal and external sources such as the person's knowledge and experience about the location gained from various sources such as tourists' information centers, travel guides or brochures obtained from relatives or from media such as newspapers, radio, television or friends. This refers to the locations from where information may be collected, which indicates that information can be retrieved through the media as well as before arriving to the locations. However, if the information sought is connected to the 'when,' travelers would begin gathering the information early, sometimes months before the actual holiday takes place, according to the study (Kieslali et al., 2019). Numerous studies have shown that information sources and the image of a location have an impact on visitors' choices and intentions (Kieslali et al., 2019; Parrey et al., 2019).

The importance of information sources in the construction of destination images was discussed by Tasci and Gartner (2007). An image, according to the researchers, is a mental picture of a location based on information signals provided by the image creation agents and chosen by a person (Tasci & Gartner, 2007). Tourists develop pictures of a destination via marketing and advertising, news coverage, magazine articles, conversation with friends (including former visitors), and previous journeys (Gartner, 1993). For example, Tasci and Gartner (2007) have identified three sources of image formation agents: supply-side or destination, independent or autonomous (non-promotional materials that are not related to those promoting the destination), and demand-side or image receivers (materials originating from tourists' places of origin). For example, the destination-projected picture may not be the same as what the recipient receives since people construct their impressions based on their own personal experiences as well as what they hear from others via word-of-mouth communication. As the

Internet has evolved, it has become more challenging for suppliers, intermediaries, and receivers to exchange information.

2.10 Conclusion and conceptual framework

This study comprises of six research objectives. Based on literature review in the previous section, a total of 15 research hypotheses were formulated as shown in Table 2.4. Figure 2.5 shows the conceptual framework of this study. According to the conceptual framework, Phuket Sandbox program implementation poses an influences on destination image, which is measurable through ten major components namely accessibility, natural attraction, climate, hospitality/friendliness, cost/price level, night life/entertainment, outdoor activities, personal safety, pandemic control, and uncrowdedness. Overall destination image then poses either direction on intention to travel to Phuket, or through the mediation of trust. For simplicity, the impact of demographic variation has been omitted from the conceptual framework.

Table 2.4 Summary of research hypotheses

Research Objective	Research Hypothesis
Research Objective 1 (RO1): To evaluate the perceived destination image of Phuket before the implementation of Phuket Sandbox program	*Hypothesis 1 (H1):* Perceived destination image of Phuket is poor as a result of COVID-19 outbreak
Research Objective 2 (RO2): To evaluate the perceived destination image of Phuket after the implementation of Phuket Sandbox program.	*Hypothesis 2 (H2):* Phuket Sandbox has positive influence on perceived destination image of Phuket
Research Objective 3 (RO3): To compare the perceived destination image of Phuket before and after the implementation of Phuket Sandbox program	*Hypothesis 3 (H3):* There is a significant difference between perceived destination image of Phuket before and after the implementation of Phuket Sandbox program

Table 2.4 Continued

Research Objective	Research Hypothesis
Research Objective 4 (RO4): To investigate the influence of perceived destination image of Phuket on the likelihood of Chinese tourist intention to visit Phuket in the future	*Hypothesis 4 (H4a):* Positive destination image of Phuket after the implementation of Phuket Sandbox Program has positive influence on intention to visit Phuket in the future *Hypothesis 5 (H5):* Trust mediates the influence of destination image on intention to travel to Phuket among Chinese tourists
Research Objective 5 (RO5): To compare the perceived destination image of Phuket after the implementation of Phuket Sandbox program among Chinese tourists of different demography	*Hypothesis 6 (H6a):* Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differ between Chinese tourists of different gender *Hypothesis 6 (H6b):* Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differ between Chinese tourists of different gender *Hypothesis 7 (H7a):* Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differ between Chinese tourists of different age *Hypothesis 7 (H7b):* Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differ between Chinese tourists of different age *Hypothesis 8 (H8a):* Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differ between Chinese tourists of different average monthly income

Table 2.4 Continued

Research Objective	Research Hypothesis
	Hypothesis 8 (H8b): Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differ between Chinese tourists of different average monthly income
	Hypothesis 9 (H9a): Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differ between Chinese tourists who have varying past travel history to Thailand
	Hypothesis 9 (H9b): Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differ between Chinese tourists who have varying past travel history to Thailand
	Hypothesis 10 (H10a): Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differ between type of Chinese tourists
	Hypothesis 10 (H10b): Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differ between type of Chinese tourists
Research Objective 6 (RO6): To compare the intention to visit Phuket in the future between Chinese tourists of different demography	*Hypothesis 11 (H11):* Intention to visit Phuket in the future significantly differ between Chinese tourists of different gender
	Hypothesis 12 (H12): Intention to visit Phuket in the future significantly differ between Chinese tourists of different age

Table 2.4 Continued

Research Objective	Research Hypothesis
	Hypothesis 13 (H13): Intention to visit Phuket in the future significantly differ between Chinese tourists of different average monthly income
	Hypothesis 14 (H14): Intention to visit Phuket in the future significantly differ between Chinese tourists who have varying past travel history to Thailand
	Hypothesis 15 (H15): Intention to visit Phuket in the future significantly differ between type of Chinese tourists

Figure 2.5 Conceptual framework
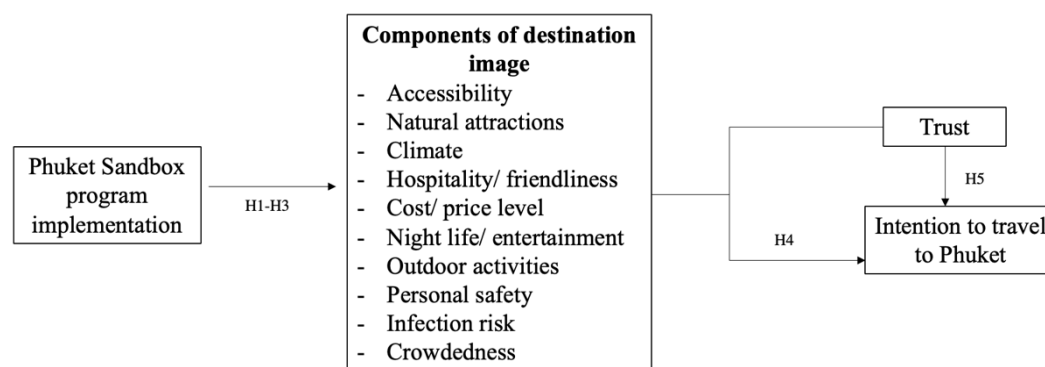
Figure 2.5, which is the conceptual framework of this study showed that the implementation of Phuket Sandbox program has influences of various components of destination image. In this study, the components of destination image that the research focuses on are accessibility, natural attractions, climate, hospitality/friendliness, cost/price level, night life/entertainment, outdoor activities, personal safety, pandemic control, and uncrowdedness. The components of destination image derived from the attributes of destination images that researchers frequently referred to, as well as the components of destination image reflected by various risk during pandemic period. Components of destination lead to overall destination image perceived by Chinese tourists, which will in turn directly influence intention to travel to Phuket or indirectly through the generation of trust.

CHAPTER 3

METHODOLOGY

This chapter focuses on the study's methodology. In order to achieve the study's objectives and verify the hypotheses developed in the previous chapter, the research strategy described in this chapter was used. The "research onion," developed by Saunders and his coauthors, was the method development tool used in this study. In Figure 3.1, there are six layers of the research onion that include philosophy, approach to theory construction, methodological choice, research plan, time horizon, and data collection and analysis (Saunders & Lewis, 2009).

Figure 3.1 The Research Onion
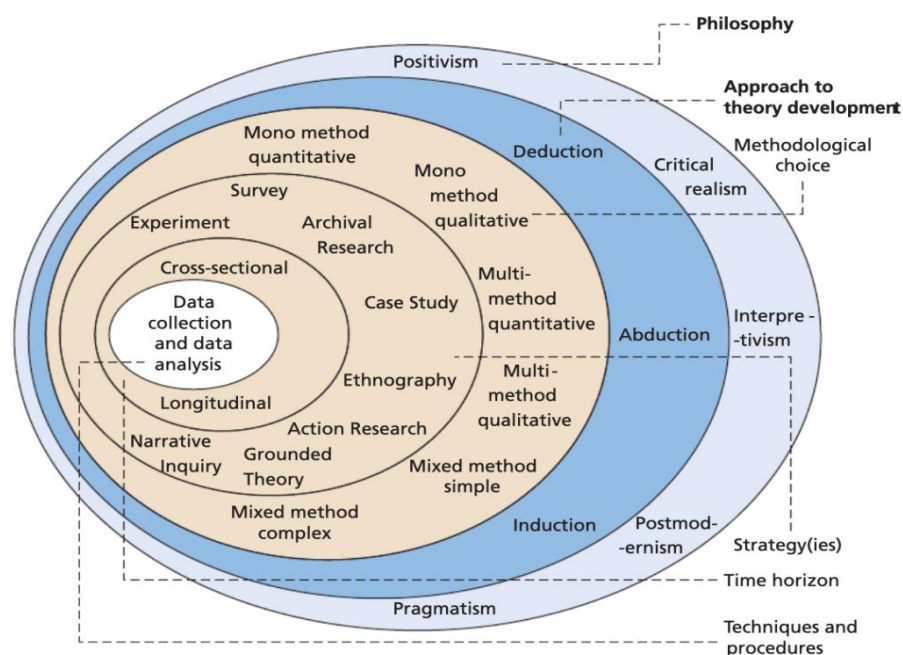
Source : Saunders & Lewis, (2009).

3.1 Research philosophy

Assumptions or a system of ideas regarding the generation of knowledge might be defined as research philosophy (Saunders & Lewis, 2009). Assumptions will be made at every step of the research process, including ontological, epistemological, and axiological assumptions (Burrel & Morgan, 2016). In the context of research, ontological assumptions relate to

presuppositions about what one (Burrel & Morgan, 2016). Axiological assumptions deal with the manner and amount to which one's personal value influences the research process, while epistemological assumptions focus on assumptions about human knowledge (Burrel & Morgan, 2016). Assumptions shape the way researchers think about their study topics, the methodologies they use, and the conclusions they draw from the data they collect (Crotty, 1998). These impacts need the early definition of the research philosophy of the project ((Johnson & Clark, 2006). Critical realism, positivism, post-modernism and pragmatism are the four main research philosophy views (Lahaney & Vinten, 1994).

The researcher in this study feels that the image of Phuket as a tourist destination held by Chinese tourists is a social reality distinct from his own. We cannot control how the researcher thinks about or labels Chinese tourists, nor can we control our own awareness of them. The view of Phuket as a tourist destination and the likelihood of Chinese tourists visiting Phuket may be seen or measured, making this research feasible. A traveler's ontological assumption is consistent with the ontological assumption of positivists, who typically think that the nature of reality is independent and external, ie, a single truth (Saunders & Lewis, 2009). The purpose of this study is to examine the influence of Phuket's perceived destination image on future travel plans to the island. For all intents and purposes, a causal link between two variables may be anticipated and explained only using statistical data and analysis (Gill and Johnson, 2010). It is also worth noting that this study is value-free, which means that the research is objective. According to positivism, the researcher's objective position and the results produced only from data collection and reality, which are measurably and observably, this study might play an important function (Saunders & Lewis, 2009).

3.2 Research approach

Research method or approach is the next phase in the research onion process, after research philosophy. Inductive, deductive, and abductive research methods are the three most common types of scientific inquiry (Kovacs & M.Spens, 2005). This study used a logical method of investigation. The study's hypotheses were developed after a lengthy assessment of the scientific literature. Once hypotheses have been formed, a research plan based on the deductive method must be created in order to put them to the test (Zalaghi & Khazaei, 2016). Using a

logical approach is the best way to demonstrate the link between variables and ideas (Woiceshyn & Daellenbach, 2018). Phuket Sandbox was tested to see whether it had any effect on people's perceptions of the location and whether or not they planned to return to Phuket in the future. The deductive research method was a good fit for this study's purpose. Additionally, the deductive research technique was useful since the outcomes of this study could be generalized, which was desired for this study (Woiceshyn & Daellenbach, 2018). Finally, quantifiable data collecting is possible as a result of the study methodology (Saunders & Lewis, 2009). As a result of these rationales, this study relied almost entirely on a deductive research technique based on the conceptual framework presented in the preceding chapter.

3.3 Methodologic choice and research strategy

In the field of research, data can be collected primarily through two methods, namely the quantitative method and qualitative method (Neuman, 2002). This study adopted both methods. The quantitative methodologic choice aims to obtain generalize findings on the impact of Phuket Sandbox implementation on perceived destination image of Phuket and intention to travel to Phuket in the future. The qualitative methodological choice, on the other hand, aims to gain in-depth explanation of the relationship between Phuket Sandbox implementation, perceived destination image, and intention to visit Phuket in the future.

3.3.1 Quantitative component

It is the entire plan for conducting a research study in order to accomplish its research goals that is the focus of research strategy (Johannesson & Perjons, 2014). Experiments, surveys, polls, and other methods of quantitative research are all viable options (Atieno, 2009). Choosing a research approach is mostly dictated by the research topics themselves (Saunders & Lewis, 2009). One of the tools that have been frequently used to perceived destination image is survey (Casali et al., 2020; Chiu et al., 2016; Kanwel et al., 2019; Murphy & Pritchard, 1999; Rittichainuwat, 2006; Wang & Hsu, 2010). As such this study also relied on an online questionnaire to collect quantitative data. Online questionnaire is also suitable as the target population of this study is Chinese tourist and data collection remotely is essential.

This study's research technique relied on an online questionnaire for the reasons stated above. It is important to remember the drawbacks of conducting surveys online. Because it's an online survey, the researcher won't be there when the participant answers the questions, which might lead to some interesting results. In this way, even if they don't understand a question, the participant is unable to ask it of the researcher. Consequently, findings might be erroneous (Wright, 2005). Researchers included informed consent not just for ethical reasons but also because they wanted participants to have a better knowledge of what they were participating in.

3.3.2 Qualitative component

In addition, primary data were also collected via open-ended questions at the end of the questionnaire. The advantages of open-ended survey questions are that they enable researcher to collect detailed information. This data collection tool also provides the ability to answer in detail, qualify, and clarify responses. In addition, it also allows respondents to discover unexpected conclusions. Open-ended survey question also poses the ability to provide adequate answers to complex issues inspires creativity, self-expression, and richness of detail. All in all, this type of data collection method provides the ability to reveal a respondent's logic, thinking process, and frame of reference allows respondents to discover unexpected conclusions. The disadvantages of open-ended questions are that they are relatively time-consuming to answer, which reduces the response rates. There are also other qualitative data collection approaches such as in-depth interview, as well as a focus group (Bruan et al., 2014). The disadvantages of these approaches is that it is a relatively time-consuming (Steber, 2017). Thus, these approaches are not possible for this research due to the limited data collection period. Weighing on the pros and cons of open-ended question and time limitation, this research still believe that open-ended question is suitable qualitative data collection approach for this study.

