**Assessing Tourist Destination Image at Beach Destination Post Crisis:**

**A Case Study of Koh Tao, Surat Thani Province**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of**

**Master of Business Administration in Hospitality and Tourism Management**

**(International Program)**

**Prince of Songkla University**

**2019**

**Thesis Title**     Assessing tourist destination image at beach destination post crisis:

A case study of Koh Tao, Surat Thani Province

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## บทคัดย่อ

จุดมุ่งหมายของการศึกษานี้เพื่อประเมินภาพลักษณ์ทางทะเลของ เกาะเต่า จังหวัด
สุราษฎร์ธานี ประเทศไทย หลังจากประสบวิกฤต จากข่าวการถูกฆาตกรรมของสองนักท่องเที่ยว
ชาวอังกฤษ เมื่อเดือน กันยายน ปี 2557  การศึกษานี้ได้ใช้กลุ่มตัวอย่างซึ่งเป็นนักท่องเที่ยว
ชาวต่างชาติจำนวน 400  คนที่เดินทางมายังเกาะเต่า โดยใช้วิธีเก็บตามสะดวกและแบบกำหนด
โควต้า โดยใช้ 3 อันดับแรกอ้างอิงจากจำนวนนักท่องเที่ยวชาวต่างชาติที่เดินทางมายังเกาะเต่าในปี
2557 จากกระทรวงการท่องเที่ยวและกีฬา คือ ฝรั่งเศส เยอรมัน สหราชอาณาจักร และประเทศอื่น ๆ
แบบสอบถามที่ใช้จะประกอบไปด้วย ข้อมูลส่วนตัวแหล่งข้อมูล คำและสำนวนที่ใช้อธิบาย
ความรู้สึกที่มีต่อเกาะเต่า ตามด้วยความรู้สึกโดยรวมที่มีต่อเกาะเต่า มีการเก็บรวบรวมข้อมูล
ระหว่างเดือน พฤศจิกายน 2557 ถึง เดือน มกราคม 2558  การศึกษานี้ใช้สถิติเชิงบรรยาย ความถี่
ค่าเฉลี่ยเลขคณิต ค่ามัธยฐาน ส่วนเบี่ยงแบนมาตรฐานค่าสหสัมพันธ์ และการวิเคราะห์ค่าเฉลี่ยของ
กลุ่มตัวอย่างมากกว่า 2 กลุ่มด้วยโปรแกรมคอมพิวเตอร์

ผลการศึกษาจากการตั้งสมมติฐาน พบว่าผู้ตอบแบบสอบถามส่วนมาก ได้รับ
ข้อมูลเกี่ยวกับเกาะเต่ามาจาก เพื่อนและเพื่อนร่วมงาน ตามด้วย ครอบครัวและญาติ และพบว่ามี
ความแตกต่างระหว่างกลุ่มของนักท่องเที่ยวต่อความแตกต่างของข้อมูลส่วนตัวที่มีต่อเกาะเต่า
นอกจากนี้ จากการแสดงผลโดยใช้ คำที่ใช้อธิบายความรู้สึกของนักท่องเที่ยวที่มีต่อเกาะเต่า พบว่า
นักท่องเที่ยวส่วนมาก รู้สึกผ่อนคลาย ในขณะเดียวกัน มีสำนวนที่ใช้อธิบายลักษณะของเก่าเต่า
พบว่านักท่องเที่ยวส่วนมาก ตอบว่า เกาะเต่าเป็นเกาะที่สวยงาม และส่วนที่ได้คะแนนน้อยที่สุดคือ
ด้านความปลอดภัย นอกจากนี้ยังพบว่ามีความสัมพันธ์กันจะหว่าง ความคิด ความรู้สึก และ
ภาพรวมทั้งหมดของเกาะเต่า

จากผลการสำรวจงานวิจัยนี้เสนอแนะให้ รัฐบาล หน่วยงานส่วนท้องถิ่น และ
องค์กรที่เกี่ยวข้อง รวมถึงประชาชนที่อาศัยอยู่ในบริเวณเกาะเต่า ควรมีการปรับปรุงและพัฒนา
ระบบโครงสร้างพื้นฐานและควรที่จะเผยแพร่ให้นักท่องเที่ยวและผู้มาเยียนได้ตระหนักถึง ข้อตกลง
และ นโยบายของเกาะเต่า

**คำสำคัญ:** ภาพลักษณ์,ปัจจัยส่วนบุคคล,แหล่งข้อมูล

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**Major**        Hospitality and Tourism Management (International Program)

**Academic Year**    2018

## ABSTRACT

The purpose of this study was to assess the image of Koh Tao, Surat Thani Province, Thailand asbeach destination after postcrisis, due to murder case in September 2014. The study was conducted with 400 international tourist respondents who visited Koh Tao by convenience and quota sampling. Respondents were chosen based on the statistic of Ministry of Tourism and Sport which were three international tourists from France, Germany, United Kingdom and others, visiting Koh Tao in 2014. The questionnaire asked personal information, information sources, feeling towards Koh Tao, and cognitive factor, and the overall feeling.  The questionnaire was collected during November 2014 to January 2015.  The statistical analysis package was used to analyze the data.  The statistics were consisted of frequency, percentage, mean, standard deviation, correlation, and one-way ANOVA.

As hypothesized, the results found that the most of respondents heard about Koh Tao from friend and colleagues followed by family and relatives.  In addition, result provides support for the differences between group of tourists with different profiles on the image of Koh Tao.  Furthermore, the study was indicating the level of feeling towards the island; the most common words used to explain the tourists feeling was relaxed. Meanwhile, there were twenty common attributes used to find the destination and top cognitive components were beautiful island and least score for safety.  The result also supported the third hypothesis that indicated the relationship between cognitive, affective and overall image of Koh Tao.

Based on the results of the survey, recommendations can be made for the government, local government authorities, relevant organization and local people.  Hence, the ways to improve and develop the infrastructure and should be broaden tourists and visitors to aware the rules and policy.

**Key words:** Destination image, Personal factors, information sources

# ACKNOWLEDGEMENTS

# CONTENTS

# CONTENTS (CONTINUED)

# CONTENTS (CONTINUED)

# LIST OF TABLES

# LIST OF TABLES (CONTINUED)

# LIST OF TABLES (CONTINUED)

# LIST OF FIGURES

# CHAPTER 1

# INTRODUCTION

## 1.1 Statement of Problem

The destination image still influences to the tourist decision-making for travelling (Jenkins, 1999. There were many studies on destination image because it can help a marketing strategy of country or organization successfully (Ibrahim & Gill, 2005). Deslandes (2006) concluded a positive and negative image form tourist perspective can point out a difference between failure or success of destination.

Law (1995) mentioned travelers divide tourist destinations from one another by identifying the characteristic, variety of activities and facilities. Tourist destination is a tourist service and product will be offering a past of knowledge and overall experience (Funchs&Weiermair, 2003). Yoon &Uysal, (2005) mentioned satisfaction of tourist is important component that influences to decision-making

Thailand is a favourite destination among international tourist around the world. There were many attractions that listed as top location and guarantee by travel media. As UNWTO (204) reported the ranking international tourist who visit in Thailand in 2104 more than international tourist visited in 2013 (UNWTO Tourism Highlights, 2014). Each year, Thailand welcomes visitors from all around the world. There were 26,546,725 tourists who visited Thailand in 2013 and in 2014 there were 24,809,683. In 2014, most of visitors from Asia, there 15,981,634 tourists, followed by European tourists 6,028,171, and American tourists 1,948,911. African tourists were the least international tourist visited to Thailand, there were162,772 tourists (Ministry of Tourism and Sports, 2015).

Beaches and Islands in Thailand have been the preferred destinations for thousands of tourists to spend time for holidays. Thailand is rich of the beautiful natural also its islands (Koh) are ones of the most attractions word wild. Namely, Karon Beach in Phuket, Maya Bay on Koh Phi Phi, and Chaweng Beach in Koh Samui, are surprising and featured with sandy beach, breath-taking landscape and crystal-clear water. Island and Beach, have it recognized and own character which attracts different types of visitors. Coastline attracts different style of travelers. Thailand has two coastlines, there were the Andaman Sea, situated on the west coast of

Thailand, its popular destination for backpacker or family trip. It is fully of awesome beach such as Khao Lak, Koh Phi Phi, Kho Similan, and Phuket. Furthermore, there was the Gulf coast in the east, as Koh Samui – its suitable for a nightlife-tourist also had Koh Phangan known as a Full Moon party, Koh Tao (Tourism Authority of Thailand, n.d.).

Koh Tao, Turtle Island, is an island of the Gulf of Thailand and situated at Surat Thani province. The island has accommodated over 100,000 visitors in each year. Koh Tao is a spectacular destination for divers or for tourists who would like to get away from Koh Samui and it easy to go Full Moon Party at Koh Phangan. Koh Tao is known as a destination to learn diving. Each year, there is diving tourist more than backpacker tourist because Koh Tao is known as a destination to learn diving. There are many dive shops, dive sites, school diving, and offers the variety of accommodation basic to luxury. Koh Tao is not only diving place but also offers more activity option for example nightlife entertainment, local or seafood. However, to minimize the impact on the eco-system, cannot-burned garbage must be taken away. There are no garbage disposal facilities and road-cleaning department or other public areas. (Gulf of Thailand: Koh Tao, 2014).

Table 1.1 The Internal tourism at Koh Tao, Surat Thani province in 2013 and 2014

| International tourists in Koh Tao, Surat Thani | | | |
|---|---|---|---|
| | January - December | | |
| | 2013 | 2014 | % |
| **Visitor** | 466,817 | 503,766 | + 7,92 |
| Thai | 72,410 | 84,720 | + 17,00 |
| Foreigners | 394,407 | 419,046 | + 6,25 |
| **Tourist** | 439,946 | 475,022 | + 7,97 |
| Thai | 67,527 | 79,506 | + 17,74 |
| Foreigners | **372,419** | **395,516** | + 6,20 |

Source: Ministry of Tourism and Sports, 2014

However, its famous as a charming island and many international tourist arrivals. The big problem of Koh Tao points out to safety. This is due to the murder case in Koh

Tao. The deaths of David Miller and Hannah Witheridge the British backpackers were discovered on Sai Ree beach at Koh Tao, Surat Thani Province in early morning on Monday, 15 September 2014. The bodies were found close to the bungalow where they were staying. The evidences that found at the beach, there were the victim's cloths and their passports far from their bodies around 15 meters. After the incident, the bodies were taken to Institute of Forensic Medicine, Police Hospital to investigate the cause of death. The result shown, they were brutally beaten on the head, the former also raped and the latter left to drown in shallow surf. The police found the strong evidence had led to murderers from DNA tests and Closed Circuit Television (CCTV) supposedly tying the men to the scene and toward the migrant workers arrested (The Guardian News, 2014). Thailand is confirmed about safe destination

By the way, murder incident at the island has spread very fast. Most of tourist concern about the safety and that make the destination image of Koh Tao is negative image. As the destination image is an important factor in influencing tourist decision – making the current image needs to be assumed after such negative incidents.

Table 1.2 The Internal tourism at Koh Tao, Surat Thani province on October - December

| International tourists in Koh Tao, Surat Thani | | | |
|---|---|---|---|
| | October - December | | |
| | 2013 | 2014 | % |
| **Visitor** | 106,867 | 110,312 | + 3,22 |
| Thai | 16,881 | 17,016 | + 0,80 |
| Foreigners | 89,986 | 93,296 | + 3,68 |
| **Tourist** | 105,435 | 108,814 | + 3,20 |
| Thai | 16,546 | 16,669 | + 0,74 |
| Foreigners | **88,889** | **92,145** | + 3,66 |

Source: Ministry of Tourism and Sports, 2014

## 1.2 Objectives

1.2.1 To assess the destination image of Koh Tao, Surat Thani Province amonginternational tourists.

1.2.2 To compare the level of destination image of Koh Tao, Surat Thani Province among tourists based on their personal factors.

1.2.3 To examine the relationship between information sources and destination image of the island.

## 1.3 Research Questions

1.3.1 What is the destination image of Koh Tao, Surat Thani Province among tourists?

1.3.2 How is the perceived destination image of Koh Tao different in differentgroup of tourists?

1.3.3 What is the mostinfluential information source affecting the destination image of Koh Tao, Surat Thani Province?

## 1.4 Hypothesis

1.4.1 Image of Koh Tao are differed depending on the information sources they obtained.

1.4.2 There are differences between groups of tourist different profiles on images of Koh Tao.

1.4.3 There is a relationship between cognitive, affective, and the overall image of Koh Tao.

## 1.5 Significance of the Study

This research will provide beneficial information in the destination image of international tourists who visited at Koh Tao, Surat Thani province as follow:

1.5.1 The finding of the study will show the result of tourist destination image from cognitive and affective image, the information sources that the international tourists choose to travel at Koh Tao.

1.5.2 The finding of the study will be useful for the Tourism Authority of Thailand (TAT), Municipality of Koh Tao District, Surat Thani Provincial Administration Organisation and local people in Koh Tao. The benefit of this study will help organisations to

aware the destination image of Koh Tao. Then the organisation tries to improve and solve the least score of Koh Tao's destination image.

**1.6 Scope of the Study**

This research assesses only the tourist destination image and the study emphasizes only at Koh Tao, Surat Thani.

1.6.1 Scope of Time

The primary data was collected during November 2014 to January 2015.

1.6.2 Scope of Geography

The study was conducted at Koh Tao, Surat Thani province, Thailand.

**1.7 Definition of Terms**

1.7.1 International tourist is top three foreigner person (France, Germany, and UK) who travel to Koh Tao on November 2014 – January 2015, the statistic based on the statistics of the Ministry of Tourism and Sports in 2014.

1.7.2 Destination image is an attribute or concept that influences tourist's decision-making to travel which consist of cognitive (belief and knowledge) and affective (feeling). It is depended on the different place and individual feeling.

1.7.3 Information sources are the channel that tourist can access to the tourist attraction or any information about the destination before travel such as friends and colleagues or social media.

1.7.4 Post-crisis is defined as the refinement and improvement of trouble situation back to normal situation.

# CHAPTER 2

# LITERATURE REVIEW

This chapter describes some part of concepts and theories related to Koh Tao Tourism, destination image, formation of destination image, information sources, online tourism information sources, traditional information sources, personal factors, perceived destination image and conceptual framework.

## 2.1 Koh Tao Tourism

Koh Tao or Turtle island known as a heaven for diving, its welcome a tourist worldwide. Koh Tao is island not only learns how to dive, but also has beautiful beach for relaxing and its natural resources charm. Koh Tao situated in Surat Thani Province, Thailand and near by Koh Pha Ngan and Koh Samui. Each year, the international tourists form worldwide travelled to Koh Taobecause its suitable for the visitors who need to learn scuba diving and getting close-up beauty coral, and marine life, also offered a popular school diving such as Scuba School International (SSI) and Professional Association of Diving Instructors (PADI) (Kohtaocompleteguide, 2018). Moreover, there were many interesting options to choose including driving a motorcycle to an excellent viewpoint, sun-bathing during the day, relaxing by Thai-massage and spa, also most of visitor spend their times with boat trip around Koh Tao such as Koh Nang Yuan, a fantastic destination to enjoy the beautiful of the beach (Tourism Authority of Thailand, 2014).

popular destination

Furthermore, Koh Tao has been changed from a place for diving to a favourite place to guarantee by TripAdvisor. In 2014 TripAdvisor showed the polls of "TripAdvisor travelers' Choice awards for islands" by one million of international tourists. The polls covered 100 islands in the world such as Asia, Africa, Caribbean, Europe, South Africa, South Pacific and United State of America. Koh Tao was ranked the 10th best island in the world and the number 1 island in Asia, become the champion of Asia for the second time (Tourism Authority of Thailand, 2014).

Moreover, the Tourism Authority of Thailand (TAT), various other public and private organisations, Surat Thani Provincial Administration Organisation, , and Municipality of Koh Tao District announced Sai Ree Beach to promote "Koh Tao Festival". That event has been established since 2013, the festival purposes to both exhibition the charm of Koh Tao and to bring up an awareness of the important to protect this excellent environment. (Tourism Authority of Thailand, 2018).

Figure 2.1Koh Tao Locations on Southern of Thailand Map



Source: kohtao.sawadee.com/imgdwt/kohtao/desti-map.gif

Despite its popular as an attractive island, The Mirror newspaper at UK (2017) reported the dark side of Koh Tao, as murder island that mentioned about seven tourists who travelled to island and death in 2014 - 2015. The news indicated to an unsafe of the island. As the murder case in the island. The deaths of two British were found brutally murdered on one of its beaches. According to British Broadcasting Cooperation News (BBC, 2014), reported the police's investigation, there was raped, and harm occurred at that time.