3.4 Time horizon

To conduct this research, the researchers used a cross-sectional time frame, which is a short-term study that collects data at a specific point in time (Melnikovas, 2018). The longitudinal time horizon is an additional possible time horizon for this investigation, although it is not a practical one. It is not essential to gather data over an extended length of time utilizing a longitudinal time horizon in order to compare perceptions of Phuket's destination image and

travel intentions. There was a time constraint on the researcher's part, hence no longitudinal time-horizon study could be done. Cross-sectional research, therefore, was conducted.

3.5 Data collection and data analysis

3.5.1 Quantitative component

3.5.1.1 Target population and sample size estimation

The study's target population is the group that meets the study's basic requirements (Brace, 2008). It is critical to establish a target demographic for the next stage, which is determining the sample size(Brace, 2008). The target population of this study is Chinese tourist. The total population used in the calculation of sample size is the number of Chinese tourist arrival in 2018, which represent the potential pool of tourist that may travel to Thailand. The number of Chinese tourist arrival in 2018 was 10,625,167 people. If a researcher is doing research based on positivism, it's essential that you have enough participants to ensure the validity of your findings (Cooper et al., 2003). The Taro Yamane Formula was used to determine the sample size of this research with a 5% sampling error and a 95% confidence level (Yamane, 1967). Following is a step-by-step explanation of how to calculate the sample size.

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

Where n = sample size

N = population size

e = the level of precision

Therefore, $n = \dfrac{10,625,167}{[1 + (10625,167 * 0.05)^2]}$

n = 399.98 samples

According to the sample size calculation formula via Yamane, the estimated sample size for this study was 400 samples.

3.5.1.2 Sampling technique and data collection

Non-probability sampling and probability sampling are the two primary sampling approaches (Saunders & Lewis, 2009). Unlike probability sampling, non-probability sampling employs a non-random approach to produce a sample, which is the main distinction between the two sampling methods (Saunders & Lewis, 2009). For this investigation, the non-

probability sampling strategy was preferable because of the lack of time available. As of February 2022, Chinese tourists are not allowed to visit any country due to COVID-19. Thus, online survey is suitable as data collection tool for this target population. The research used Wen Juan Xing, a Chinese online survey platform, to create online questionnaire where URL link can be sent to the participant. Google Form is an alternative, however, accessibility to Google Form in China is a concern. Convenience sampling was used in this study, which entails administering the survey to persons with whom the researcher has regular contact, such as family members, acquaintances, and coworkers. For convenience sampling, the researcher sent a direct message on WeChat and other social media platforms to persons in their personal WeChat network and put a link to the survey there.

3.5.1.3 Instrumental development and reliability test

The questionnaire (Appendix 1) used in this study was developed based on the literature review. The aim of the questionnaire was to assess various constructs of this study, which included perceived destination image, demography, intention to travel to Phuket, and trust. Including the informed consent, which is a necessary element for ethical consideration, overall, the questionnaire was divided into seven sections as follow:

● **Section 1:** Informed consent

The first section is the informed consent, which described the purpose and objectives of the study, as well as addressing their rights. This section serves to minimize various ethical considerations.

● **Section 2:** Screening questions

The second part of the questionnaire comprises of screening questions, which aimed to exclude participant who does not fit the inclusion criteria of this study. This section featured multiple choice questions.

● **Section 3:** Demographic profile

The third section of the questionnaire aim to obtain demographic profile of the respondents such as age, gender, average monthly income, marital status, occupation, region of residence, employment status, and education level. Questions on demographic profile were adapted from past study who also conducted a study involving Chinese tourist (Caimei, 2018).

- **Section 4:** Travelling behaviour

The purpose of this section is to gain information about travelling behaviour of Chinese tourist. Information asked in this section include past travelling history to Phuket, travelling formation, source of information, and travel motivational factor. This section featured multiple choice questions.

- **Section 5:** Destination image and intention to visit Phuket before the implementation of Phuket Sandbox

The fifth section aims determine perceived destination image and intention to visit Phuket before the implementation of Phuket Sandbox. The section featured 5-point Likert scale.

- **Section 6:** Destination image and intention to visit Phuket after the implementation of Phuket Sandbox

The sixth section aims determine perceived destination image and intention to visit Phuket after the implementation of Phuket Sandbox. The section also featured 5-point Likert scale.

- **Section 7:** Trust

This section aims to determine the mediator influence of trust on perceived destination image and intention to visit Phuket. Likewise, this section of the questionnaire also relied on 5-point Likert scale.

- **Section 8:** Open ended questions

The final question of the questionnaire featured four open ended questions with the aim to gain in-depth information about the relationship between destination image, intention to visit Phuket and the Phuket Sandbox program.

All questions within the survey derived from previous studies based on the literature review. Different statement f the questionnaire was adapted from past studies, as shown in Table 3.1.

Table 3.1 Independent variables of this study and statements in the questionnaire

Independent Variable	Statement	Source
Trust		
T1	Positive image of Phuket increases my trust in the destination and increases the likelihood that I will travel/revisit Phuket	(Chaulagain et al., 2019; Rasoolimanech et al., 2021)
T2	I am confident to recommend Phuket as a holiday destination to other	
T3	Phuket will always be one of my destinations of choice	
Destination Image		
Accessibility	It is relatively easy to travel to Phuket	(Chaulagain et al., 2019; Chiu et al., 2016)
	There are many flights from China to Phuket	(Ahmad & Jamaludin, 2021; Echtner & Ritchie, 1991)
	There is flight directly from my city to Phuket	
	It is easy to apply for Thai visa	
Natural attractions	There is a lot of beautiful scenery in Phuket	(Ahmad & Jamaludin, 2021; Matlovicova & Kolesarova, 2011)
	There are a lot of beautiful beaches and islands in Phuket	
	Sunset is in Phuket is very beautiful	
	The nature of Phuket is unspoiled	
Climate	Phuket is a good place to enjoy nice climate	(Martin & Bosque, 2008)
	The sunny weather in Phuket is good for travelling and enjoying outdoor activities	
	Phuket has minimal air pollution	(Echtner & Ritchie, 1991) (Ahmad & Jamaludin, 2021)

Table 3.1 Continued

Independent Variable	Statement	Source
Hospitality/friendliness	Local people in Phuket are very friendly and welcoming to Chinese tourist	(Chaulagain et al., 2019; Tosun et al., 2015)
	People working in tourism industry in Phuket can speak Chinese	
	Hospitality in Phuket is of exceptional standard	
	Phuket is a good place to make new friend	
Cost/price level	It is easy for me to find affordable accommodation in Phuket	(Kozak, 2001)
	Food cost in Phuket is reasonable	
	I can buy local fruits at very affordable price compared to my country	
	It is affordable for me to pay for entertainment and activities in Phuket	
	Overall cost of traveling in Phuket is reasonable	
Food and entertainment	There are many places to enjoy night life in Phuket	(Chaulagain et al., 2019)
	There are a lot of show and entertainment venue in Phuket that I can enjoy	
	There are many local foods in Phuket I want to try	
	There are a lot of fresh fruits for me to try in Phuket	
	I want to visit manmade attraction in Phuket	
	I can enjoy many festivals in Phuket	
	There are many night markets in Phuket for me to enjoy	

Table 3.1 Continued

Independent Variable	Statement	Source
Outdoor activities	There are many outdoor activities in Phuket that I can enjoy Scuba diving, snorkeling and other outdoor activities in Phuket is/will be enjoyable Visiting elephant sanctuary and other animal park in Phuket will be a good outdoor activity I can enjoy many water activities such as swimming, jet skiing, banana boat, and more in Phuket I can enjoy golf in Phuket I want to visit water park in Phuket	(Le, 2016; Le & Dong, 2017)
Personal safety	It is safe to travel in Phuket and surrounding islets I can travel with ease in Phuket knowing that my personal safety is secured Criminal rate in Phuket is low	(Dedeoglu, 2019)
Pandemic control	Phuket has low infection rate during COVID-19 outbreak in Thailand Phuket has good disease control Vaccination rate in Phuket is high	(Martín-Azami et al., 2019)
Uncrowdedness	There is less traffic problem in Phuket Phuket is not overly crowded by tourist There is no need to wait in a long line to go to restaurant, visit tourist attraction, or obtain other services in Phuket.	Matlovicova & Kolesarova, 2011)
Overall image of Phuket	My overall image of Phuket during COVID-19 and before the implementation of Phuket Sandbox is positive	(Ahmad & Jamaludin, 2021; Chaulagain et al., 2019; Echtner & Ritchie, 1991)

Table 3.1 Continued

Independent Variable	Statement	Source
	Intention to visit Phuket in the future	
IT1	I am intended to revisit/visit Phuket in the next 3 years	(Chaulagain et al., 2019; Qiong, 2018)
IT2	I have a plan to revisit/visit Phuket in the next 3 years	
IT3	If I consider travelling outside of China, Phuket will be in my first destination of choice	

3.5.1.4 Reliability test and content validity test

Prior to using the questionnaire, a reliability test must be performed (Pallant, 2013). It is essential that the questionnaire be translated into Chinese since English is not the primary language in China, and a questionnaire in English may hinder this study's ability to acquire data from the target population. There must be an evaluation of the translated questionnaire's dependability. Consistency in a measurement is referred to as "reliability" (Pallant, 2013). The dependability of the translated questionnaire must be tested in order to verify that the collected data is accurate. Repeated trials with the same findings are indicative of a valid questionnaire (Wong et al., 2012). To be considered a credible instrument in this research, the findings of the translated questionnaire must be identical to the results of the original questionnaire. So the researcher used Beaton et al. (2000)'s approach of translation and back translation to translate the original English language questions for local respondents. After completing the initial questionnaire, a pilot research with 10 participants was done once a week for one week. After a week, the English questionnaire was presented to five participants, while the Chinese questionnaire was given to the other five participants before the English questionnaire was given to them. Test-retest reliability, internal consistency reliability, and alternate-from reliability may all be used to verify the questionnaire's dependability (Bolarinwa, 2016). Test-retest reliability is the best option since there are just one questionnaire and a restricted research period(Wong et al., 2012). For a questionnaire to be regarded trustworthy, the

correlation coefficient must be greater than or equal to 0.70. (Litwin, 1995). After the pilot test, the questionnaire's correlation coefficient was 0.92.

An essential test before actual data collection using a questionnaire is the content validity evaluation. One of the techniques to measure the extent to which the instrument measures what are intended to be measured is through the item objective congruence (IOC) Index (Turner & Carlson, 2003). This study invites three professors from the university with expertise in tourism to evaluate the validity of the questionnaire. The experts are asked to score each questionnaire item as follow (Turner & Carlson, 2003):

- A score of 1: Given when the expert is certain that the questionnaire item accurately measured the attribute
- A score of 0: Given when the expert is unsure whether the questionnaire item measures the expected attribute
- A score of -1: Given when the expert is certain that the questionnaire item does not measure the expected attribute

The mean of the scores given by three experts was calculated for each questionnaire item. The items that received IOC of less than 0.50 were revised. The summary of the IOC is provided in Appendix 3. Based on IOC Index obtained from three experts, majority of the questions in the questionnaire received a score of 1, which signifies the good content validity of the questionnaire. Some of the questions received an average score of 0.83 and 0.67, which are still greater than the threshold value of 0.50. Other comments from professors include, suggestions to group occupation choice together as there are too many of them, including "married living with partner" and "not married, but living with a partner" to the answer choices of marital status, and grouping the first three choices of highest education level together and name it as "secondary school or lower". Likewise, professors also suggested that there are too many sources of information to choose from, and they suggested that grouping is also required for the answer choices in this question. A professor also suggested that question 12 regarding ranking factors in order of importance is relatively challenging for respondents. So, the professor suggested that the question should use a Likert scale regarding the importance of each aspect of Phuket instead. The questionnaire items were adjusted according to the content validity evaluation.

3.5.1.5 Quantitative data analysis

The SPSS program was used to examine the numerical data gathered via the quantitative research approach. Mean and standard deviation were the descriptive statistics utilized to examine the independent variables of the destination picture. A five-point Likert scale was used in this portion of the inquiry, as previously noted. Table 3.2 shows the five degrees of agreement needed to assess the Likert scale. Multiple regression was used to test the hypotheses regarding different characteristics of destination image an overall perception on destination image of Phuket. Moreover, the same statistical analysis technique was used to test hypotheses regarding overall perception on destination image of Phuket and travel intention. Likewise, the relationship between trust and travel intention was also tested with multiple regression. Pair t-test was used to compare the overall perception on destination image of Phuket before and after the implementation of Phuket Sandbox Program. In addition, one-way ANOVA and Independent t-test were used to analyze the variation of the findings among respondents from different demographic background.

Table 3.2 Interpretation of Likert scale

Level of Agreement	Mean
Strongly agree	4.20 to 5.00
Agree	3.40 to 4.19
Do not agree or disagree	2.60 to 3.39
Disagree	1.80 to 2.59
Strongly disagree	1.00 to 1.79

3.5.2 Qualitative component

3.5.2.1 Target population and sample size estimation

The target population and sample size estimation for qualitative component is the same as the quantitative component as the qualitative component is the final part of the questionnaire.

3.5.2.2 Instrumental development and validity test

The objective of adding open-ended questions at the end of the questionnaire to gain in-depth insight that will help researcher better understand the understand relationship between perceived destination image, Phuket Sandbox, and intention to travel to Phuket in the future. In order to determine whether or not the open-ended questions are appropriate for this study's goals and research objectives, face validity is one of the methods used to determine suitability (Holden, 2010). Nonetheless, this sort of validity test is more subjective and informal than content validity; however, it is comparable to it. The lists of questions were sent to three university professors who evaluated them for applicability and whether or not they would aid the researcher in achieving the study goal in the first place. Furthermore, the researcher asked two Chinese tourists to determine whether or not the questions on the list were understandable to the general public.

3.5.2.3 Qualitative data analysis

Translation is required before qualitative data can be analyzed due to the possibility that the vast majority of replies will be in Chinese. This research used both inductive and deductive theme analysis methods for its analysis. Interviewees' replies were coded based on the conceptual framework's many attributes in a process known as deductive theme analysis. It was labeled as such, but data that did not meet any of the research framework's requirements was nonetheless included. Using an inductive thematic strategy, the unidentified data was coded without the need for a preexisting coding frame. (Nowell et al., 2017). The research on the Phuket Sandbox, the perception of Phuket as a tourist destination, and the desire to return to Phuket in the future among Chinese tourists are all relatively new. This implies that there may be data that has not previously been included in previous studies or research frameworks. This is why inductive thematic analysis is so important for uncovering new, pertinent data.

CHAPTER 4

RESULTS

This chapter concerns the findings from the survey. This part of the thesis has been divided based on the research objectives. Data were collected from 400 participants of different demographic backgrounds. Table 4.1 illustrates the proportion of participants based on travel history of Phuket, gender, age, average monthly income, region of residence, marital status, highest education level, and occupation.