Furthermore, Pichai (2011) studied about information exposure, brand image perception, and brand equity acceptance of Thailand's tourism destination. The result referred to the negative image effect to travel decision making. There were drugs, traffic, pollution, criminal, prostitute, and poverty.

The destination image of the Kho Tao was under consider about safety because the murder incident occurred and a news spread wide the country (Phillip, 2015).Moreover, some tourists who already booked a tour and accommodation at Koh Tao was cancelled immediately after receiving the negative news (Siriarpa, 2017). Beside the Bangkok Post reported, there was young British woman told raped story on Koh Tao appeared in London tabloid newspaper. Her objective was return and file a rape complaint herself, while Thais police investigate. This situation occurred at Sai Ree Beach on June 25,2018. The girl told with hostel owner that she was drugged, raped and robbed on the beach. The hostel owner referred to file a complaint to local police immediately. She did not do because she had to go Koh Phangan to meet her boyfriend for full moon party. On July 4, 2018, her male boyfriend went to Koh Tao police station to file and complaint on the girl's behalf, but the police could not accept the complaint without the presence of woman herself. Furthermore, the Koh Phangan police station shown the evidence about the girl and male friend arrived at Koh Phangan to file a complaint about lost valuables; mobile phone, 3,000 Bath in cash and 4 credit cards. They did not mention a raped. Surat Thani police had set up and panel to investigate the facts in this case and results within seven days (Supapong, 2018). After that the police investigator have summarized there was not enough evidence to confirm a young British woman's claim in London tabloid newspaper and social-media in June 25, 2018. Also, the Office of Forensic Science shown of forensic test found no traces of semen on her T-shirt and DNA traces from a woman and a man. On September 9,2018 the police announced they would backlist the woman and deny her entry to Thailand.

## 2.2 Destination image

There were many researchers have mentioned in destination image. As such Hunt (1975), defined visitor's perceptions about a destination was destination image. Moreover, many studies defined a destination based on affective points to person feeling, and cognitive presented as belief(Baloglu&MaCleary, 1999; Byon& Zhang, 2010). The powerfulness of a destination image may be destination competitor to enter the tourists' perspective (Mykletun, Crotts, &Mykletun, 2001; Uysal, Chen, & Williams, 2000).

Fakeye& Crompton (1991) defined a destination image can be defined as a mental individual's concept of feelings, knowledge, and overall perception of a specific

destination. The positive images to destination seem increased and determined in the deciding process (Milman&Pizam, 1995). According to Court and Lupton (1997), there is an influence on tourists' behavior intention by a destination image. As a positive destination image certainly, affected traveling intention to revisit that place in the future.

Besides, Lee, Lee, & Lee (2005) defined as a positive of destination image influences satisfaction and perceived quality as studies have stated an admirable image brings to good tourist satisfaction. Accordingly, the destination evaluated from past-experience affects to the destination image (Echtner& Ritchie, 1991; Fakeye& Crompton, 1991; Kozak & Rimmington,2000).

The relationship between image and satisfaction is proposed by Kotler, Bowen, and Makens (1996) as they pointed out thatimage is related toquality which could subsequently relate to satisfaction. To conclude, image influences the quality of customer perceives; with a more satisfying image, a greater perceived quality will be responded. The perceived quality in return can determine the satisfaction of consumer.

Although destination image should consider the specific features of the destination, generally studies in destination image focus on three components of images, including cognitive affective and conation. Cognitive images refer to process of estimation for tourist's attarction selection while affective images mean perspective and belief of the destination. The last component, conation is defined as one's destination of the final choice(Baloglu&McClearly, 1999).

Regarding to cognitive images, Chalip, Green, & Hill (2003) studies the dimensions of destination image by focus in numbers, there were cultural environment, environment of nature, and overall limitations of services and facilities at a destination. By the way, Hui & Wan (2003) point out to features, as convenience and reputation of safety is a one past for visitor may have about the destination image. The factors, as "natural environment", "cultural heritage", "tourist infrastructures", "atmosphere" is listed in destination image cognitive structures. Lately, there were several studies measure the destination image by used affective and cognitive attributes (Baloglu&McClearly, 1999a; Baloglu, 2001; Beerli&Martín, 2004; Kim & Richardson, 2003).

Based on image of destination, it should be considered multi-attribution more than including only knowledge or belief about the destination, but also the feeling of individual toward the tourist destination.

Table 2.1 Destination Image Attributes

| Authors | Destination Image Attributes |
|---|---|
| Chalip, Green, & Hill (2003) | ➢ Natural attraction<br>➢ Sightseeing attraction<br>➢ recentness<br>➢ weather<br>➢ Developed environment<br>➢ Risk<br>➢ Family atmosphere<br>➢ Convenience<br>➢ Value |
| Martín, H.S.,Bosque, R.I. (2008) | ➢ Atmosphere<br>➢ Affective image<br>➢ Natural environment<br>➢ Cultural environment<br>➢ Infrastructures and socioeconomic environment |
| Xiaoxi Sun, Christina Geng-Qing Chi, Honggang Xu (2013) | ➢ Tourism environment and tourist activities<br>➢ Natural and cultural resources<br>➢ Internationalization |
| SarunyaLertputtarak(2012) | ➢ Colorful nightlife and entertainment<br>➢ Safety<br>➢ Attractive tourist's attraction and activity<br>➢ Communicative people<br>➢ Relaxing<br>➢ Opportunity for adventure<br>➢ Friendly/ trustworthy people |

Table 2.1 Continued

| Authors | Destination Image Attributes |
|---------|------------------------------|
| Beerli, A. & Martin, J.D. (2004) | ➢ Tourist infrastructure <br> ➢ Social environment <br> ➢ Basic structure of the place <br> ➢ Place atmosphere <br> ➢ environment of nature <br> ➢ Culture, history, art <br> ➢ Tourist leisure, recreation <br> ➢ Natural resources <br> ➢ Political and economic factors |
| Hui and Wan (2003) | ➢ Adventure and weather <br> ➢ Cleanness <br> ➢ Individual safety and facility <br> ➢ Local residents and nightlife <br> ➢ Leisure and tourist amenities <br> ➢ Culture <br> ➢ A paradise of food and shopping <br> ➢ Political stability |

Many researchers such as Castro, Armario, & Ruiz (2007); Chi & Qu (2008) mentioned the positive of destination image influenced to tourist behavior intentions, particularly, decided to revisit.The result was similar toBigne, Sanchez, &Sanjez(2001) that examined the relationships between image of destination, intention to return, perceived quality, and willingness to suggest others.  The result indicated that a destination image affected directly on decision-making to revisit and willingness to advice that place to others.

There attributes can be used to enhance the potential tourists' destination image formation. To understand the existing image potential tourists have is extremely important.  This can help develop market positioning.  Particularly, image destination has direct effect on travel behavior and shows an important role the process of destination selection (Bonn et al, 2005), as

most favorable image is usually chosen by the tourists (Gartner, 1989, cited in Leisen, 2001). That is the reason to understand image formation and destination selection process. Hose and Wickens(2004) give a definition of location (or destination) images as any oral, visual, and written form of a tourist attractions that is reported and can be transferred to others. Similarly, they represent informally in the form of postcards or the telephone conversation to those "back at home".

## 2.3 Formation of Destination Image

Image is a freely formed by from their own perceptions of a tourism location.Accordingly,image can be considered as a product with the conceptual differences alongwith the products' positioning and the implications for customer behavior, even though the intangible element renders more difficult perception. Milman and Pizam (1995) stated that destination image consists of three attributes: the product (the attraction quality), the local people's attitude and behavior, and natural environment (view, weather)

Yoon & Kim (2000) studies the process of the image formation, understanding the image may have benefit to improving the attraction of tourist destination. Court & Lupton (1997) stated that the process of the information derived from different sources of influences the perception of a tourist destination. The process of image formation defined as the fewer personal factors selected impressions more than overall impression (Reynolds, 1965). Similar to Leisen (2001) supported the individual opinions influences to the destination image.

There must be more overall and alive understanding of the process (Jenkins, 1999). A proposal of framework (Labbe, 1998) explains the primary image's construction of a tourist destination in Figure 2-2.According to the model from Beerliand Martin (2004) as seen in Figure 2-3 many kinds of factors that show an important dimension in the process of image formation both information sources and personal information. Information sources factors include a previous experience or physical object, and personal factors refer to the personal's social blog or mental characteristics.