Table 4.1 Proportion of respondents based on demographic variables

	Number of respondents	Percentage
Travel history/Thought of visiting		
• Have travelled to Phuket before	257	64.3
• Have thought of visiting	143	35.7
Gender		
• Male	228	57
• Female	172	43
Age		
• Below 20 years	104	26
• 21 – 30 years	85	21.3
• 31 – 40 years	86	21.5
• 41 – 50 years	63	15.8
• 51 – 60 years	42	10.5
• 61 years and above	20	5
Average monthly income		
• Less than 3,000 yuan	41	10.3
• 3,001 – 5,000 yuan	59	14.8
• 5,001 – 10,000 yuan	149	37.3
• More than 10,001 yuan	151	37.8

Table 4.1 Continued

	Number of respondents	Percentage
Region of residence		
● North	80	20
● Northeast	80	20
● East	80	20
● South Central	80	20
● Southwest	80	20
Marital status		
● Single	100	25
● Married	80	20
● Divorced	40	10
● Not married but living together	140	35
● Separated	40	10
Occupation		
● Company employee	72	18
● Businessman	68	17
● Housewife	62	15.5
● Students	56	14
● Self-employed or freelancer	49	12.3
● Industrial worker	43	10.8
● Unemployed	30	7.5
● Retired	20	5
Highest education level		
● High school	84	21
● College	102	25.5
● Undergraduate or equivalent	150	37.5
● Postgraduate and above	64	16

4.1 Evaluation of the perceived destination image of Phuket before the implementation of the Phuket Sandbox Program

   The first hypothesis of this study stated that the perceived destination image of Phuket is poor as a result of COVID-19 outbreak. Table 4.2 shows that the mean score of overall destination image of Phuket before the implementation of the Phuket Sandbox Program was 3.60, which means that majority of the participants agreed with the statement in the survey stating that the overall image of Phuket during COVID-19 and before the implementation of Phuket Sandbox is positive. As such the first hypothesis is rejected. In terms of individual characteristics of Phuket, the characteristic that received the highest mean score was natural attractions ($\bar{x}$ = 3.87). The mean score concerning natural attractions shows that participants perceived that there is a lot of beautiful scenery, beaches, islands, and sunset in Phuket, as well as the nature of Phuket is unspoiled. Likewise, other factors that received the similar mean score include climate ($\bar{x}$ = 3.73), hospitality/friendliness ($\bar{x}$ = 3.69), personal safety ($\bar{x}$ = 3.64), uncrowdedness ($\bar{x}$ = 3.61), outdoor activities (($\bar{x}$ = 3.53), and food and entertainment ($\bar{x}$ = 3.43). The finding shows in Table 4.2 shows that participants did not agree nor disagree to positive statements concerning cost/price level ($\bar{x}$ = 3.20), and pandemic control ($\bar{x}$ = 2.99), and accessibility ($\bar{x}$ = 2.78).

Table 4.2 Descriptive statistics concerning different characteristics of Phuket and overall
   perception of Phuket's destination image before the implementation of the Phuket
   Sandbox Program

	Mean	Std. Dev.	Ranking
Natural attractions	3.87	0.51	1
Climate	3.73	0.47	2
Hospitality/friendliness	3.69	0.55	3
Personal safety	3.64	0.50	4
Uncrowdedness	3.61	0.48	5
Outdoor activities	3.53	0.49	6
Food and entertainment	3.43	0.44	7
Cost/price level	3.20	0.49	8
Pandemic control	2.99	0.54	9

Table 4.2 Continued

	Mean	Std. Dev.	Ranking
Accessibility	2.78	0.48	10
Overall perception	3.60	0.93	-

Regression analysis may be used to determine the correlations between one or more input variables. However, for this statistical study, it is critical to guarantee that there is no multicollinearity (Daoud, 2017). Variables that are correlated with one another are referred to as multicollinearity. To put it another way, independent variables are linked to each other as well as dependent variables (Saunders, 2012). Two approaches for determining multicollinearity are tolerance and the VIF test, which stands for Variance Inflation Factor test (Hair et al., 2016). This study's collinearity results are shown in Table 4.3. The tolerance values varied from 0.981 to 0.993, which was higher than the 0.1 threshold value. As a result, it's reasonable to conclude that there was no multicollinearity. The VIF value of less than 10 further demonstrated the lack of multicollinearity in the model. In this investigation, the VIF value varied from 1.008 to 1.023. Multiple regression analysis is a feasible analytic approach for this investigation, based on tolerance and VIF value.

Table 4.3 Collinearity Statistic

Variables	Tolerance	VIF
Accessibility	0.985	1.015
Natural attractions	0.977	1.023
Climate	0.988	1.012
Hospitality	0.985	1.016
Cost/price level	0.985	1.015
Food and entertainment	0.984	1.017
Outdoor activities	0.993	1.007
Personal safety	0.981	1.019

Multiple regression was performed to determine the predictability of different characteristics of Phuket on the overall destination image before the implementation of Phuket Sandbox Program. Table 4.4 shows that independent variables namely accessibility, natural attractions, climate, hospitality/friendliness, cost/price level, food and entertainment, outdoor activities, personal safety, pandemic control, and uncrowdedness can collectively predict the dependent variable, which is the overall destination image of Phuket before the implementation of Phuket Sandbox ($p < 0.05$). To put it differently, the regression model significantly predicts the outcome variable.

Table 4.4 ANOVA table showing predictability of independent variables (accessibility, natural attractions, climate, hospitality/friendliness, cost/price level, food and entertainment, outdoor activities, personal safety, pandemic control, and uncrowdedness) on the dependent variable (overall perception on Phuket's destination image before the implementation of Phuket Sandbox)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.265	10	8.526	12.829	.000
	Residual	258.533	389	0.665		
	Total	**343.798**	**399**			

Overall, each characteristic of Phuket has significant influence on overall perception of Phuket destination image as p-values of the relationship were all below 0.05. Unstandardized coefficients (B) shown on Table 4.5, on the other hand, shows that different characteristics of Phuket have varying degrees of predictability on the overall destination image of Phuket before the implementation of Phuket Sandbox. The table shows that the strongest predictor was natural attractions (B = 0.409), which indicates that the overall destination image will increase by 0.409% when natural attractions increase by 1%. After natural attractions, characteristic that have following impact on overall destination image before the implementation of Phuket Sandbox Program was cost/price level followed by food/entertainment, hospitality/friendliness, outdoor activities, personal safety, climate, accessibility, pandemic control, and uncrowdedness.

Table 4.5 Multiple regression showing the relationship between independent variables (accessibility, natural attractions, climate, hospitality/friendliness, cost/price level, food and entertainment, outdoor activities, personal safety, pandemic control, and uncrowdedness) and the dependent variable (overall perception on Phuket's destination image before the implementation of Phuket Sandbox)

Model		Beta	t	Sig
1	(Constant)			
	Accessibility	0.229	2.705	0.007
	Natural attractions	0.409	5.086	0.000
	Climate	0.254	2.905	0.004
	Hospitality	0.353	4.756	0.000
	Cost/price level	0.389	4.633	0.000
	Food and entertainment	0.371	3.964	0.000
	Outdoor activities	0.315	3.780	0.000
	Personal safety	0.262	3.183	0.002
	Pandemic control	0.178	2.348	0.019
	Uncrowdedness	0.177	2.065	0.040

4.2 Evaluation of the perceived destination image of Phuket after the implementation of the Phuket Sandbox Program

The second hypothesis of this study stated that Phuket Sandbox has positive influence on the perceived destination image of Phuket. Table 4.6 shows that the mean score of overall destination image of Phuket after the implementation of the Phuket Sandbox Program was 3.77, which means that majority of the participants agreed with the statement in the survey stating that the overall image of Phuket after the implementation of Phuket Sandbox is positive. Thus, the second hypothesis can be accepted. Regarding individual characteristics of Phuket, the characteristic that received the highest mean score was accessibility ($\bar{x}$ = 3.98). The mean score concerning accessibility shows that participants perceived that it is relatively easy to travel to Phuket, and it is easy to apply for Thai visa. Likewise, other factors that received the similar mean score include pandemic control ($\bar{x}$ = 3.88), personal safety ($\bar{x}$ = 3.78), natural attractions

($\bar{x}$ = 3.78), food and entertainment ($\bar{x}$ = 3.67), climate ($\bar{x}$ = 3.58), and outdoor activities ($\bar{x}$ = 3.47). The finding shows in Table 4.2 shows that participants did not agree nor disagree to positive statements concerning hospitality/friendliness ($\bar{x}$ = 3.36), cost/price level ($\bar{x}$ = 3.26), and uncrowdedness ($\bar{x}$ = 3.22).

Table 4.6 Descriptive statistics concerning different characteristics of Phuket and overall perception of Phuket's destination image after the implementation of the Phuket Sandbox Program

	Mean	Std. Dev.	Ranking
Accessibility	3.98	0.46	1
Natural attractions	3.78	0.51	3
Climate	3.58	0.49	6
Hospitality/friendliness	3.36	0.54	8
Cost/price level	3.26	0.49	9
Food and entertainment	3.67	0.45	5
Outdoor activities	3.47	0.49	7
Personal safety	3.78	0.49	3
Pandemic control	3.88	0.54	2
Uncrowdedness	3.22	0.59	10
Overall perception	**3.77**	**0.94**	-

Like previous section, multiple regression was also performed to determine the predictability of different characteristics of Phuket on the overall destination image after the implementation of Phuket Sandbox Program. Prior multiple regression, multicollinearity analysis was performed. As shown in Table 4.7, the tolerance values for the model ranged between 0.977 and 0.995, which was above the threshold value of 0.1. In addition, VIF value of the model ranged between 1.005 and 1.023, which is less than the threshold level of 10. Thus, these findings indicate the absence of multicollinearity and multiple regression analysis can be performed.

Table 4.7 Collinearity Statistic

Variables	Tolerance	VIF
Accessibility	0.977	1.023
Natural attractions	0.982	1.018
Climate	0.988	1.012
Hospitality	0.978	1.022
Cost/price level	0.990	1.010
Food and entertainment	0.979	1.021
Outdoor activities	0.995	1.005
Personal safety	0.983	1.018

Table 4.8 shows that independent variables namely accessibility, natural attractions, climate, hospitality/friendliness, cost/price level, food and entertainment, outdoor activities, personal safety, pandemic control, and uncrowdedness can collectively predict the dependent variable, which is the overall destination image of Phuket after the implementation of Phuket Sandbox ($p < 0.05$). To put it differently, the regression model significantly predicts the outcome variable.

Table 4.8 ANOVA table showing predictability of independent variables (accessibility, natural
attractions, climate, hospitality/friendliness, cost/price level, food and entertainment,
outdoor activities, personal safety, pandemic control, and uncrowdedness) on the
dependent variable (overall perception on Phuket's destination image after the
implementation of Phuket Sandbox)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.399	10	10.240	15.999	.000
	Residual	248.979	389	0.640		
	Total	**351.377**	**399**			

The finding in this section also demonstrates that each characteristic of Phuket has significant influence on overall perception of Phuket destination image as p-values of the

relationship were all below 0.05. On the other hand, the unstandardized coefficients (B) shown on Table 4.9 shows that different characteristics of Phuket have varying degrees of predictability on the overall destination image of Phuket after the implementation of Phuket Sandbox. The table shows that the strongest predictor was food and entertainment (B = 0.481), which indicates that the overall destination image will increase by 0.481% when food and entertainment increase by 1%. After food and entertainment, characteristic that have following impact on overall destination image before the implementation of Phuket Sandbox Program was accessibility, outdoor activities, natural attractions, cost/price level, pandemic control, personal safety, hospitality/friendliness, climate, and uncrowdedness.

Table 4.9 Coefficients of regression showing the relationship between independent variables (accessibility, natural attractions, climate, hospitality/friendliness, cost/price level, food and entertainment, outdoor activities, personal safety, pandemic control, and uncrowdedness) and the dependent variable (overall perception on Phuket's destination image after the implementation of Phuket Sandbox)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-8.163	0.959		-8.511	0.000		
ACCESS	0.421	0.089	0.204	4.729	0.000	0.977	1.023
NATURAL	0.346	0.079	0.190	4.401	0.000	0.982	1.018
CLIMATE	0.229	0.082	0.120	2.786	0.006	0.988	1.012
HOSPITALITY	0.284	0.075	0.164	3.802	0.000	0.978	1.022
COST	0.372	0.082	0.195	4.543	0.000	0.990	1.010
FOOD	0.481	0.091	0.229	5.300	0.000	0.979	1.021
OUTDOOR	0.385	0.081	0.202	4.723	0.000	0.995	1.005
PERSONAL	0.292	0.083	0.151	3.514	0.000	0.983	1.018
RISK	0.318	0.075	0.182	4.230	0.000	0.986	1.014
CROWD	0.163	0.068	0.103	2.395	0.017	0.990	1.010

4.3 Comparison of perceived destination image of Phuket before and after the implementation of the Phuket Sandbox Program

The second hypothesis of this study stated that there is a significant difference between perceived destination image of Phuket before and after the implementation of Phuket Sandbox program. In order to compare the perceived destination image of Phuket before and after the implementation of Phuket Sandbox Program among Chinese tourists, Paired T-Test was performed. Table 4.10 shows that the mean score concerning the overall destination image before the implementation of Phuket Sandbox Program was 3.6026 while the mean score concerning the overall destination image after the implementation of Phuket Sandbox Program was 3.7675.

Table 4.10 Descriptive statistics from Paired T-Test

		Mean	**N**	**Std. Deviation**	**Std. Error Mean**
Pair 1	Overall destination image (before)	3.6025	400	0.92825	0.04641
	Overall destination image (after)	3.7675	400	0.93843	0.04692

With reference to Table 4.11, overall destination image of Phuket before and after the implementation of Phuket Sandbox Program were strongly and positively correlated ($r = 0.912$, $p < 0.001$). Based on this analysis, there was a significant average difference between overall destination image of Phuket before and after the implementation of Phuket Sandbox Program ($t_{399} = -8.432$, $p < 0.001$). Table 4.12 further shows that the average difference between the overall destination image of Phuket before and after the implementation of Phuket Sandbox Program was -0.165. The standard deviation of the difference scores was 0.39 while the stand error was 0.02. From Paired T-Test the third hypothesis of this study is accepted.

Table 4.11 Paired samples correlation between overall destination image of Phuket before and
after the implementation of Phuket Sandbox Program

		N	Correlation	Sig.
Pair 1	Overall destination image (before) & Overall destination image (after)	400	0.912	0.000

Table 4.12 Paired samples test between overall destination image of Phuket before and after the
implementation of Phuket Sandbox Program

		Paired Differences					t	df	Sig.(2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	OVERALL (before) – OVERALL (after)	-0.16500	0.39135	0.01957	-0.20347	-0.12653	-8.432	399	0.000

4.4 The influences of the perceived destination image of Phuket on the future visit intention

In terms of travel intention to Phuket among Chinese tourists, the finding suggested that the mean score of travel intention was 3.81. The fourth hypothesis of this study stated that a positive destination image of Phuket after the implementation of the Phuket Sandbox Program has a positive influence on intention to visit Phuket in the future. Multiple regression was performed to test this hypothesis. The VIP and tolerance value in Table 4.14 shows absence in multicollinearity. P-value of less than 0.01 shown in Table 4.13 indicates that overall perception of Phuket's destination image after the implementation of the Phuket Sandbox program can statistically predicts the visit intention to Phuket. The result was further confirmed by coefficients of regression shown in Table 4.14 (p-value <0.01). According to unstandardized coefficient, with a 1% increase in overall perception of Phuket's destination image after the

implementation of the Phuket Sandbox program, the visit intention will increase by 0.147% (B value). Based on these finding, the forth hypothesis of this research is accepted.

Table 4.13 ANOVA table showing predictability of predictor, namely the overall perception of Phuket's destination image after the implementation of the Phuket Sandbox program on the dependent variable (visit intention to Phuket)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.551	1	7.551	10.666	.001[b]
	Residual	281.755	398	0.708		
	Total	**289.306**	**399**			

Table 4.14 Coefficients of regression showing the relationship between independent variables (the overall perception of Phuket's destination image after the implementation of the Phuket Sandbox program) and the dependent variable (visit intention to Phuket)

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.256	0.174		18.685	0.000		
	OVERALL	0.147	0.045	0.162	3.266	0.001	1.000	1.000

The fifth hypothesis of this study stated that trust mediates the influence of destination image on intention to travel to Phuket among Chinese tourists. Multiple regression was also utilized to test this hypothesis. Like the previous multiple regression mode, P-value of this model shown in Table 4.15 was also less than 0.01 indicating trust can statistically predicts the visit intention to Phuket. The result was further confirmed by coefficients of regression shown in Table 4.16 (p-value <0.01). According to unstandardized coefficient, with a 1% increase in trust, the visit intention will increase by 0.214% (B value). Based on these findings, the fourth hypothesis of this research is accepted.

Table 4.15 ANOVA table showing predictability of predictor, trust on the dependent variable

(visit intention to Phuket)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.677	1	9.677	13.774	.000[b]
	Residual	279.628	398	0.703		
	Total	**289.306**	**399**			

Table 4.16 Coefficients of regression showing the relationship between independent variables

(trust) and the dependent variable (visit intention to Phuket)

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.995	0.223		13.429	0.000		
	TRUST	0.214	0.058	0.183	3.711	0.000	1.000	1.000

4.5 Comparison of the perceived destination image of Phuket before after the implementation of the Phuket Sandbox Program, and future visit intention to Phuket among Chinese tourists of different demography

4.5.1 Gender

There are two hypotheses regarding gender differences of the perceived destination image of Phuket. Hypothesis H6a stated that the perceived destination image of Phuket before the implementation of the Phuket Sandbox Program significantly differ between Chinese tourists of different gender while hypothesis H6b stated that the perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differ between Chinese tourists of different genders. In terms of future visit intention, this study hypothesized that intention to visit Phuket in the future significantly differ between Chinese tourists of different gender (H11). Independent T‑tests were performed to test these hypotheses. According to Table 4.17, the overall destination image of Phuket before the implementation of Phuket Sandbox was lowered than that of the destination image of Phuket after the

implementation of Phuket Sandbox for both genders. Intention to visit Phuket in the future also sees similar pattern. Based simply on descriptive statistics, female, on average, give higher scores than male both in terms of overall destination image and intention to travel to Phuket in the future.

Table 4.17 Descriptive statistics concerning overall destination image of Phuket and intention to
               visit among Chinese tourists of different gender

Gender		N	Mean	Std. Deviation	Std. Error Mean
Overall destination image (before)	Female	172	3.5116	0.98223	0.07489
	Male	228	3.6711	0.88135	0.05837
Overall destination image (after)	Female	172	3.6860	0.97046	0.07400
	Male	228	3.8289	0.91085	0.06032
Intention to visit (before)	Female	172	3.6105	0.91699	0.06992
	Male	228	3.6711	0.85828	0.05684
Intention to visit (after)	Female	172	3.7733	0.89668	0.06837
	Male	228	3.8348	0.81679	0.05409

Even though the group statistics in Table 4.17 shows different mean scores of both destination image of Phuket before and after the implementation of the Phuket Sandbox Program, as well as the intention to visit between Chinese tourists of different gender, the Levene's test for quality of variances in Table 4.18, however, show insignificant different statistically ($p > 0.05$) . Based on this finding, the null hypotheses are accepted while H6a, H6b, and H11 are rejected. In another words, the overall destination image of Phuket before and after the implementation of the Phuket Sandbox Program and intention to visit Phuket in the future are not significantly different between male and female.

Table 4.18 Independent same test result regarding gender differences

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
									Lower	Upper
Overall destination image (before)	Equal variances assumed	2.363	0.125	-1.705	398	0.089	-0.15942	0.09353	-0.34329	0.02444
	Equal variances not assumed			-1.679	345.730	0.094	-0.15942	0.09495	-0.34618	0.02733
Overall destination image (after)	Equal variances assumed	0.645	0.422	-1.510	398	0.132	-0.14290	0.09462	-0.32893	0.04313
	Equal variances not assumed			-1.497	355.521	0.135	-0.14290	0.09547	-0.33066	0.04485
Intention to visit (before)	Equal variances assumed	1.495	0.222	-0.679	398	0.498	-0.06059	0.08928	-0.23610	0.11493

Table 4.18 Continued

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
	Equal variances not assumed			-0.672	354.929	0.502	-0.06059	0.09011		-0.23780	0.11663
Intention to visit (after)	Equal variances assumed	2.298	0.130	-0.715	398	0.475	-0.06154	0.08605		-0.23071	0.10763
	Equal variances not assumed			-0.706	349.052	0.481	-0.06154	0.08718		-0.23301	0.10993

4.5.2 Age

There are also two hypotheses regarding age differences of the perceived destination image of Phuket. Hypothesis H7a stated that the perceived destination image of Phuket before the implementation of the Phuket Sandbox Program significantly differ between Chinese tourists of different ages while hypothesis H7b stated that the perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differ

between Chinese tourists of different ages (H12). Likewise, one-way ANOVA was performed to test these hypotheses. Table 4.19 the mean score of Phuket destination image before the implementation of the Phuket Sandbox Program was highest among participants whose age was below 20 ($\bar{x}$ = 4.61) followed by the participants whose age was between 21 years and 30 years ($\bar{x}$ = 4.00). The age group that gave the lowest mean score was older participants whose age was 61 years and above ($\bar{x}$ = 1.70). The finding was the similar for the mean score of Phuket destination image after the implementation of the Phuket Sandbox Program with the highest mean score observed among respondents whose age was below 20 ($\bar{x}$ = 4.66) followed by the participants whose age was between 21 years and 30 years ($\bar{x}$ = 4.16). Likewise, the age group that gave the lowest mean score was older participants whose age was 61 years and above ($\bar{x}$ = 2.00). The descriptive statistics also show greater mean score of overall destination image after the Phuket Sandbox Program implementation when compared to the overall destination image before the Phuket Sandbox Program implementation.

Intention to travel to Phuket before the implementation of Phuket Sandbox Program was highest among participants whose age was below 20 ($\bar{x}$ = 3.87) followed by participants whose age was between 31 years and 40 years ($\bar{x}$ = 3.69). The mean score regarding intention to travel to Phuket was lowest among participants whose age were above 61 years ($\bar{x}$ = 3.17). Similarly, the mean score for intention to travel to Phuket after the implementation of Phuket Sandbox Program was also highest among participants whose age was below 20 ($\bar{x}$ = 4.02) followed by participants whose age was between 31 years and 40 years ($\bar{x}$ = 3.87). The mean score regarding the intention to travel to Phuket was also lowest among participants whose age was above 61 years ($\bar{x}$ = 3.33). Overall, the descriptive statistics also showed improved travel intention after the implementation of the Phuket Sandbox Program. Table 4.20 shows the significance difference of overall destination image and intention to travel to Phuket before and after the implementation of Phuket Sandbox Program ($p < 0.01$). Thus, hypothesis H7a, H7b, and H12 can be accepted.

Table 4.19 Descriptive statistics concerning overall destination image of Phuket and intention to

visit among Chinese tourists of different age

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Overall destination image (before)	Below 20	104	4.6058	0.49105	0.04815	4.5103	4.7013	4.00	5.00
	21-30	85	4.0000	0.00000	0.00000	4.0000	4.0000	4.00	4.00
	31-40	86	3.5116	0.50280	0.05422	3.4038	3.6194	3.00	4.00
	41-50	63	3.0000	0.00000	0.00000	3.0000	3.0000	3.00	3.00
	51-60	42	2.3095	0.46790	0.07220	2.1637	2.4553	2.00	3.00
	61 above	20	1.7000	0.47016	0.10513	1.4800	1.9200	1.00	2.00
	Total	400	3.6025	0.92825	0.04641	3.5113	3.6937	1.00	5.00
Overall destination image (after)	Below 20	104	4.6635	0.47481	0.04656	4.5711	4.7558	4.00	5.00
	21-30	85	4.1647	0.37312	0.04047	4.0842	4.2452	4.00	5.00
	31-40	86	3.6860	0.65550	0.07068	3.5455	3.8266	3.00	5.00
	41-50	63	3.2698	0.44744	0.05637	3.1572	3.3825	3.00	4.00
	51-60	42	2.5000	0.63438	0.09789	2.3023	2.6977	2.00	4.00
	61 above	20	2.0000	0.64889	0.14510	1.6963	2.3037	1.00	3.00
	Total	400	3.7675	0.93843	0.04692	3.6753	3.8597	1.00	5.00

Table 4.19 Continued

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Intention to visit (before)	Below 20	104	3.8654	0.86090	0.08442	3.6980	4.0328	1.00	5.00
	21-30	85	3.6196	0.78199	0.08482	3.4509	3.7883	1.33	5.00
	31-40	86	3.6860	0.91944	0.09915	3.4889	3.8832	1.00	5.00
	41-50	63	3.4497	0.87612	0.11038	3.2291	3.6704	1.33	5.00
	51-60	42	3.5873	0.90410	0.13951	3.3056	3.8690	1.67	5.00
	61 above	20	3.1667	0.98230	0.21965	2.7069	3.6264	1.33	5.00
	Total	400	3.6450	0.88339	0.04417	3.5582	3.7318	1.00	5.00
Intention to visit (after)	Below 20	104	4.0160	0.80637	0.07907	3.8592	4.1728	1.33	5.00
	21-30	85	3.7922	0.77660	0.08423	3.6246	3.9597	1.67	5.00
	31-40	86	3.8721	0.86193	0.09294	3.6873	4.0569	1.33	5.00
	41-50	63	3.6032	0.86934	0.10953	3.3842	3.8221	1.33	5.00
	51-60	42	3.7460	0.88899	0.13717	3.4690	4.0231	2.00	5.00
	61 above	20	3.3000	0.92969	0.20789	2.8649	3.7351	1.33	5.00
	Total	400	3.8083	0.85151	0.04258	3.7246	3.8920	1.33	5.00

Table 4.20 ANOVA result concerning overall destination image and intention to visit Phuket before and after the implementation of Phuket Sandbox among Chinese tourists of different age

		Sum of Squares	df	Mean Square	F	Sig.
Overall destination image (before)	Between Groups	284.296	5	56.859	376.507	0.000
	Within Groups	59.501	394	0.151		
	Total	343.798	399			
Overall destination image (after)	Between Groups	243.026	5	48.605	176.744	0.000
	Within Groups	108.351	394	0.275		
	Total	351.378	399			
Intention to visit (before)	Between Groups	12.369	5	2.474	3.260	0.007
	Within Groups	298.999	394	0.759		
	Total	311.368	399			
Intention to visit (after)	Between Groups	12.841	5	2.568	3.660	0.003
	Within Groups	276.465	394	0.702		
	Total	289.306	399			

4.5.3 Average monthly income

There are also two hypotheses regarding age differences of the perceived destination image of Phuket. Hypothesis H8a stated that the perceived destination image of Phuket before the implementation of the Phuket Sandbox Program significantly differ between Chinese tourists of different average monthly income while hypothesis H8b stated that the perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differ between Chinese tourists of different average monthly income. In terms of future visit intention, this study hypothesized that intention to visit Phuket in the future significantly differs between Chinese tourists of different average monthly income (H12).

Table 4.21 shows that the overall perception of Phuket's destination image before the implementation of the Phuket Sandbox Program was highest among participants whose income was between 3,001 and 5,000 yuan ($\bar{x}$ = 4.37) while the mean score was the least among participants whose income was more than 10,001 yuan ($\bar{x}$ = 2.64). On the other hand, the overall perception of Phuket's destination image after the implementation of the Phuket Sandbox Program was highest among participants whose income was less than 3,000 yuan ($\bar{x}$ = 4.37) while the mean score was the least among participants whose income was more than 10,001 yuan ($\bar{x}$ = 2.87). In terms of intention to visit Phuket before the implementation of Phuket Sandbox Program, the mean score was highest among respondents whose average monthly income was less than 3,000 yuan ($\bar{x}$ = 3.95) while the least mean score whose observed among respondents whose average monthly income was more than 10,001 yuan ($\bar{x}$ = 3.48). Regarding intention to visit Phuket after the implementation of Phuket Sandbox Program, the mean score was highest among respondents whose average monthly income was less than 3,000 yuan ($\bar{x}$ = 4.07) while the least mean score whose observed among respondents whose average monthly income was more than 10,001 yuan ($\bar{x}$ = 3.64). Overall, the descriptive statistics also showed improved travel intention after the implementation of the Phuket Sandbox Program. Table 4.22 shows the significance difference of overall destination image and intention to travel to Phuket before and after the implementation of Phuket Sandbox Program (p < 0.01) among Chinese tourists of different income level. Thus, hypothesis H8a, H8b, and H13 can be accepted.