Figure 2.2 Construction of the Primary Image



A. Push (need to travel)
* Physiological
* Security
* Love and Belonging
* Self-actualization
* Acquisition of Knowledge

B. Pull (attract to travel)
* Static
* Dynamic
* Current Decision

Travel Motivation

Primary Image
(Construction)
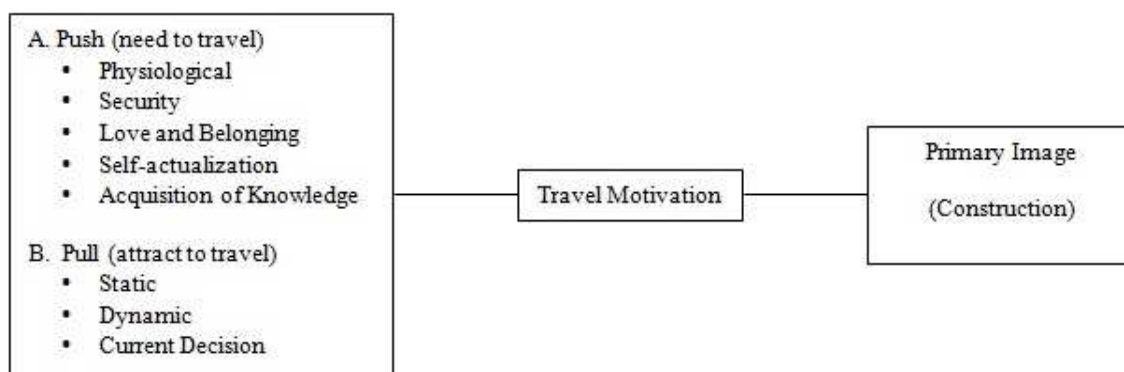
Source: the primary image's construction of a tourist destination(Labbe, 1998)

Figure 2.3 The Model of Destination Image Formation
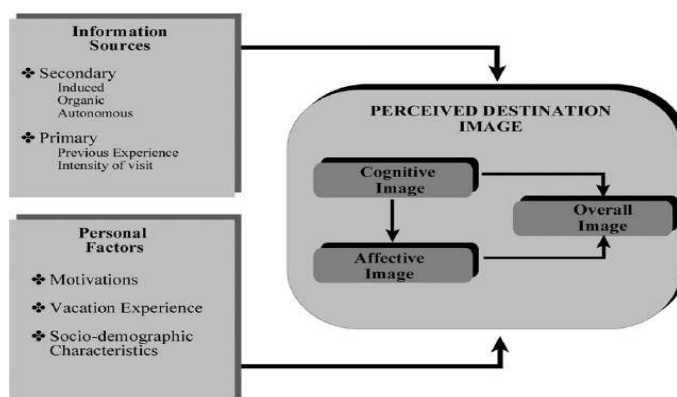


Source: The Model of Destination Image Formation (Beerli& Martin, 2004)

As previous studied on the impact of mental components on image of a destination has been restricted, perception is simply integrated by the exposed activities, interpretation and attention of outside stimuli. (Hawkins, Best, & Coney, 2003). In tourism, an existence of the places in one's perspective is carried out based on the process of stimuli, which possibly have a significant effect on the mental factors of individual. Due to this supposition, the influence of cultural value and mental motivations on the perception of a place is examined in the study.

**2.4 Perceived Destination Image**

*Cognitive Image, Affective Images and Overall Image*

The evaluation of cognitive or perception defines as knowledge and beliefs about a destination during affective aspects as feeling about the place (Baloglu&Brinberg 1997; Burgess 1978; Gartner 1993; Holbrook 1978; Walmsley & Jenkins 1993; Ward and Russel 1981).Proshonsky, Fabian &Kaminoff (1983) mentioned, affective and cognitive refer to the affection of environment and development places by people.  According to Holbrook (1978), there were two components are taken in term of "beliefs" against "affect" in marketing and consumer behavior.

There were many finding in psychology environment that support both components, affective and cognitive images (Burgess 1978; Hanyu 1993; Lynch 1960; Russel & Pratt 1980; Russel, Lewicka&Niit 1989).Thecognitive aspect describes the understanding about the destination's purpose components while affective aspect contains an understanding about its effective quality (Genereux, Ward & Russel 1983). According to Hanyu(1993:161), "affective"isreferred to the quality describing environment, whereas "perceptual/cognitive" point to the physical features of environment. There is rarely any study has measured the two aspects simultaneously, however, some research works studied cognitive and affective aspects towards the environment and destination. (MacKay &Fesenmaier 1997; Baloglu 1998; Dann 1996).

Tuan (1975) mentioned an environmental image is occurred in man's mind, and Burgess (1978) summarized the majority of studies describe the qualities of physiology place that point to an interplay between meaning perceived occurred and physical qualities.  Lynch (1960)suggested that emotional component of environmental image is relied on such attributes and split from its form of physical. Russel & Pratt (1980) recommended the relationship between previous reactions and destination attributes should be studied to gain the understanding of what components resemble to a given reaction of affective.

The evaluation of cognitive and affective formed to an overall image of the destination.Mazursky and Jacoby's (1986) study about image formation model of store, the result explained that consumer finally manner to an overall image after an assess and combine store attributes perceptions.

Gartner (1986:635-636) stated various attributes of destination within people's perceptions will combine and form an overall image. Worthley, Keown, and Jacobs (1984) studied a perception of supermarket in American's tourist by selected twelve countries, defining the six cognitive components and overall image, summarized the overall image based on personal attributes. Moreover, the knowledge or beliefs and affective aspects as feelings are part of overall image.

## 2.5 Post crisis

The crises divided into two categories: natural and man-made crises, as natural disasters came from floods, pollution, tsunamis, and cyclone. Moreover, man-made disasters made stem from political problem in country, disease, arson, and crime (Pforr, C. and Hosie, P., 2009). Similar to this study refers to the people disasters about the murder case in Koh Tao, Surat Thani Province that occurred on September 2014. Mair J., Ritcie W.B., Walters G. (2016) presented the result of narrative review of 64 articles that studied about post crisis and post disaster recovery for destination, post-disaster and post crisis recovery defined as the improvement and development the policy and movement to restore the destination image to normal situation. The recovery might be start in the instantly after case of a disaster or a crisis, an improved situation may be made from the government that broaden the policies for the relevant organizations to followed.

Khazai, B., Mahdavian, F. and Platt, S. (2018) indicated that tourism destination recovering from a crisis, also have long-term effects that difficult than physical damage. Therefore, there were a lot of ways to restoring the destination's image, as Ritchie (2008) mentioned in his research that show of the tourists will be weak during time of the crisis happen, because they had lack of knowledge and they need to reach the correct information. Hence, managing the sources of information such as updated the safety information on social-media that helpful to the tourist for decision-making also provide infrastructure, accommodation, attractions and other facilities to visit. Many studied reports the important of promotion and market for restoring a tourist destination after disasters or a crisis by create the slogan for each campaign (Mahdavian, F. and Platt, S., 2018). For example, Yang, Wang, and Chen (2011) think a message 'the safety and beauty of Sichuan' for help the government to maintain the destination after

Wenchuan earthquake. Also, 'Come and fall in love with New Orleans all over again' shown by Chacko and Marcell (2008) attempt to promote the city not only transit way, but also can be a destination.

According to McKercher & Hui (2008) reported, the result of their survey at Hong Kong that collected the data after terrorism. As the result, the majority of tourists decide to re-visit as soon as they feel the negative event or crisis passed.

## 2.6 Information Sources

Most of tourist are finding the information about the destination in pre-purchase. Many studies in sources of information and information search behave. For instance, Hwang et al., (2002) explained about tourist information search concept, as four questions; what is sought, who is searching, when it is sought, and why is searching. The "why" question refers to the reflection of motivation that influences to travel. The information function needs are equipment a travel decision-making, in the same time the non-functional used up other reasons for decision-making such as knowledge and enjoyment, that are made to travel decision immediately. There was a difference in tourism information, some researchers described the information in tourism based on Wh-question such as Bieger&Laesser, 2004; Fodness& Murray (1999) used "when" a tourist got an information, while "where" the information in tourism is obtained form (Gartner, 1993; Gitelson& Crompton, 1983; Beerli& Martin, 2004)

Gartner (1993) divided a perception of information source which influence destination image, as autonomous, covert, overt induced, and organic. The different points are described as follow:

1. Autonomous, which includes documentaries, broadcasting news, television programs, films, about the destination.

2. Overt induced, aspect as the usual commercials by the mass media, the information in the destination accessed by wholesalers and tour agency.

3. Covert induced, which uses famous person in the promotion of the destination, articles or reports.

4. Organic, involving persons such as, friends, relatives, and colleague, who share destination's information based on their previous experience or knowledge.

According to Phelps (1986), the image – formed by induced, autonomous, and organic source of information — is secondary image, which one know before travelling to a destination.

In contrary, the primary image is used in part of the question about resort, as the level that destination choice may have a risk, while the secondary information sources show a relevant and important role of images formation to the destinations option toward consideration in the process of decision-making. There is a typical agreement that was not based on a notice evidence where secondary information sources support three standard functions in destination choice: to crate destinations' image, to serve as an implement for later choice's justification, and to minimize the decision-making risk.

Moreover, the covert induced and the overt are influence to the market more than the others are non-marketing. There were categorized in tourist information that depend on friends and relative, broadcasting medias, brochure, consultants, and destination literature (Gitelson and Crompton, 1983). Money and Crott's (2003) mentioned about categorize the sources of information that a tourist, it's easy to access more than other sources.

The information obtained by individual experience or the destination forms of visiting the primary image may be different from the secondary image. Gartner and Hunt (1987), Pearce (1982) and Phelps (1986) indicated that after persons visit a destination, the destination image leans to be sensible and may be different from the secondary information sources that they obtained. In contrast, there are some researcher point out to the impact or effects of the image.

According to Echtner and Ritchie (1993), points out, there are more familiar with the place would have psychological, holistic, and unique images, rather than less familiar would have a destination images based on destination components and common options. Several experiential works in journals of academic (Baloglu and Mangaloglu 2001; Chon 1991; Fakeye and Crompton 1991; Hu and Ritchie 1993; Milman and Pizan 1995; Phelps 1986) illustrated that common attributes, the number of stay, and the days of visits at one destination have influenced the perceived image.

There was a factor referred to individual experience or past-experience of the visiting or knowledge experience about a destination. Nowadays, there are no more research attempted to studied, its may have the studies focus on the different of destination image

dimensions, the studies mentions the contacts development and relationships, adopted by the different of behavior to the destination based on interaction of the intensity such as some tourist spent their time to explored more than someone who interested to relaxing and joining in leisure activities. Thereby, a primary information sources aspect by past-experience or the effect perceived image about the place depending on the day of visits and length of stay. However, there is difference between tourist who travel in first-time and revisit tourist because the measurement of different level of experiences, and the number of times to revisit at the destination.

## 2.7 Online tourism information sources

Several conducted researches related to sources of information in tourism in a way most of studies conduct their studies by using types of online information sources in tourism. There were many researches to classify a variety of online sources of information, to analyze and compare attributes. According to Hyun (2006), the typology of websites can be analyzed into website, onlinecommunity sites, public institution sites, and travel agency websites. Furthermore, there were two website groups, as website of tourism, and websites of travel depend on different place and users that accessed to the information (Pan &Fesenmaire, 2001).

Enjung No. &Jin Ki Kim (2015) categorized sources of information of tourism in several types. There was website of personal, website of social, website of marketing, and column website (Fig.2.4).

Figure 2.4 Classification of online tourism information sources
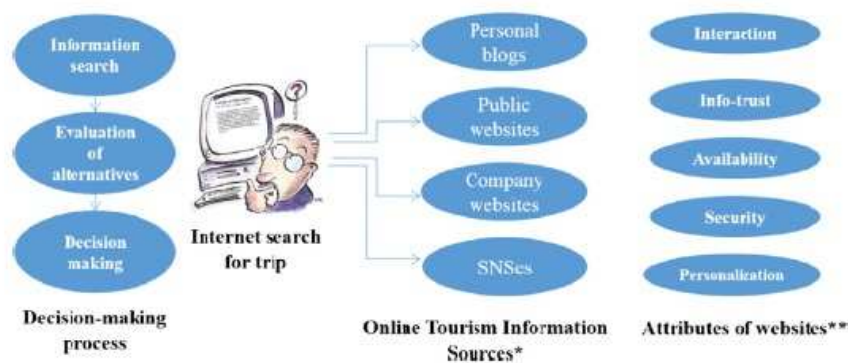


Source: Comparing the attributes of online tourism information sources(Enjung No. &Jin Ki Kim, 2015)

According previous study recommends that online sources of information in tourism should be grouped into four groups as follow (Fig.2.5):

Figure 2.5 Groups of online tourism information sources



Source: Comparing the attributes of online tourism information sources (Enjung No. &Jin Ki Kim, 2015)

### 2.7.1 Personal or travel blogs

O'Leary (2011) mentioned about blogs and websites that formed of several perspective by groups or an individual. Blogs include a review of accommodation travel planning and good café and restaurant (Enjung and Kim, 2015). O'Leary (2011) mentioned blogs and websites providing diverse contents often produced by person or a group. According to Walker (2005), blogs can be described as articles on the website where the topic is ordered chronologically-reversed. A blog aspect as one of the main platforms for share an information, is based on ones' interests (Chen, Lu, & Tsai, 2014). Many information types may contain in a blog which can be used for various purposes. For instance, some bloggers use their blogs in updating their routine, and opinions. Others may announce well-edited expert journals, in stance of magazine and newspaper (Kang, Bonk, & Kim, 2011; O'Leary, 2011). This study, blogs are defined as a website which individuals publish their useful travel experiences (travel schedules, photos, maps, etc.). Consequently, blog's market potential has shown the increase of travel advertisements. Blog are also the gear to recognize of tourists needs and interests about

destination. Huang, Chou, and Lin (2010) who analyzed the attention level related to consumers' feeling towards blogger's travel, stated that paying attention about theory is to understand between the level of consumers' interests and blog articles receives the impact of the advertising, and a consumer will purchase depend on product of travel.

### 2.7.2 Public websites

Sruma, Andersen, &Vatrapu (2012) reported, a public website is defined as web and webpage that provide by a state and local or tourism organization in own country. In tourism way, the public websites are made by tourism organization under control of government. These aims of tourism websites are inform about new campaign, and tourist attraction to visitors or tourists for build up the tourists and visitors. As such, the website of Korea organizations is published the information about a state, as place, accommodation, food and beverage in Korea. There was international language and can be choose to local language. Moreover, Kaplanidou and Vogt (2006) used the website to promote tourism to public. Enjung and Kim (2015) studied a benefit of website such as model and functions that influence to decision-making between destination and tourists. Furthermore, the researchers divided the model in four factors, as easy to go at destination, the feeling toward destination, the option and display of webpages and characteristics of consumer such as infrastructure, past-experience, and facilities that show on the internet also include travel-planning. As four factors divided by Enjung and Kim (2015),

The results revealed that content factors had the most significant aspect of websites usefulness. Accessibility and navigation were found to be the least significant. Lastly, a negative impact to intent of travel was caused by either past-experiences at a destination or its website. Kao et al. (2005) using NTO websites to investigate website satisfaction to determine consumer satisfaction about the websites, by using quality of system and information quality as independent variables. The findings showed that, users tended to search for information –essential for trip planning, concerned on transportation, accommodation, and local maps. Moreover, quality of information has rather involved to satisfaction of website than quality of system. Satisfaction of website, therefore, positively influenced users who intend to reuse or inform others about the website, though the intention to visit a country (Kwon, 2009).

### 2.7.3 Company websites

Cappel& Huang (2007) shown, a company website provides full of information and is published by an agency or private sectors of enterprise. It offers information particularly the dealt with business, agency, or service. Companies related to tourism – airlines, cruises, car rental, accommodation, companies of railway, and travel agencies – provides service publicly. Tourism products or services can be purchased online via those sites. This study mentioned a company website as the site which tourism products and services are available by tourism companies – airlines, cruises, car rent, accommodation, railway, and travel agencies. Rachman and Richins (1997) studied the development status to provide an information by examining the 50 websites of tour operators in New Zealand. As the first part of the study revealed that three categories of respondents whose profession were in tourism industry, and who were tourists, and tourism academicians, which ranked the importance of 59 characteristics of tour operator website. 11 of the top 15 features were important and contained of the price of products and services, planners and travel itineraries, online reservation and ordering, maps, and transport information. Moreover, expectation score for those 59 features were calculated and resulted; the highest five expectation means were the price of products and services, products and services, online reservation, emails, and availability checking. Law and Hsu (2006) studied the importance of hotel website dimensions and attributes and compared between persons who simply searched an information and hotel websites, and ones who purchased via online bookings. Five distinct dimensions (facilities information, booking information, place information, contact information, and website managements) were assessed. The resulted showed that booking information was the most important factor. In addition, both groups of people shared that the room rates were the most crucial attributes. However, ones who purchased view attributes differently, as the ability to check a room rates and online and/or real-time booking.