Table 4.21 Descriptive statistics concerning overall destination image of Phuket and intention to visit among Chinese tourists of different average monthly income

| | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
						Lower Bound	Upper Bound		
OVERALL	Less than 3,000 yuan	41	5.0000	0.00000	0.00000	5.0000	5.0000	5.00	5.00
	3,001-5,000 yuan	59	4.3729	0.48772	0.06350	4.2458	4.5000	4.00	5.00
	5,001-10,000 yuan	149	3.8926	0.31064	0.02545	3.8423	3.9429	3.00	4.00
	More than 10,001 yuan	151	2.6358	0.55956	0.04554	2.5458	2.7257	1.00	3.00
	Total	**400**	**3.6025**	**0.92825**	**0.04641**	**3.5113**	**3.6937**	**1.00**	**5.00**
INTENTION	Less than 3,000 yuan	41	3.9512	0.98478	0.15380	3.6404	4.2621	1.00	5.00
	3,001-5,000 yuan	59	3.8475	0.76394	0.09946	3.6484	4.0465	2.00	5.00
	5,001-10,000 yuan	149	3.6465	0.83128	0.06810	3.5120	3.7811	1.00	5.00
	More than 10,001 yuan	151	3.4812	0.91703	0.07463	3.3338	3.6287	1.33	5.00
	Total	**400**	**3.6450**	**0.88339**	**0.04417**	**3.5582**	**3.7318**	**1.00**	**5.00**
OVERALL_a	Less than 3,000 yuan	41	4.9756	0.15617	0.02439	4.9263	5.0249	4.00	5.00
	3,001-5,000 yuan	59	4.4746	0.50364	0.06557	4.3433	4.6058	4.00	5.00
	5,001-10,000 yuan	149	4.0671	0.50222	0.04114	3.9858	4.1484	3.00	5.00
	More than 10,001 yuan	151	2.8675	0.69929	0.05691	2.7551	2.9800	1.00	4.00
	Total	**400**	**3.7675**	**0.93843**	**0.04692**	**3.6753**	**3.8597**	**1.00**	**5.00**

Table 4.21 Continued

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
INTENTION_a	Less than 3,000 yuan	41	4.0732	0.91746	0.14328	3.7836	4.3628	1.33	5.00
	3,001-5,000 yuan	59	4.0113	0.72968	0.09500	3.8211	4.2015	2.33	5.00
	5,001-10,000 yuan	149	3.8277	0.80408	0.06587	3.6976	3.9579	1.33	5.00
	More than 10,001 yuan	151	3.6380	0.89189	0.07258	3.4946	3.7814	1.33	5.00
	Total	**400**	**3.8083**	**0.85151**	**0.04258**	**3.7246**	**3.8920**	**1.33**	**5.00**

Table 4.22 ANOVA result concerning overall destination image and intention to visit Phuket

before and after the implementation of Phuket Sandbox among Chinese tourists of

different average monthly income

		Sum of Squares	df	Mean Square	F	Sig.
Overall destination image (before)	Between Groups	268.752	3	89.584	472.718	0.000
	Within Groups	75.045	396	0.190		
	Total	343.798	399			
Overall destination image (after)	Between Groups	10.313	3	3.438	4.522	0.004
	Within Groups	301.055	396	0.760		
	Total	311.368	399			
Intention to visit (before)	Between Groups	225.010	3	75.003	235.040	0.000
	Within Groups	126.367	396	0.319		
	Total	351.378	399			
Intention to visit (after)	Between Groups	9.745	3	3.248	4.601	0.004
	Within Groups	279.561	396	0.706		
	Total	289.306	399			

4.5.4 Past travel history to Thailand

Hypothesis H9a stated that the perceived destination image of Phuket before the implementation of the Phuket Sandbox Program significantly differs Chinese tourists who have varying past travel history to Thailand while hypothesis H9b stated that the perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differ between Chinese tourists who have varying past travel history to Thailand. In terms of future visit intention, this study hypothesized that intention to visit Phuket in the future significantly differs between Chinese tourists who have varying past travel histories to Thailand (H14). Table 4.23 shows that the overall destination image before the implementation of the Phuket Sandbox Phuket was lower than the overall destination image after the implementation of the Phuket Sandbox Phuket for both respondents who have traveled to Thailand before and who have never traveled to Thailand.   This trend is the same with the intention to visit. Further, independent T-tests were

performed to test the hypotheses mentioned above. Table 2.24 shows that H9a, H9b, and H14 should be rejected as all of the p-values were above 0.05.

Table 4.23 Descriptive statistics concerning overall destination image and intention to visit among Chinese tourists with different travel history to Thailand

Visit		N	Mean	Std. Deviation	Std. Error Mean
Overall destination image (before)	Visit before	257	3.5642	0.95850	0.05979
	Never	143	3.6713	0.87029	0.07278
Overall destination image (after)	Visit before	257	3.6083	0.89198	0.05564
	Never	143	3.7110	0.86692	0.07250
Intention to visit (before)	Visit before	257	3.7549	0.95516	0.05958
	Never	143	3.7902	0.91045	0.07614
Intention to visit (after)	Visit before	257	3.7743	0.87157	0.05437
	Never	143	3.8695	0.81365	0.06804

Table 4.24 Independent sample t-test result regarding overall destination image and intention to visit among Chinese tourists with different travel history to

Thailand

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Overall destination image (before)	Equal variances assumed	1.828	0.177	-1.107	398	0.269	-0.10713	0.09681		-0.29746	0.08320
	Equal variances not assumed			-1.137	318.009	0.256	-0.10713	0.09419		-0.29244	0.07818
Intention to visit (before)	Equal variances assumed	0.583	0.446	-1.114	398	0.266	-0.10265	0.09213		-0.28378	0.07847
	Equal variances not assumed			-1.123	300.690	0.262	-0.10265	0.09139		-0.28249	0.07718
Overall destination image (after)	Equal variances assumed	0.183	0.669	-0.361	398	0.719	-0.03535	0.09801		-0.22803	0.15734
	Equal variances not assumed			-0.366	305.605	0.715	-0.03535	0.09668		-0.22558	0.15489

Table 4.24 Continued

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Intention to visit (after)	Equal variances assumed	1.676	0.196	-1.071	398	0.285	-0.09514	0.08882	-0.26976	0.07947
	Equal variances not assumed			-1.092	310.907	0.275	-0.09514	0.08709	-0.26651	0.07622

4.5.5 Type of Chinese tourist

Hypothesis H10a states that the perceived destination image of Phuket before the implementation of the Phuket Sandbox Program significantly differ between type of Chinese tourists while hypothesis H10b states that the perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between type of Chinese tourists. Lastly, hypothesis 15 states that the intention to visit Phuket in the future significantly differ between type of Chinese tourists. Table 4.25 shows that the overall destination image of Phuket before Phuket Sandbox Program implementation was observed among Chinese VFR tourists ($\bar{x}$ = 5.00) followed by business tourists ($\bar{x}$ = 4.23), and holiday tourists ($\bar{x}$ = 3.13). Likewise, the overall destination image of Phuket after Phuket Sandbox Program implementation was also observed among Chinese VFR tourists ($\bar{x}$ = 4.97) followed by business tourists ($\bar{x}$ = 4.37), and holiday tourists ($\bar{x}$ = 3.33). Intention to visit Phuket before and after the implementation of the Phuket Sandbox Program follows the same trend as destination image. One-way ANOVA shown in Table 4.26 suggests that hypothesis H10a, H10b, and H15 can be accepted as p-value are all less than 0.05. In another words, there are significant differences between overall destination image of Phuket and intention to visit Phuket before and after the implementation of the Phuket Sandbox Program among different types of Chinese tourists.

Table 4.25 Descriptive statistics concerning overall destination image and intention to visit among different type of Chinese tourists

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Overall destination image (before) **Intention to visit (before)**	Leisure/ Holiday	255	3.1294	0.77034	0.04824	3.0344	3.2244	1.00	4.00
	Visit family or friends	39	5.0000	0.00000	0.00000	5.0000	5.0000	5.00	5.00
	Business	106	4.2264	0.42050	0.04084	4.1454	4.3074	4.00	5.00
	Total	400	3.6025	0.92825	0.04641	3.5113	3.6937	1.00	5.00
Intention to visit (before)	Leisure/ Holiday	255	3.5660	0.90487	0.05667	3.4544	3.6776	1.00	5.00
	Visit family or friends	39	3.9316	1.00344	0.16068	3.6063	4.2569	1.00	5.00
	Business	106	3.7296	0.75328	0.07317	3.5845	3.8746	2.00	5.00
	Total	400	3.6450	0.88339	0.04417	3.5582	3.7318	1.00	5.00
Overall destination image (before) **Intention to visit (before)**	Leisure/ Holiday	255	3.3333	0.84803	0.05311	3.2287	3.4379	1.00	5.00
	Visit family or friends	39	4.9744	0.16013	0.02564	4.9225	5.0263	4.00	5.00
	Business	106	4.3679	0.48453	0.04706	4.2746	4.4612	4.00	5.00
	Total	400	3.7675	0.93843	0.04692	3.6753	3.8597	1.00	5.00

Table 4.25 Continued

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Intention to visit (after)	Leisure/ Holiday	255	3.7320	0.87649	0.05489	3.6239	3.8401	1.33	5.00
	Visit family or friends	39	4.0513	0.93514	0.14974	3.7481	4.3544	1.33	5.00
	Business	106	3.9025	0.73170	0.07107	3.7616	4.0434	2.33	5.00
	Total	400	3.8083	0.85151	0.04258	3.7246	3.8920	1.33	5.00

Table 4.26 One-way ANOVA results concerning overall destination image and intention to visit
among different type of Chinese tourists

		Sum of Squares	df	Mean Square	F	Sig.
Overall destination image (before)	Between Groups	174.502	2	87.251	204.605	0.000
	Within Groups	169.295	397	0.426		
	Total	343.798	399			
Intention to visit (before)	Between Groups	5.553	2	2.776	3.604	0.028
	Within Groups	305.815	397	0.770		
	Total	311.368	399			
Overall destination image (after)	Between Groups	143.086	2	71.543	136.359	0.000
	Within Groups	208.292	397	0.525		
	Total	351.378	399			
Intention to visit (after)	Between Groups	4.727	2	2.364	3.297	0.038
	Within Groups	284.579	397	0.717		
	Total	289.306	399			

4.7 Qualitative data analysis

Figure 4.1 shows that the three main affective destination images of Phuket perceived by Chinese tourists were exciting, relaxing, and welcoming. Respondents were excited by multiple outdoor activities while feeling welcoming by the friendliness of local people. Moreover, Chinese tourists also feel welcomes as many local people can speak, at least, a little bit. In term of cognitive destination image, which was reflected by the perceived uniqueness of Phuket in the open-ended question, majority of the participants believes that Phuket has unique scuba diving locations, prestige beaches, many shows and entertainment, good restaurants, good hotel and resorts, and good shopping destination. Lastly, conative destination image of Phuket was reflected by intention to visit, intention to revisit, and likelihood to persuade friends, family members, and partner to travel to Phuket.

Figure 4.1 Destination image of Phuket based on qualitative data
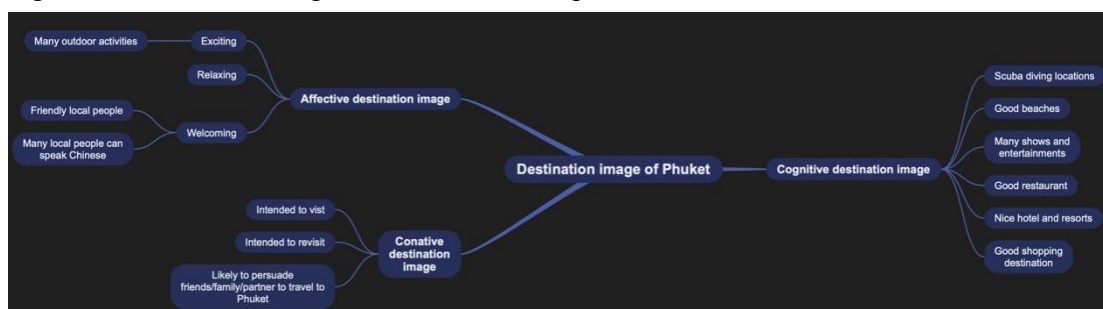
4.8 Summary of hypotheses testing

	Research hypothesis	**Finding**
H1	Perceived destination image of Phuket is poor as a result of COVID-19 outbreak	Rejected
H2	Phuket Sandbox has positive influence on perceived destination image of Phuket	Accepted
H3	There is a significant difference between perceived destination image of Phuket before and after the implementation of Phuket Sandbox program	Accepted
H4	Positive destination image of Phuket after the implementation of Phuket Sandbox Program has positive influence on intention to visit Phuket in the future	Accepted
H5	Trust mediates the influence of destination image on intention to travel to Phuket among Chinese tourists	Accepted
H6a	Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different gender	Rejected
H6b	Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different gender	Rejected
H7a	Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different age	Accepted

H7b	Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different age	Accepted
H8a	Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different average monthly income	Accepted
H8b	Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between Chinese tourists of different average monthly income	Accepted
H9a	Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between Chinese tourists who have varying past travel history to Thailand	Rejected
H9b	Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between Chinese tourists who have varying past travel history to Thailand	Rejected
H10a	Perceived destination image of Phuket before the implementation of Phuket Sandbox Program significantly differs between type of Chinese tourists	Accepted
H10b	Perceived destination image of Phuket after the implementation of Phuket Sandbox Program significantly differs between type of Chinese tourists	Accepted
H11	Intention to visit Phuket in the future significantly differ between Chinese tourists of different gender	Accepted
H12	Intention to visit Phuket in the future significantly differ between Chinese tourists of different age	Accepted
H13	Intention to visit Phuket in the future significantly differ between Chinese tourists of different average monthly income	Accepted
H14	Intention to visit Phuket in the future significantly differ between Chinese tourists who have varying past travel history to Thailand	Rejected
H15	Intention to visit Phuket in the future significantly differ between type of Chinese tourists	Accepted

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Discussion

5.1.1 The perceived destination image of Phuket before the implementation of the Phuket Sandbox Program

The findings suggested that participants have a positive destination image of Phuket despite the outbreak of COVID-19 worldwide. This finding suggests that Chinese tourists may potentially have strong positive image of Phuket as holiday destination. Past studies have found a consistent finding of positive destination image of Phuket among Chinese tourists (Soonsan & Somkai, 2021; Virdee & Phakdee-auksorn, 2017). The top three characteristics of Phuket that contributed positively toward the overall destination image of Phuket were natural attractions, climate, and hospitality/friendliness. Similarly, a study performed among Chinese tourists also suggested that good destination image of Phuket is due to the presence of various Chinese temples and shrines, which serve as cultural and heritage attractions for tourists (Virdee & Phakdee-auksorn, 2017). Natural attraction of Phuket was also found to be a factor that contributed positively to destination image among independent Chinese tourists during the post-visit stage (Zeng & Pongpatcharatrontep, 2019). That being said, other study found that other characteristics of Phuket including accommodation, restaurant, and entertainment are the main components of positive destination image of Phuket unlike this study, which found that the other top-ranking components, other than natural attraction, were climate, and hospitality/friendliness.

Natural attraction, climate, and hospitality/friendliness are the characteristics that are less likely to be impacted by the pandemic. In fact, COVID-19 have found to impact ecosystem and natural resources in Thailand positively as there are less number of tourist activities that poses lessen pressure on the ecosystem (Chaeblam et al., 2021). To be precise, the data from national park officers suggested that during the COVID-19 pandemic, natural resources, such as coral, seagrass, and terrestrial/aquatic creatures, had recovered and became more productive since animals in the region were monitored. In addition, the quantity of garbage in the region has also fallen (Chaeblam et al., 2021) Climate is also a bigger scale that is not impacted by the viral outbreak. Friendliness has always been known as part of Thai culture. Past

study have also shown that friendliness of the local. Thais are one of the pull travel motivations to travel to Thailand (Amonhaemanon & Amornhaymanon, 2017; Sastre & Phaksee-Auksorn, 2017). On the other hand, factors that may contribute negatively toward the destination image of Phuket before Phuket Sandbox were accessibility, pandemic control, and cost/price level. Evidences have shown that cost of traveling oversea during COVID-19 outbreak is relatively high as there are limited number of flight available. Moreover, tourists need to spend more money on health check-up and quarantine (Lis & Nordeman, 2021; Vo & Tran, 2020).