### 2.7.4 Social media websites

Social media or social networking services can connect users around the world into one single system. With the characteristics and its connection relationships, social media can be indicated in many ways (Boyd & Ellison, 2007). Social media as a method can be interactions and communications between creator and ones who share and exchange information or opinions – including experiences, interests, ideas, activities, or real-life connections. Social media or social

networking services is rapidly increasing worldwide due to the advancement of telecommunication technology and mobile devices. Moreover, people share relationship-based information which announce publicly, such as others' travel-related information (Chung, Han, & Koo, 2012). It may include real-time traffic or weather, opinions towards tourist attractions or destinations. Besides, real-time information, it is accessible simultaneously. There are quite many online travelers beginning using social media websites, due to the telecommunication technology. These kinds of websites differed to Twitter and Facebook that required the consumers to create their own content social networks, and to YouTube as media sharing , or Consumer Reports – consumer review sites (Gretzel, 2006; Pan et al., 2007). Kaplan and Haenlein(2010) described social media as a group of Internet-based application which built through the foundation of Web 2.0 and allowed the users to exchange and publish the content. Consumers, therefore, publish and share their opinions on travel, comments, and personal experiences for their audiences (Xiang &Gretzel, 2010). Xiang and Gretzel(2010) conducted the research on social media – found in the results of search engines involving travel-related context.

The study identified key characteristics of the usage of travelers' search engine for travel planning by initiating a set of predefined, top level, travel-related key terms (hotel, accommodation, restaurant, activities, and shopping) in combined with names of nine tourist destinations of the United Stated of Americas. The analysis showed that above all the findings, social media ranked in the most portion and directly brought search engines to social media sites. In addition, virtual community sites were connected at high degree to key terms – activities, tourism, hotels,accommodations, and attractions. Photo/video sharing network sites and blogs were closely merged and linked to key terms, for example, nightlife, park, and events.

## 2.8 Traditional information sources

Information sources which were used by person who need to travel, and connection of those sources of information and beliefs of the destination was the main objective to discover. Sources, such as, word-of-mouth information sources from friends and relatives, had been the preference of travel information, by 66.2 percent of respondents (Fall and Knutson, 2001). Furthermore, Beverly & Grace (2008) found that more than 60 percent of Chinese tourists who travelled to Australia used television programs as a source to collect information about the

destination. Similarly, 57 percent were information gathering from friends, and 54 percent were gathered from travel book and fashion magazine. Victor G. Wilson (2014) ranked the sources which had been used for travel information by the tourists, as Internet was a main source of information over information from friends and relatives, and travel/magazine respectively. However, Fodness and Murray (1998) and Fodness and Murray (1999) mentioned that information sources of brochures was also tremendous depending on phrase of travel whether it was a pre-purchase or at destination. Accordingly, an evidence (Beeli& Martin, 2004) stated that the tourists heard about the destination from friends or family impacted on the formation of image perceptions of destination.

## 2.9 Personal Factors

The conceptual framework of research was based on the model of Beerli and Martin (2004) that studied about the difference between first time and repeated time of travel for several reasons. The model referred to the relationship of information sources and perceived image. The study also showed the differences between groups differed in their level of education.

Factors, such as, destination and individual's needs, background knowledge, motivations, preference, and other characteristics have formed the perceived destination image. In addition, ones create their own metal image of the tourist destination which describes their personal perception (Ashworth &Voogd, 1990; Bramwell &Rawding, 1996). From the aspect of consumer behavior, personal factors can be referred to socio-demographic characteristics of individuals which include gender, level of education, age, family or relative, place of residence, salary, whereas psychological nature includes values, motivations, life style, personality, etc. Um and Crompton (1990) defines those socio-demographic characteristics as internal inputs influencing the perceptions of places. Walmsley &Jenkis (1993) noted that the image of some destinations was differed due to gender and age of visitor. The models of image formation and destination selection which were commonly known included socio-demographic factors – conventional consumer, consumer characteristic which affected the perceptions of products, objects, and destinations (Friedmann & Lessig 1986; Stabler 1990; Um & Crompton 1990; Woodside &Lysonski 1989). However, all factors such as, education, age, income, gender, marital status, and occupation have described that they were influencing images and perceptions.

Moreover, age and gender tended to be dominant variables of image. As a study of Walmsley and Jenkins (1993) showed that age and gender were the primary component of the affective image analyzed in many resorts located in North Coast of New South Wales, Australia. Baloglu (1997) studied the image variation of United States among West German tourists and found that age was the most significant attribute among other personal information variables. Furthermore, Husbands (1989) noted that only age and education variables have a significant difference on the perception about the locals of Livingstone, Zambia. Accordingly, level of education was one of the most important variables (Stern &Krakover, 1993).

Tourists' age, marital status, and occupation affected the perceived image as there are statistically significant differences as Baloglu and McCleary (1990) mentioned that there was an influence of age and education level to perceived image of city and the significant differences were based on education level.

Experience may accordingly affect the post-visited perceived image of the destination as suggested by Schreyer, Lime and Williams (1984). There was a comparison between present situation and past experiences connected past information and subjective interpretation of the trip. In addition, Mazursky (1989) discussed that past experiences, in tourism context, have stronger influences towards information than other external sources. Past experiencesaffirmed decision and weakened the need of received information, despite empirical work of the affection of past experiences to perceived images. However, the variable was a good criteria to judge ones' needs, satisfaction, motivations, and market categorizing.

In conclusion, for destination choices, most of the decision process models (Stabler 1995; Um & Crompton 1990; Woodside &Lysonsky 1989) were consisted of the personal factors (gender, age, level of education, occupation) – internal factors – affect the perception of destinations. A number of empirical work (Baloglu 1997; Baloglu& McCleary 1999a; Calantone, Di Benetton, Hakam &Bojanic 1989; Chen &Kerstetter 1999; Stern &Krakover 1993; Walmsley & Jenkins 1993) have found differences in perceived image depending on age, gender, education level, occupation, salary, marital status, region, whereas Baloglu (1997) argued that there was no differences in education level, gender, and income.

**2.10 Conceptual Framework**

The conceptual framework of study adopted from a model the formation of destination image from Beerli& Martin (2004) various types of factors giving the data that important for image formation.
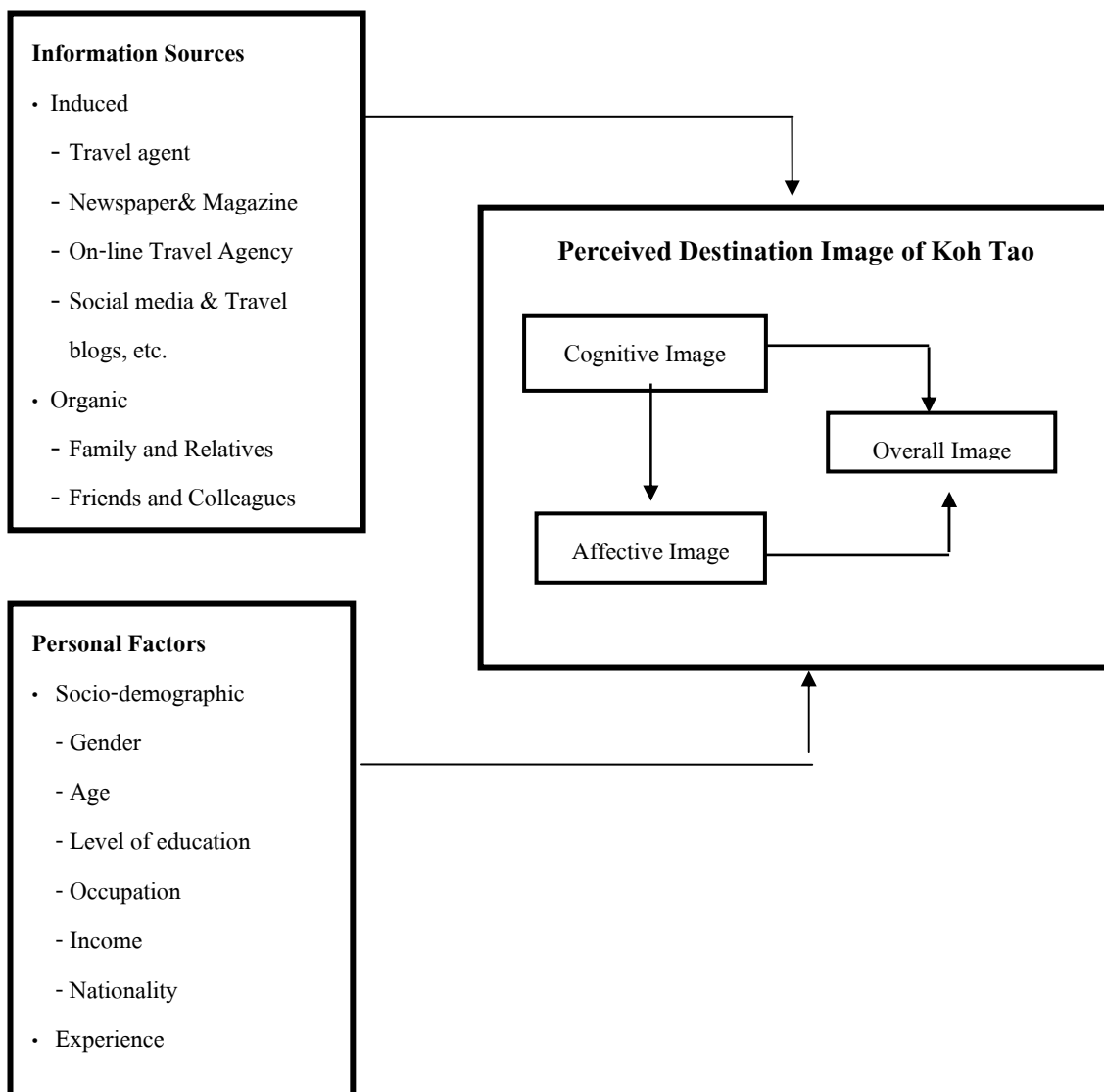
# CHAPTER 3