5.1.2 The perceived destination image of Phuket after the implementation of the Phuket Sandbox Program

Likewise, the overall destination image of Phuket after the implementation of Phuket Sandbox Program is positive. Accessibility, pandemic control, and personal safety were the highest-ranking characteristics of Phuket that help the holiday destination gain its positive destination image. From this study it can be implied that Chinese tourists perceived that Phuket Sandbox program is an effective measure to manage COVID-19 situation in Phuket and enable Phuket to have better destination image. However, other study found that COVID-19 measures that involve quarantine, vaccination screening, RT-PCR test requirement may not be sufficient to manage the transmission of the disease for beach tourism (Lis & Nordeman, 2021). That being said, this study found that the strongest predictor of Phuket's destination image after the implementation of Phuket Sandbox program is food and entertainment.

5.1.3 Differences between perceived destination image of Phuket before and after the implementation of the Phuket Sandbox Program

This study found a significant difference between the perceived destination image of Phuket before and after the implementation of Phuket Sandbox program. To put it differently, the destination image of Phuket is more positive among Chinese tourists after the implementation mainly due to accessibility, pandemic control, and personal safety. However, the mean score of overall perception was not a big difference. Thus, it can be implied that COVID-19 management program likes the Phuket Sandbox may not have only a minimal impact on overall perception of Phuket's destination image.

5.1.4 The influences of the perceived destination image of Phuket on the future visit intention

This study found that positive destination image of Phuket has direct influence on visit intention. Past studies also found the same relationship where travelers are more likely to travel to location with good destination image (Khan et al., 2017; W. Tan & C. Wu, 2016). Moreover, this study also found that intention to visit Phuket in the future was also influenced by trust. Consistent finding was also noted in other researches where tourists were found to have stronger future visit intention to the destination they trust (Han & Hyun, 2015). Similarly, another group of researchers came to the same conclusion, and their study found that destination confidence had a major influence on the chance of returning to a place (Abubakar et al., 2017). It has been concluded that in order to boost the likelihood of a visit, a feeling of trust must be established essential (Abubakar et al., 2017).

5.1.5 Differences between perceived destination image of Phuket and intention to visit Phuket in the future after the implementation of the Phuket Sandbox Program among Chinese tourists of different demography

In term of gender difference, this study found no significant difference between female and male both in term of perceived destination image of Phuket and intention to visit Phuket in the future after the implementation of the Phuket Sandbox Program among Chinese tourists. Past study showed that female usually prefer natural landscape and rural attraction than male while male generally prefer historical sites over female (Wang & Hao, 2018). The finding of this study is explainable in that Phuket offer diverse range of attracts that could potentially appeal both male and female, therefore, leading to similar perceived destination image among the two genders.

On the other hand, this study found that there was a significant differences of perceived destination image and intention to visit among Chinese tourists of different age group. This study found that younger age group have better destination image and greater intention to visit Phuket in the future than older generation. The finding of this study is supported by another study performed among the Chinese, which found that younger generation prefers destination with natural environment and outdoor activities (Huang & Veen, 2019). Phuket is well-known for natural attractions and outdoor activities, thus, it is likely that the destination is more appealing to

the younger generation. This study also found that there was a significant differences of perceived destination image and intention to visit among Chinese tourists of different average monthly income. The overall perception was highest among participants whose income was between 3,001 and 5,000 yuan while the mean score was the least among participants whose income was more than 10,001 yuan. From this finding, it can be implied that Phuket may be less appealing to tourists with higher income.

This study found no significant difference both in term of perceived destination image and intention to visit among Chinese tourists of different past travel history to Thailand. This finding is in contrast with multiple scholars who suggested that former travelling experience highly influence the perceived destination image of a destination (Beerli & Martin, 2004; Rasoolimanesh et al., 2021). However, it can be argued that Chinese tourist may have been expose to various information about Phuket, which means that they can be familiar with Phuket without needing to have a past visit experience. Lastly, this study found that there was a significant difference of perceived destination image and intention to visit among different types of Chinese tourists. The study found that the destination image of Phuket was most positive among VFR tourists. This could be because their friends and family in Phuket may have tell them positively about the destination contributing to the good destination image. Business tourist also have a good destination image of Phuket as they might be more familiar with Phuket due to frequent business trips. Holiday tourists have the least favorable destination image of Phuket compared to other types of tourists. This finding may be because holiday tourists may have various goals when they are travelling to a holiday destination, unlike business tourists that travel mainly for work, thus having higher expectations and stricter evaluation of a destination image.

5.1.6 Limitations and future research direction

There are several limitations to this study. First, the research was performed around two years after the emergence of COVID-19 pandemic. It means that respondents may have been acclimatized to outbreak, thus the recall on perceived risk rated at present may not be the true representation of the perceived risk as when the pandemic first impacted the individuals. Second, the researcher did not have enough time to collect data from larger group of participants due to time constraint. Third, the timing of the data collection was also after the uplift of Phuket Sandbox Program, which means that the perceived risk at present may not be the true

representation of the influence of the program itself. Forth, this study focuses only on Phuket as a holiday destination. Phuket is an island with various sea related activities that has their own characteristics and associated risk. The nature of the Phuket as a holiday destination may varies from other holiday destination. Therefore, generalization of the finding to other holiday destination must be taken carefully by considering the nature of the destination itself. Future research could be done to assess perceived destination image of other cities in Thailand. Moreover, in-depth information about perceived destination image should be conducted with specific demographic group to gain deeper understanding of destination image.

5.1.7 Contribution of the study

This study found that the Chinses tourists still have positive destination image of Phuket despite the ongoing pandemic. This finding provides a research novelty in that travel risk like viral outbreak may not have significant impact on destination image like expected. That being said, the significant improvement of the perceived destination image of Phuket after the implementation of Phuket Sandbox Program signifies the necessity of disease prevention control and the concept of crisis management. It is also important to maintain positive destination image as this study found that the perceived destination image has direct influences on likelihood of future visit. The study also provides an insight that age group, average monthly income, type of tourists, but not gender, and past travel history to Thailand have significant difference in the perceived destination image. This knowledge can be helpful for marketer to develop customer segmentation based on age group, average monthly income, and type of tourists instead of gender and past travel history to Thailand.

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APPENDIX A

QUESTIONNAIRE

Section 1: Informed consent

Dear participant,

First of all, thank you for accepting my invitation to participate in this study. My name is Zhaoxiang Hu, a current Master's degree student studying in Hospitality and Tourism program at Prince of Songkla University. This questionnaire is part of my thesis. The title of my thesis is 'Chinese Tourist's Perceptions of Phuket's Destination Image and Intention to Visit Phuket: The Influence of Phuket Sandbox Program Implementation'. The aim of this study is to evaluate Phuket's destination image among Chinese tourists during the COVID-19 era and to address how the perceived destination image influences the behavioural intention of Chinese tourist to visit Phuket in the future. This survey will require around 10 to 15 minutes of your time. Please acknowledge that this survey complies to the Personal Data Protection Act (PDPA) of Thailand. This survey is anonymous, and all of the information collected from this survey will be kept confidential and will only be used for academic purposes. You also have full rights to refuse to participate or withdraw from this study. Upon your withdrawal, the information collected from you will be deleted and omitted from this study. Thank you again for your kind participation.

Please tick the following box to agree that you have read this consent form and willing to participate in this study

Section 2: Screening questions

1. Have you ever travelled to Phuket before?

   ○ Yes (Go to section 3)

   ○ No (Go to the next question)

2. Have you ever thought of visiting Phuket before in the past 10 years?

   ○ Yes (Go to section 3)

   ○ No (This is the end of the questionnaire, thank you for you participation)

Section 3: Demographic profile

3. **Gender**

   ○ Female

   ○ Male

4. **Age**

   ○ 20 year old and younger

   ○ 21 – 30 year old

   ○ 31 – 40 year old

   ○ 41 – 50 year old

   ○ 51 – 60 year old

   ○ 61 year old and older

5. **What is your average monthly income?**

   ○ Less than 3,000 yuan/month

   ○ 3,001 – 5,000 yuan/month

   ○ 5,0001 – 10,000 yuan/month

   ○ More than 10,000 yuan/month

6. **Which part of China are you from?**

   ○ North China, please specify the name of your city _____

   ○ Northeast China, please specify the name of your city _____

   ○ East China, please specify the name of your city _____

   ○ South Central China, please specify the name of your city _____

   ○ Southwest China, please specify the name of your city _____

7. **What is your marital status?**

   ○ Single

   ○ Married (living with partner)

   ○ Not married, but living with partner

   ○ Divorced

   ○ Separated

   ○ Other, please specify _____

8. **What is your occupation?**

   ○ Government employee

   ○ Company employee

   ○ Businessman

   ○ Industrial worker

   ○ Housewife

   ○ Students

   ○ Self-employed, freelancer

   ○ Unemployed

   ○ Retired

   ○ Other, please specified _____

9. **What is your highest education level?**

   ○ High school or secondary school or lower

   ○ College

   ○ Undergraduate or equivalent

   ○ Postgraduate and above

Section 4: Travel behaviour

10. **When you travelled to Phuket or have thought about travelling to Phuket, what was/is the main purpose of your visit?**

    ○ Leisure/holidays

    ○ Visit family and/or friend

    ○ Business

    ○ Other, please specify _____

11. Who did you travel to Phuket with? / Who are you planning to travel to Phuket with?

- ○ Alone
- ○ Family and/or relatives
- ○ Friend
- ○ Colleagues
- ○ Partner/spouse
- ○ Boyfriend/girlfriend
- ○ Other, please specify _____

12. Please rank the following factors in order of importance, where 1 is the most important and 9 is the least important, in term of their influence toward your travel decision to Phuket

- ○ Safety
- ○ Available time
- ○ Affordable price
- ○ Scenery
- ○ Reputation of Phuket
- ○ Night life
- ○ Local food
- ○ Culture
- ○ Festivals
- ○ Others, please specify

13. Where did you get the information about Phuket from/ where do you intend to get the information about Phuket? (You can select more than 1 answer)

- ○ TV
- ○ Radio
- ○ Newspaper
- ○ Travel magazine
- ○ Travel guidebook
- ○ Travel agency

    ○   Blog

    ○   Website

    ○   Social media: WeChat, Weiblog (Chinese Twitter), QQ, Youku (Chinese YouTube), Douying (Chinese TikTok), Xiaohongshu

    ○   Travel influencers

    ○   Reference group: friends, family members, colleagues

    ○   Thai government website

    ○   Thailand Tourism Authority (TAT)

    ○   Previous personal experiences to Phuket

    ○   Other, please specify _____

Section 5: Destination image and intention to visit Phuket BEFORE the implementation of Phuket Sandbox

Following questions concern your perception on destination image of Phuket and your intention to visit Phuket. Please imagine back to the time when COVID-19 is impacting Thailand and Phuket Sandbox has not been implemented yet. For the following questions, please rate your level of agreement to the following statements, <u>where 1 being strongly disagree, and 5 being strongly agree.</u>

                                       5   4   3   2   1

Accessibility

1. It is relatively easy to travel to Phuket

2. There are many flights from China to Phuket

3. There is flight directly from my city to Phuket

4. It is easy to apply for Thai visa

Natural attractions

5. There is a lot of beautiful scenery in Phuket

6. There are a lot of beautiful beaches and islands in Phuket

7. Sunset is in Phuket is very beautiful

8. The nature of Phuket is unspoiled

Climate

9. Phuket is a good place to enjoy nice climate

10. Phuket has minimal air pollution

11. The sunny weather in Phuket is good for travelling and enjoying outdoor activities

Hospitality/friendliness

12. Local people in Phuket are very friendly and welcoming to Chinese tourist

13. Hospitality in Phuket is of exceptional standard

14. People working in tourism industry in Phuket can speak Chinese

15. Phuket is a good place to make new friend

Cost/price level

16. It is easy for me to find affordable accommodation in Phuket

17. Food cost in Phuket is reasonable

18. I can buy local fruits at very affordable price compared to my country

19. It is affordable for me to pay for entertainment and activities in Phuket

20. Overall cost of traveling in Phuket is reasonable

Food and entertainment

21. There are many places to enjoy nightlife in Phuket

22. There are a lot of show and entertainment venue in Phuket that I can enjoy

23. There are many local foods in Phuket I want to try

24. There are a lot of fresh fruits for me to try in Phuket

25. I want to visit manmade attraction in Phuket

26. I can enjoy many festivals in Phuket

27. There are many night markets in Phuket for me to enjoy

Outdoor activities

28. There are many outdoor activities in Phuket that I can enjoy

29. Scuba diving, snorkeling and other outdoor activities in Phuket is/will be enjoyable

30. Visiting elephant sanctuary and other animal park in Phuket will be a good outdoor activity

31. I can enjoy many water activities such as swimming, jet skiing, banana boat, and more in Phuket

32. I can enjoy golf in Phuket

33. I want to visit water park in Phuket

Personal safety

34. It is safe to travel in Phuket and surrounding islets

35. I can travel with ease in Phuket knowing that my personal safety is secured

36. Criminal rate in Phuket is low

Pandemic control

37. Phuket has low infection rate during COVID-19 outbreak in Thailand

38. Phuket has good disease control

39. Vaccination rate in Phuket is high

Uncrowdedness

40. There is less traffic problem in Phuket

41. Phuket is not overly crowded by tourist

42. There is no need to wait in a long line to go to restaurant, visit tourist attraction, or obtain other services in Phuket.

Overall perception

43. My overall image of Phuket during COVID-19 and before the implementation of Phuket Sandbox is positive

Intention to travel to Phuket

44. I am intended to revisit/visit Phuket in the next 3 years

45. I have a plan to revisit/visit Phuket in the next 3 years

46. If I consider travelling outside of China, Phuket will be in my first

destination of choice

Section 6: Destination image and intention to visit Phuket AFTER the implementation of Phuket Sandbox

Following questions concern your perception on destination image of Phuket and your intention to visit Phuket. This section concerns your perception after the implementation of Phuket Sandbox. Phuket Sandbox is a program that allows foreign travelers to visit Phuket province without having to undergo quarantine. They must have a negative RT-PCR test result before they can enjoy traveling and do leisure activities throughout Phuket.Under the Phuket Sandbox program, travelers do not need to do a mandatory quarantine but they must stay in Phuket for at least 7 nights and will then be allowed to visit other destinations in Thailand. For the following questions, please rate your level of agreement to the following statements, where 1 being strongly disagree, and 5 being strongly agree.

<div align="right">5   4   3   2   1</div>

Accessibility

    1. It is relatively easy to travel to Phuket

    2. There are many flights from China to Phuket

    3. There is flight directly from my city to Phuket

    4. It is easy to apply for Thai visa

Natural attractions

    5. There is a lot of beautiful scenery in Phuket

    6. There are a lot of beautiful beaches and islands in Phuket

    7. Sunset is in Phuket is very beautiful

    8. The nature of Phuket is unspoiled

Climate

    9. Phuket is a good place to enjoy nice climate

    10. Phuket has minimal air pollution

    11. The sunny weather in Phuket is good for travelling and enjoying outdoor activities

Hospitality/friendliness

12. Local people in Phuket are very friendly and welcoming to Chinese tourist

13. Hospitality in Phuket is of exceptional standard

14. People working in tourism industry in Phuket can speak Chinese

15. Phuket is a good place to make new friend

Cost/price level

16. It is easy for me to find affordable accommodation in Phuket

17. Food cost in Phuket is reasonable

18. I can buy local fruits at very affordable price compared to my country

19. It is affordable for me to pay for entertainment and activities in Phuket

20. Overall cost of traveling in Phuket is reasonable

Food and entertainment

21. There are many places to enjoy nightlife in Phuket

22. There are a lot of show and entertainment venue in Phuket that I can enjoy

23. There are many local foods in Phuket I want to try

24. There are a lot of fresh fruits for me to try in Phuket

25. I want to visit manmade attraction in Phuket

26. I can enjoy many festivals in Phuket

27. There are many night markets in Phuket for me to enjoy

Outdoor activities

28. There are many outdoor activities in Phuket that I can enjoy

29. Scuba diving, snorkeling and other outdoor activities in Phuket is/will be enjoyable

30. Visiting elephant sanctuary and other animal park in Phuket will be a good outdoor activity

31. I can enjoy many water activities such as swimming, jet skiing,

banana boat, and more in Phuket

32. I can enjoy golf in Phuket

33. I want to visit water park in Phuket

Personal safety

34. It is safe to travel in Phuket and surrounding islets

35. I can travel with ease in Phuket knowing that my personal safety is secured

36. Criminal rate in Phuket is low

Pandemic control

37. Phuket has low infection rate after the implementation of Phuket Sandbox program

38. Phuket Sandbox program helped with disease control

39. Vaccination rate in Phuket is high after Phuket Sandbox program implementation

Uncrowdedness

40. There is less traffic problem in Phuket

41. Phuket is not overly crowded by tourist

42. There is no need to wait in a long line to go to restaurant, visit tourist attraction, or obtain other services in Phuket.

Overall perception

43. My overall image of Phuket **AFTER** the implementation of Phuket Sandbox is positive

Intention to travel to Phuket

44. With Phuket Sandbox in place, I am intended to revisit/visit Phuket in the next 3 years

45. With Phuket Sandbox in place, I have a plan to revisit/visit Phuket in the next 3 years

46. If I consider travelling outside of china, Phuket will be in my destination of choice

Section 7: Trust

The last section aims to determine the mediator influence of trust on perceived destination image and intention to visit Phuket. For the following questions, please rate your level of agreement to the following statements, where 1 being strongly disagree, and 5 being strongly agree.

<div align="right">5   4   3   2   1</div>

1. Positive image of Phuket increases my trust in the destination and increases the likelihood that I will travel/revisit Phuket

2. I am confident to recommend Phuket as a holiday destination to other

3. Phuket will always be one of my destinations of choice

Section 8: Open ended questions

1. What do you feel about Phuket as tourist destination for Chinese Tourist? And why?

    _____

    _____

2. In your opinion, what do you think is unique about Phuket? And Why?

    _____

    _____

3. What tangible characteristics about Phuket tourism that appeal you the most? And why?

    _____

    _____

4. If you can travel to Phuket, would you travel to Phuket during COVID-19 outbreak? Why and why not?

    _____

    _____

5. What do you think about Phuket Sandbox?

_____

_____

6. Does Phuket Sandbox affect how you perceive Phuket as holiday destination? Briefly explain.

_____

_____

7. With Phuket Sandbox in place would you travel to Phuket? Why and why not?

_____

_____

The end of the survey

Please send the URL of this survey to somebody who know they love/want to travel to Phuket

Thank you again for your participation

APPENDIX B

QUESTIONNAIRE (CHINESE VERSION)

调查问卷

第1部分：知情同意

亲爱的参与者，

首先，感谢您接受我的邀请参加这项研究。我叫胡召湘，目前在泰国宋卡王子大学酒店与旅游专业攻读硕士学位。这份问卷是我论文的一部分。我的论文题目是"中国游客对普吉岛旅游目的地形象的看法和访问普吉岛的意愿：普吉岛沙盒计划实施的影响"。本研究的目的是评估普吉岛在疫情时代在中国游客中的目的地形象，并探讨感知的目的地形象如何影响中国游客未来访问普吉岛的行为意图。这项调查将需要您大约 10 到 15 分钟的时间。请知晓本调查符合泰国个人数据保护法 (PDPA)。本次调查是匿名的，从本次调查中收集的所有信息都将保密，仅用于学术目的。您还有完全的权利拒绝参与或退出这项研究。在您退出后，从您那里收集的信息将被删除并从本研究中省略。再次感谢您的友好参与。

请勾选以下方框以同意您已阅读此同意书并愿意参与本研究

第 2 部分：筛选问题

1. 您以前去过普吉岛吗？

       ○ 是 (转到第 3 部分)

       ○ 否 (转到下一题)

2. 在过去的 10 年里，您有没有想过去普吉岛？

       ○ 是 (转到第 3 部分)

       ○ 否 (问卷到此结束，感谢您的参与)

第 3 部分：人口统计资料

3. 性别

       ○ 女
       ○ 男

4. 您的年龄是？

       ○ 20 岁及以下
       ○ 21 – 30 岁
       ○ 31 – 40 岁
       ○ 41 – 50 岁
       ○ 51 – 60 岁
       ○ 61 岁及以上

5. 您的月收入是？

       ○ 少于 3,000 元/月
       ○ 3,001 – 5,000 元/月
       ○ 5,0001 – 10,000 元/月
       ○ 多于 10,000 元/月

6. 您来自中国的哪里？

- 华北地区，城市名 _____
- 东北地区，城市名_____
- 华东地区，城市名_____
- 华南地区，城市名 _____
- 西南地区，城市名_____

7. 您的婚姻状况是？

- 单身
- 已婚（与伴侣同居）
- 未婚，但是与伴侣同居
- 离异
- 分居
- 其他，请详细说明 _____

8. 您的职业是？

- 政府雇员
- 公司职员
- 商人
- 工人
- 家庭主妇
- 学生
- 自由职业
- 待业/无业
- 退休

o 其他，请详细说明_____

9. 您的最高学历是？

o 高中/职高或以下

o 大专

o 本科或同等学历

o 研究生及以上

第4部分：旅游行为

10. 当您到普吉岛旅行或考虑到普吉岛旅行时，您访问的主要目的是什么？

o 休闲/假期

o 拜访家人或朋友

o 出差

o 其他，请详细说明_____

11. 你和谁一起去过普吉岛？/你打算和谁一起去普吉岛？

o 独自一人

o 家人或亲戚

o 朋友

o 同事

o 伴侣/配偶

o 男朋友/女朋友

o 其他，请详细说明_____

12. 以下因素可能影响您去普吉岛旅游的决定，请按照重要性对这些因素进行排序，其中 1 是最重要的，9 是最不重要的。

- ○ 安全性
- ○ 空闲时间
- ○ 可接受的价格
- ○ 风景
- ○ 普吉岛的声誉
- ○ 夜生活
- ○ 本地美食
- ○ 文化
- ○ 节日
- ○ 其他，请详细说明

13. 您从哪里获得普吉岛的信息/您打算从哪里获得普吉岛的信息？（您可以选择超过 1 个选项）

- ○ 电视
- ○ 电台
- ○ 报纸
- ○ 旅游杂志
- ○ 旅游指南
- ○ 旅行社
- ○ 博客
- ○ 网站
- ○ 社交媒体：微信，微博，QQ，优酷，抖音，小红书

- 旅游博主
- 参考群体：朋友、家人、同事
- 泰国政府网站
- 泰国旅游局
- 以前的普吉岛旅游经验
- 其他，请详细说明_____

第 5 部分：实施沙盒计划<u>**之前**</u>的普吉岛目的地形象和访问普吉岛的意图

以下问题涉及您对普吉岛目的地形象的看法以及您访问普吉岛的意图。请想象一下，当疫情影响泰国而普吉岛沙盒计划尚未实施时。对于以下问题，请评价您对以下陈述的同意程度，<u>其中 1 表示非常不同意，5 表示非常同意。</u>

<div align="right">5　4　3　2　1</div>

容易进入性

1. 去普吉岛旅游相对比较容易

2. 从中国到普吉岛有很多航班

3. 我的城市有直飞普吉岛的航班

4. 申请泰国签证很容易

自然景点

5. 普吉岛有很多美丽的风景

6. 普吉岛有很多美丽的海滩和岛屿

7. 普吉岛的日落很美

8. 普吉岛拥有自然原生态

气候

9. 普吉岛是享受宜人气候的好地方

10. 普吉岛空气污染极少

11. 普吉岛阳光明媚的天气非常适合旅行和享受户外活动

热情好客/友善

12. 普吉岛当地人对中国游客非常友好和热情

13. 普吉岛的热情好客有着卓越的标准

14. 在普吉岛从事旅游业的人会说中文

15. 普吉岛是结交新朋友的好地方

旅游成本/价格水平

16. 我很容易在普吉岛找到价格合适的酒店

17. 普吉岛的美食价格是合理的

18. 当地的水果价格与我的国家相比非常的实惠

19. 我可以支付得起普吉岛的娱乐活动

20. 在普吉岛旅行的总体费用是合理的

美食和娱乐

21. 普吉岛有很多地方可以享受夜生活

22. 普吉岛有很多我想去看的表演和想去玩的娱乐场所

23. 普吉岛有很多当地美食我想尝试

24. 普吉岛有很多新鲜水果我想尝试

25. 我想参观普吉岛的人造景点

26. 我可以在普吉岛过许多节日

27. 在普吉岛我可以去逛很多夜市

户外活动

28. 普吉岛有很多我可以享受的户外活动

29. 普吉岛的潜水、浮潜和其他户外活动是愉快的

30. 参观普吉岛的大象保护区和其他动物园将是很好的户外活动

31. 我可以在普吉岛享受许多水上活动，如

游泳、水上摩托艇、香蕉船等

32. 我可以去普吉岛打高尔夫

33. **我想去普吉岛**的水上**乐园**游玩

人身安全

34. **在普吉岛和周边小岛旅行是安全的**

35. 在**人身安全**得到**保障**时，**我可以在普吉岛轻松**旅行

36. **普吉岛的犯罪率很低**

感染风险

37. **泰国疫情爆发期间普吉岛的感染率较低**

38. **普吉岛**疫情**控制良好**

39. **普吉岛的疫苗接种率很高**

拥挤程度

40. **普吉岛的交通**问题较**少**

41. **普吉岛并没有被游客**过度拥挤

42. **在普吉岛无需排**长队**去餐厅、参观旅游景点或**获得其他服务

整体感知

43. 在 疫情期间和普吉岛实施沙盒计划之前，我对普吉岛的整体印象是积极的

去普吉岛旅游的意图

44. 我有意图在**未来 3 年内**旅游/重游**普吉岛**

45. 我已经有计划在未来 3 年旅游/重游**普吉岛**

46. 如果我考虑中国以外的地方旅行，普吉岛将是我的首选目的地

第 6 部分：普吉岛沙盒计划实施后的目的地形象和访问普吉岛的意向

　　以下问题涉及您对普吉岛目的地形象的看法以及您访问普吉岛的意图。本部分涉及您在普吉岛实施沙河计划之后的看法。

　　普吉岛沙盒计划是一项允许外国游客无需接受检疫即可访问普吉岛的计划。游客只需有阴性核酸检测报告，就可以在普吉岛享受旅行和休闲活动。根据普吉岛沙盒计划，游客不需要进行**强制隔离**，但他们必须在普吉岛停留至少 7 晚，接下来就被可以访问泰国的其他目的地。

对于以下问题，请评价您对以下陈述的同意程度，其中 1 表示非常不同意，5 表示非常同意。

<div align="right">5　4　3　2　1</div>

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3. 我的城市有直飞普吉岛的航班

4. 申请泰国签证很容易

自然景点

5. 普吉岛有很多美丽的风景

6. 普吉岛有很多美丽的海滩和岛屿

7. 普吉岛的日落很美

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33. 我想去普吉岛的水上乐园游玩

人身安全

34. 在普吉岛和周边小岛旅行是安全的

35. 在人身安全得到保障时，我可以在普吉岛轻松旅行

36. 普吉岛的犯罪率很低

感染风险

37. **沙盒计划实施后普吉岛感染率低**

38. **普吉岛沙盒计划**对**控制**疫情有帮助

39. **沙盒计划实施后普吉岛的疫苗接种率很高**

拥挤程度

40. **普吉岛的交通**问题较**少**

41. **普吉岛并没有被游客**过度拥挤

42. **在普吉岛无需排长队去餐厅、参观旅游景点或**获得其他服务

整体感知

43. 实施**沙盒计划**之**后**，我对**普吉岛**的整体印象是积极的

去普吉岛旅游的意图

44. 有了普吉岛的沙盒计划，**我**有意图在**未来 3 年内**旅游/重游**普吉岛**

45. 有了普吉岛的沙盒计划，**我**已经有计划在未来 3 年内旅游/重游**普吉岛**

46. 如果我考虑中国以外的地方旅行，普
吉岛将是我的首选目的地

第7部分：信任

最后一部分旨在确定信任对感知目的地形象和访问普吉岛
意图的影响。　对于以下问题，请评价您对以下陈述的同意
程度，<u>其中1表示非常不同意，5表示非常同意。</u>

<div align="right">5　4　3　2　1</div>

1. 普吉岛的正面形象增加了我对目的地的
信任，增加了我旅行/重游普吉岛的可能性

2. 我有信心向其他人推荐普吉岛作为度假
胜地

3. 普吉岛永远是我的首选目的地之一

第8部分：开放式问题

1. 您对普吉岛作为中国游客的旅游目的地有何感想？为
什么？_____

_____

2. 您认为普吉岛有什么独特之处？为什么？

_____

_____

3. **普吉岛旅游最吸引您的有形特点是什么？为什么？**

_____

_____

4. **如果您可以前往普吉岛，您会在疫情爆发期间前往普吉岛吗？为什么和为什么不？**

_____

_____

5. **您如何看待普吉岛沙盒计划？**

_____

_____

6. **普吉岛沙盒计划是否会影响您对普吉岛作为度假胜地的看法？请简要说明**

_____

_____

7. **有了普吉岛沙盒计划，你会去普吉岛吗？为什么？**

_____

_____

<div align="center">

问卷调查结束

请将本次调查的链接发送给您知道他们喜欢/想去普吉岛旅行的人

再次感谢您的参与

</div>

APPENDIX C

IOC EVALUATION

Question	Answer choices	Score			Total score
		Prof 1	Prof 2	Prof 3	
Section 2: Screening questions					
1 Have you ever travelled to Phuket before	- Yes - No	1	1	1	0.83
2 Have you ever thought of visiting Phuket before in the past 10 years	- Yes - No	1	1	0	0.67
Section 3: Demographic profile					
3 Gender	- Female - Male	1	1	1	1
4 Age	- 20 year old and younger - 21 – 30 year old - 31 – 40 year old - 41 – 50 year old - 51 – 60 year old - 61 year old and older	1	1	1	1
5 What is your average monthly income?	- Less than 3,000 yuan/month - 3,001 – 5,000 yuan/month - 5,001 – 10,000 yuan/month	1	1	0	0.67