# METHODOLOGY

This chapter clarifies population of the study, sampling, data collection, research instrument included of questionnaire design. The questionnaire measured of correlation between observed scores and true scores.

## 3.1 Population of the study

The study was used a questionnaire for collecting the tourist information at Koh Tao, Surat Thani Province by used a quantitative method. This study used data from 400 foreign tourists who travelled to Kho Tao from the statistics of 395,516 foreign tourists travelling to the island (Ministry of Tourism and Sports, 2014) as calculated from the formula of Taro Yamane (1973).

Formula:

When    n = Sample size

$N =$    $n = \dfrac{N}{1 + Ne^2}$   nount of respondent, which is the number of international tourists who traveled to Koh Tao in 2014

e = 95% confidence level

$$n = \frac{395{,}516}{1 + (395{,}516 x 0.05^2)}$$

$$= 399.59$$

Hence, the sample size for this study was 400.

## 3.2 Sampling

In the study, convenience and nationality groups were used to develop quota for samples of the study. Top three nationality groups of tourists travelling to the island were used as the main criteria, number of samples per group were calculated as per the ratio of the actual statistics of tourist arrivals to the island. This quota sampling was adopted to ensure that samples covered the main types of tourists travelling to the island. Based on the statistics of Ministry of

Tourism and Sports (2014), the international tourists who travelled to Koh Tao in 2014 were from France, Germany and United Kingdom making them the main three sampling groups of this study. The data were collected at Koh Tao Pier and the beaches around the island such as Sai Ree beach and Mae Haad beach.

Table 3.1 The amounts of international tourists who visited Koh Tao in 2014

| Nationality | Statistic | Percentage (%) | Quota Sampling |
|---|---|---|---|
| France | 62,279 | 35% | 140 |
| Germany | 42,241 | 25% | 100 |
| United Kingdom | 41,499 | 23% | 92 |
| Others | 30,615 | 17% | 68 |
| **Total** | **395,516** | **100%** | **400** |

Source: Ministry of Tourism and Sports (2014)

**3.3 Data Collection**

In the study, the quantitative research method was applied, and questionnaires were used as method of data collection at Koh Tao, Surat Thani Province, Thailand. The sample was 400 international tourists who stayed at Kho Tao, Surat Thani province, Thailand while the period on November 2015 to January 2016.

**3.4 Research Instrument**

The questionnaire was created in English language. The questionnaire consisted of six parts. The first part showing personal information was followed by Baloglu and McCleary (1999), and nominal and ordinal scales were used to ask about tourists' gender, age, marital status, education, occupation, income, region, length of stay in Koh Tao, and first time or re-visit tourist.

The second part was consisted of sources of information questions that following the studied of Gun (1972) to indicate the information sources influencing ones when decide to visit to Koh Tao. These are organic and induced sources as summarized in the below table.

Table 3.2 The variables of information sources

| Variables | Instruments | Sources |
|---|---|---|
| information sources; travel agent, newspaper and magazine, travel brochures, travel blogs, on-line travel agency, Facebook, Twitter, Line, Instagram, Pinterest, television, guidebooks, Family and Relative, Friends and colleagues | Checklist (the international tourist can select more than one answer) | - Gun (1972) <br> - Ngamsom (2001) <br> - Hui & Wan (2003) <br> - Enjung No. &Jin Ki Kim (2015) |

The third part was the questions that explain foreign tourists' feelings to Koh Tao. The questions items in this part were adopted from Apichat In. (2012) with some adjustment as follows;

Table 3.3 The variables of tourists feeling

| Variables | Instruments | Sources |
|---|---|---|
| Tourist feeling; pleasant, exciting, relaxing, exotic, adventure, calm, friendly, favorable, happy, helpful, safe, fun, easy-going, welcoming | Likert Scale <br> 5 = Strongly agree <br> 4 = Agree <br> 3 = Neutral <br> 4 = Disagree <br> 1 = Strongly disagree | - Apichat In. (2012) <br> - Hui & Wan (2003) |

The forth part was adopted questions based on cognitive attributes as referred to belief, past-experience, and knowledge, followed by affective that refers to feeling toward Koh Tao, some adjustment as follows;

Table 3.4 The variables of Koh Tao image

| Variables | Instruments | Sources |
|---|---|---|
| Image of Koh Tao; | Likert Scale | - Beerli and Martin (2004) |
| 1. Natural Resources | 5 = Strongly agree | - Chalip, Green, & Hill |
|     a. attractive natural attractions | 4 = Agree | (2003) |
|     b. rich and beauty scenery | 3 = Neutral | - Hui & Wan (2003) |
|     c. beautiful island | 4 = Disagree | - Obenour, Lengfelder, & |
|     d. pleasant weather | 1 = Strongly disagree | Groves (2005) |
| 2. Social Environment | | - Martín, H.S., Bosque, R.I., |
|     a.   friendly and helpful local people | | (200 8) |
| 3.Activities | | - Apichat In. (2012) |
|     a. good variety of activities for tourists | | - SarunyaLertputtarak (2012) |
| (e.g. Scuba or snorkel driving, boat trip, hiking) | | - Sun, X., Chi, C.G.Q. & Xu, |
|     b. varieties of spa and wellness | | H. (2013) |
|     c. exciting water sports | | |
|     d. colorful night-life | | |
| 4.Tourist Infrastructures | | |
|     a. suitable accommodation | | |
|     b. good food | | |
|     c. varieties of entertainment | | |
|     (pubs, bars, club) | | |
| 5.Safety and Security | | |
|     a. 24-hour tourist call center | | |
|     b. safe transportation | | |
|     c. safe nightlife entertainment | | |
| 6.Atmosphere | | |
|     a. luxury | | |
|     b. exotic | | |
|     c. relaxing | | |
|     d. enjoyable | | |
|     e. a good name and reputation | | |

The fifth part was overall feeling depended on individual characteristic based on affective and cognitive components that influence overall opinion or image.

Table 3.5 The variables of overall feeling toward Koh Tao

| Variables | Instruments | Sources |
|---|---|---|
| 1. Overall feeling of Koh Tao; | Likert scale: | - Hui & Wan (2003) |
| 2. Most people have a positive opinion about Koh Tao. | 5= Strongly agree | - Lertputtarak S. (2012) |
| 3. I enjoy doing the types of activities I do in Koh Tao more than at any other destinations. | 4 = Agree 3 = Neutral | |
| 4. The local people at Koh Tao are friendly towards tourists. | 2 = Disagree 1 = Strongly disagree | |
| 5. Tourism businesses in Koh Tao try to save the environment. | | |
| 6. Koh Tao is a favorable place for travelling. | | |
| 7. Koh Tao is a safe place to visit. | | |
| 8. I am willing to recommend my family and friends to visit Koh Tao for their holiday. | | |
| 9. I plan to return to Koh Tao again in the near future. | | |
| 10. I plan to travel to Thailand again for my next holiday. | | |
| 11. Overall, Koh Tao offers me everything I want from my holiday. | | |

The sixth part is the anything else feeling for the tourist who would like to comment or suggestion to Koh Tao.