		- More than 10,000 yuan/month				
6	Which part of China are you from?	- North China	1	1	1	1
		- Northeast China				
		- East China				
		- South Central China				
		- Southwest China				
7	What is your marital status?	- Single	1	1	1	1
		- Married				
		- Divorced				
		- Separated				
		- Other, please specified				
8	What is your occupation	- Government employees	1	1	1	1
		- Professionals (such as teachers/doctors/lawyers, etc.)				
		- Service workers (waiters/drivers/salesmen, etc.)				
		- Freelancers				
		- Company staff				
		- Businessman				
		- Industrial worker				
		- Housewife				
		- Students				
		- Self-employed				
		- Unemployed				
		- Retired				
		- Other, please specified				
9	What is your highest	- Primary school or lower	1	1	1	1

education level?	-	Junior high school or equivalent				
	-	High school or secondary school				
	-	College				
	-	Undergraduate or equivalent				
	-	Postgraduate and above				

Section 4: Travel behaviour

10	When you travelled to Phuket or have thought about travelling to Phuket, what was/is the main purpose of your visit?	-	Leisure/holidays	1	1	1	1
		-	Visit family and/or friend				
		-	Business				
		-	Other, please specify				
11	Who did you travel to Phuket with? / Who are you planning to travel to Phuket with?	-	Alone	1	1	1	1
		-	Family and/or relatives				
		-	Friend				
		-	Colleagues				
		-	Partner/spouse				
		-	Boyfriend/girlfriend				
		-	Other, please specify				
12	Please rank the following factors in order of importance, where 1 is the most important and 9 is the least important, in term of their influence toward your travel	-	Safety	1	1	1	1
		-	Available time				
		-	Affordable price				
		-	Scenery				
		-	Reputation of Phuket				
		-	Night life				
		-	Local food				
		-	Culture				

	decision to Phuket	- Festivals				
		- Others, please specify				
13	Where did you get the	- TV	1	1	1	1
	information about	- Radio				
	Phuket from/ where do	- Newspaper				
	you intend to get the	- Travel magazine				
	information about	- Travel guidebook				
	Phuket?	- Travel agency				
		- Blog				
		- Website				
		- Social media: WeChat				
		- Social media: Weiblog (Chinese Twitter)				
		- Social media: QQ				
		- Social media: Youku (Chinese YouTube)				
		- Social media: Douying (Chinese TikTok)				
		- Social media: Xiaohongshu				
		- Travel influencers				
		- Reference group: friends, family members, colleagues				
		- Thai government website				
		- Thailand Tourism Authority (TAT)				
		- Previous experiences				
		- Other, please specify				

Section 5: Destination image and intention to visit Phuket BEFORE the implementation of Phuket Sandbox

Following questions concern your perception on destination image of Phuket and your intention to visit Phuket. Please imagine back to the time when COVID-19 is impacting Thailand and Phuket Sandbox has not been implemented yet. For the following questions, please rate your level of agreement to the following statements, where 1 being strongly disagree, and 5 being strongly agree.

Accessibility

1	It is relatively easy to travel to Phuket	- Strongly disagree - Disagree	1	1	1	1
2	There are many flights from China to Phuket	- Neutral - Agree	1	1	1	1
3	There is flight directly from my city to Phuket	- Strongly agree	1	1	1	1
4	It is easy to apply for Thai visa		1	1	1	1

Natural attraction

5	There is a lot of beautiful scenery in Phuket	- Strongly disagree - Disagree	1	1	1	1
6	There are a lot of beautiful beaches and islands in Phuket	- Neutral - Agree - Strongly agree	1	1	1	1
7	Sunset is in Phuket is very beautiful		1	1	1	1
8	The nature of Phuket is unspoiled		1	1	1	1

Climate

9	Phuket is a good place to enjoy nice climate	- Strongly disagree - Disagree	1	1	1	1

10	Phuket has minimal air pollution	- Neutral - Agree	1	1	1	1
11	The sunny weather in Phuket is good for travelling and enjoying outdoor activities	- Strongly agree	1	1	1	1

Hospitality and friendliness

12	Local people in Phuket are very friendly and welcoming to Chinese tourist	- Strongly disagree - Disagree - Neutral - Agree	1	1	1	1
13	Hospitality in Phuket is of exceptional standard	- Strongly agree	1	1	1	1
14	People working in tourism industry in Phuket can speak Chinese		1	1	1	1
15	Phuket is a good place to make new friend		1	1	1	1

Cost/price level

16	It is easy for me to find affordable accommodation in Phuket	- Strongly disagree - Disagree - Neutral	1	1	1	1
17	Food cost in Phuket is within budget range	- Agree - Strongly agree	1	1	1	1
18	I can buy local fruits at very affordable price compared to my country		1	1	1	1
19	It is affordable for me to pay for entertainment and activities in Phuket		1	1	1	1

				1	1	1	1
20	Overall cost of traveling in Phuket is reasonable						

Food and entertainment

21	There are many places to enjoy night life in Phuket	-	Strongly disagree	1	1	1	1
		-	Disagree				
22	There are a lot of show and entertainment venue in Phuket that I can enjoy	-	Neutral	1	1	1	1
		-	Agree				
		-	Strongly agree				
23	There are many local foods in Phuket I want to try			1	1	1	1
24	There are a lot of fresh fruits for me to try in Phuket			1	1	1	1
25	I want to visit manmade attraction in Phuket			1	1	1	1
26	I can enjoy many festivals in Phuket			1	1	1	1
27	There are many night markets in Phuket for me to enjoy			1	1	1	1

Outdoor activities

28	There are many outdoor activities in Phuket that I can enjoy	-	Strongly disagree	1	1	1	1
		-	Disagree				
		-	Neutral				
29	Scuba diving, snorkeling and other outdoor activities in Phuket is/will be enjoyable	-	Agree	1	1	1	1
		-	Strongly agree				
30	Visiting elephant sanctuary and other animal park in			1	1	1	1

	Phuket will be a good outdoor activity					
31	I can enjoy many water activities such as swimming, jet skiing, banana boat, and more in Phuket		1	1	1	1
32	I can enjoy golf in Phuket		1	1	1	1
33	I want to visit water park in Phuket		1	1	1	1

Personal safety

34	It is safe to travel in Phuket	- Strongly disagree	1	1	1	1
35	I can travel with ease in Phuket knowing that my personal safety is secured	- Disagree - Neutral - Agree	1	1	1	1
36	Criminal rate in Phuket is low	- Strongly agree	1	1	1	1

Pandemic control

37	Phuket has low infection rate during COVID-19 outbreak in Thailand	- Strongly disagree - Disagree - Neutral	1	1	1	1
38	Phuket has good disease control	- Agree - Strongly agree	1	1	1	1
39	Vaccination rate in Phuket is high		1	1	1	1

Uncrowdedness

40	There is less traffic problem in Phuket	- Strongly disagree - Disagree	1	1	1	1
41	Phuket is not overly crowded by tourist	- Neutral - Agree	1	1	1	1

42	There is no need to wait in a long line to go to restaurant, visit tourist attraction, or obtain other services in Phuket.	- Strongly agree	1	1	1	1

Overall perception

43	My overall image of Phuket during COVID-19 and **before** the implementation of Phuket Sandbox is positive	- Strongly disagree - Disagree - Neutral - Agree - Strongly agree	1	1	1	1

Intention to travel to Phuket

44	I am intended to revisit/visit Phuket in the next 3 years	- Strongly disagree - Disagree	1	1	1	1
45	I have a plan to revisit/visit Phuket in the next 3 years	- Neutral - Agree	1	1	1	1
46	If I consider travelling outside of china, Phuket will be in my destination of choice	- Strongly agree	1	1	1	1

Section 6: Destination image and intention to visit Phuket AFTER the implementation of Phuket Sandbox

Following questions concern your perception on destination image of Phuket and your intention to visit Phuket. This section concerns your perception after the implementation of Phuket Sandbox. Phuket Sandbox is a program that allows foreign travelers to visit Phuket province without having to undergo quarantine. They must have a negative RT-PCR test result before they can enjoy traveling and do leisure activities throughout Phuket.Under the Phuket Sandbox program, travelers do not need to do a mandatory quarantine, but they must stay in Phuket for at least 7 nights and will then be allowed to visit other destinations in Thailand. For the following

questions, please rate your level of agreement to the following statements, where 1 being strongly disagree, and 5 being strongly agree.

Accessibility

1	It is relatively easy to travel to Phuket	-	Strongly disagree	1	1	1	1
		-	Disagree				
2	There are many flights from China to Phuket	-	Neutral	1	1	1	1
		-	Agree				
3	There is flight directly from my city to Phuket	-	Strongly agree	1	1	1	1
4	It is easy to apply for Thai visa			1	1	1	1

Natural attraction

5	There is a lot of beautiful scenery in Phuket	-	Strongly disagree	1	1	1	1
		-	Disagree				
6	There are a lot of beautiful beaches and islands in Phuket	-	Neutral	1	1	1	1
		-	Agree				
		-	Strongly agree				
7	Sunset is in Phuket is very beautiful			1	1	1	1
8	The nature of Phuket is unspoiled			1	1	1	1

Climate

9	Phuket is a good place to enjoy nice climate	-	Strongly disagree	1	1	1	1
		-	Disagree				
10	Phuket has minimal air pollution	-	Neutral	1	1	1	1
		-	Agree				
11	The sunny weather in Phuket is good for travelling and enjoying outdoor activities	-	Strongly agree	1	1	1	1

Hospitality and friendliness

12	Local people in Phuket are very friendly and welcoming to Chinese tourist	-	Strongly disagree	1	1	1	1
		-	Disagree				
		-	Neutral				
		-	Agree				
13	Hospitality in Phuket is of exceptional standard	-	Strongly agree	1	1	1	1
14	People working in tourism industry in Phuket can speak Chinese			1	1	1	1
15	Phuket is a good place to make new friend			1	1	1	1

Cost/price level

16	It is easy for me to find affordable accommodation in Phuket	-	Strongly disagree	1	1	1	1
		-	Disagree				
		-	Neutral				
17	Food cost in Phuket is within budget range	-	Agree	1	1	1	1
		-	Strongly agree				
18	I can buy local fruits at very affordable price compared to my country			1	1	1	1
19	It is affordable for me to pay for entertainment and activities in Phuket			1	1	1	1
20	Overall cost of traveling in Phuket is reasonable			1	1	1	1

Food and entertainment

21	There are many places to enjoy night life in Phuket	-	Strongly disagree	1	1	1	1
		-	Disagree				
22	There are a lot of show and	-	Neutral	1	1	1	1

	entertainment venue in Phuket that I can enjoy	- Agree - Strongly agree				
23	There are many local foods in Phuket I want to try		1	1	1	1
24	There are a lot of fresh fruits for me to try in Phuket		1	1	1	1
25	I want to visit manmade attraction in Phuket		1	1	1	1
26	I can enjoy many festivals in Phuket		1	1	1	1
27	There are many night markets in Phuket for me to enjoy		1	1	1	1

Outdoor activities

28	There are many outdoor activities in Phuket that I can enjoy	- Strongly disagree - Disagree - Neutral	1	1	1	1
29	Scuba diving, snorkeling and other outdoor activities in Phuket is/will be enjoyable	- Agree - Strongly agree	1	1	1	1
30	Visiting elephant sanctuary and other animal park in Phuket will be a good outdoor activity		1	1	1	1
31	I can enjoy many water activities such as swimming, jet skiing, banana boat, and more in		1	1	1	1

Phuket

32	I can enjoy golf in Phuket			1	1	1	1
33	I want to visit water park in Phuket			1	1	1	1

Personal safety

34	It is safe to travel in Phuket	-	Strongly disagree	1	1	1	1
35	I can travel with ease in Phuket knowing that my personal safety is secured	-	Disagree	1	1	1	1
		-	Neutral				
		-	Agree				
36	Criminal rate in Phuket is low	-	Strongly agree	1	1	1	1

Pandemic control

37	Phuket has low infection rate after the implementation of Phuket Sandbox program	-	Strongly disagree	1	1	1	1
		-	Disagree				
		-	Neutral				
		-	Agree				
38	Phuket Sandbox program helped with disease control	-	Strongly agree	1	1	1	1
39	Vaccination rate in Phuket is high after Phuket Sandbox program implementation			1	1	1	1

Uncrowdedness

40	There is less traffic problem in Phuket	-	Strongly disagree	1	1	1	1
		-	Disagree				
41	Phuket is not overly crowded by tourist	-	Neutral	1	1	1	1
		-	Agree				
42	There is no need to wait in a long line to go to restaurant, visit tourist attraction, or	-	Strongly agree	1	1	1	1

obtain other services in

Phuket.

Overall perception

43	My overall image of Phuket **AFTER** the implementation of Phuket Sandbox is positive	-	Strongly disagree	1	1	1	1
		-	Disagree				
		-	Neutral				
		-	Agree				
		-	Strongly agree				

Intention to travel to Phuket

44	With Phuket Sandbox in place, I am intended to revisit/visit Phuket in the next 3 years	-	Strongly disagree	1	1	1	1
		-	Disagree				
		-	Neutral				
		-	Agree				
45	With Phuket Sandbox in place, I have a plan to revisit/visit Phuket in the next 3 years	-	Strongly agree	1	1	1	1
46	If I consider travelling outside of china, Phuket will be in my destination of choice			1	1	1	1

Section 7: Trust

The section aims to determine the mediator influence of trust on perceived destination image and intention to visit Phuket. For the following questions, please rate your level of agreement to the following statements, where 1 being strongly disagree, and 5 being strongly agree.

47	Positive image of Phuket increases my trust in the destination and increases the likelihood that I will travel/revisit Phuket	- Strongly disagree - Disagree - Neutral - Agree - Strongly agree	1	1	0.5	0.83
48	I am confident to recommend Phuket as a holiday destination to other		1	1	1	1
40	Phuket will always be one of my destinations of choice		1	1	1	1

Open ended questions

1	What is your feeling about Phuket destination image?	1	1	1	1
2	In your opinion, what do you think is unique about Phuket?	1	1	1	1
3	What tangible characteristics about Phuket appeal you the most? And why?	1	1	1	1
4	If you can travel to Phuket, would you travel to Phuket during COVID-19 outbreak? Why and why not?	1	1	1	1
5	What do you think about Phuket Sandbox? Does Phuket Sandbox affect how you perceive Phuket as holiday destination?	1	1	1	1
6	With Phuket Sandbox in place would you travel to Phuket? Why and why not?	1	1	1	1

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List of Publication and Proceeding (If Any)