**3.5 Data Analysis**

Data was analyzed by using Statistical Package for the Social Science for Windows program to analyze the data and test the overall conceptual framework. The program used to analyze the statistics including frequency, percentage, mean, and standard deviation.

- Personal information of respondents such as region, gender, marital status, age, education, occupation, and monthly income. Moreover, Type of information sources also used frequency and percentage to show the result.

- Mean value for destination image of Koh Tao, number of time visiting Koh Tao, and number of days visiting Koh Tao.

- The method used to measure the cognitive, affective, and overall image was 5-point Likert type scale, on the basis of the empirical works of Hui and Wan (2003).

| Likert Scale | Interpretation |
|:---:|:---|
| 5 | Strongly agree |
| 4 | Agree |
| 3 | Neutral |
| 2 | Disagree |
| 1 | Strongly disagree |

Furthermore, used the T-test for explain the difference between two groups of respondents or factors. The result between two groups is significant different because of the sig. (2-tail) column is equal or less than 0.05 ($p<0.05$) (Kulraphas, 2012). In this study, researcher used T-test for comparing feeling towards Koh Tao between gender groups. One-way analysis of variance (ANOVA) was used to test whether one independent variable has effect on dependent nominal variable with categories of three groups or more (Hui &Wan, 2003).

For the hypothesis 1, data was analyzed by descriptive statistics including frequencies, percentage, mean, and standard deviation for respondent profiles.

For the hypothesis 2, data was analyzed by descriptive statistics that were meanand standard deviation. Furthermore, the study used t-test and ANOVA for explain the overall feeling of Koh Tao.

For the hypothesis 3, data was analyzed by using correlations of relationship between cognitive, affective, and overall image of Koh Tao.

**3.6 Questionnaire development and pre-testing**

   **3.6.1 Face validity**

        The questionnaire of study was checked for its face validity by three lecturers in Faculty of Hospitality and Tourism at Prince of Songkla University. However, there was one comment to improve scale for salary and no other comment was given.

   **3.6.2 Pre-testing**

        The data collected at Koh Tao, Surat Thani province, Thailand. The researcher used 30 international tourists who came to Koh Tao in November 2015 – January 2016.

Table 3.6 The international tourist who visited Koh Tao

| Country of Origin | No. of respondents |
|---|---|
| England | 9 |
| France | 4 |
| Germany | 4 |
| Japan | 3 |
| Canada | 2 |
| Korea | 2 |
| New Zealand | 2 |
| Australia | 1 |
| Ireland | 1 |
| Malaysia | 1 |
| Philippines | 1 |

        The result of pre-testing had no comment about the length of questionnaire, and the most of questionnaire found to be clear and easy to understand. The international tourists took 10 – 15 minutes to complete.

        Moreover, the questionnaire was reliability. Cronbach's alpha coefficient was measured of squared correlation between observed scores and true scores. In the other hand, Cronbach's alpha was measured in terms of the ratio of true score variance to observed score variance. It can test the internal consistency of each factor. According to Robison and Shaver (1973), if greater than 0.7, the factor has high reliability and if lower than 0.3, then it implies that

there is low reliability. In this study, 0.7 is used as the cutoff criterion. Cronbach's alpha was calculated for all factors of each research constructs in this study.

Table 3.7 The pre-testing result of tourist feeling

| Variables | Alpha |
| --- | --- |
| Tourist feeling; pleasant, exciting, relaxing, exotic, adventure, calm, friendly, favorable, happy, helpful, safe, fun, easy-going, welcoming | .756 |

Table 3.8 The pre-testing result of the statement of Koh Tao

| Variables | Alpha |
| --- | --- |
| Image of Koh Tao; | |
| 1. Natural Resources | |
|     a. attractive natural attractions | |
|     b. beautiful island | |
|     c. pleasant weather | |
| 2. Social Environment | |
|     a. friendly and helpful local people | |
| 3.Activities | |
|     a. good variety of activities for tourists (e.g. Scuba or snorkel driving, boat trip, hiking) | .814 |
|     b. varieties of spa and wellness | |
|     c. exciting water sports | |
|     d. colorful night-life | |
| 5.Tourist Infrastructures | |
|     a. suitable accommodation | |
|     b. good food | |
|     c. varieties of entertainment (pubs, bars, club) | |
| 6.Safety and Security | |
|     a. 24-hour tourist call center | |
|     b. safe transportation | |
|     c. safe nightlife entertainment | |

Table 3.8 Continued

| Variables | Alpha |
|---|---|
| 7.Atmosphere | |
|     a. luxury | |
|     b. exotic | |
|     c. relaxing | |
|     d. enjoyable | |
|     e. a good name and reputation | |

One item was deleted "rich and beauty scenery" and the alpha value reached .814 indicating that the scale is now reliable.

Table 3.9 The pre-testing result of overall feelings about Koh Tao

| Variables | Alpha |
|---|---|
| Overall feeling of Koh Tao; | |
| 1.  Most people have a positive opinion about Koh Tao. | |
| 2.  I enjoy doing the types of activities I do in Koh Tao more than at any other destinations. | |
| 3.  The local people at Koh Tao are friendly towards tourists. | |
| 4.  Tourism businesses in Koh Tao try to save the environment. | |
| 5.  Koh Tao is a favorable place for travelling. | .829 |
| 6.  Koh Tao is a safe place to visit. | |
| 7.  I am willing to recommend my family and friends to visit Koh Tao for their holiday. | |
| 8.  I plan to return to Koh Tao again in the near future. | |
| 9.  I plan to travel to Thailand again for my next holiday. | |
| 10. Overall, Koh Tao offers me everything I want from my holiday. | |

# CHAPTER 4

# RESULTS

This chapter focuses on the result from quantitative studies. The questionnaires were distributed to international tourists think about Koh Tao as well as their experience during visit to Koh Tao. A total of 400 questionnaires were collected during November 2015 to January 2016.

## 4.1 Research Findings

The results from questionnaires were divided into six main parts. These include personal information of respondents, information sources, affective image, cognitive image, and overall feeling of Koh Tao.

### 4.1.1 Personal profiles of respondents

The frequency and percentage were obtained to find out about personal information of respondents. Table 4.1 shows personal information of the respondents.

Table 4.1 Personal information of respondent

| Personal Profile | | Frequency | Percentage (%) |
|---|---|---|---|
| Country of origin | France | 140 | 35.00 |
| | UK | 117 | 29.30 |
| | Germany | 100 | 25.00 |
| | Other regions | 43 | 10.80 |
| | *Total* | 400 | 100 |
| Gender | Female | 200 | 50.00 |
| | Male | 200 | 50.00 |
| | *Total* | 400 | 100 |
| Marital Status | Single | 322 | 80.50 |
| | Married | 73 | 18.30 |
| | Divorced/widowed | 5 | 1.30 |
| | *Total* | *400* | *100* |

Table 4.1 Continued

| | Personal Profile | Frequency | Percentage (%) |
|---|---|---|---|
| Age | 16 - 25 | 164 | 41.00 |
| | 26 - 35 | 180 | 45.00 |
| | 36 – over 65 | 56 | 14.00 |
| | *Total* | *400* | *100* |
| Education | Below under graduated | 66 | 16.50 |
| | Certificate/Diploma | 139 | 34.80 |
| | Degree/Professional Certificate | 146 | 36.50 |
| | Master's degree and above | 49 | 12.30 |
| | *Total* | *400* | *100* |
| Occupation | Professional/Technical | 146 | 36.50 |
| | Business owner/Administrative | 119 | 29.80 |
| | Student | 85 | 21.30 |
| | Unemployed | 27 | 6.80 |
| | Government | 12 | 3.00 |
| | Retiree | 10 | 2.50 |
| | Housewife | 1 | 0.30 |
| | *Total* | *400* | *100* |
| Salary (USD) | Less than 1,500 | 145 | 36.30 |
| | 1,501 - 2,000 | 128 | 32.00 |
| | More than 2,001 | 127 | 31.80 |
| | *Total* | *400* | *100* |

*Region*

Most of respondents came from France (35.00 percent). The next two regions were United Kingdom (England, Scotland, Wales, and Northern Ireland) computed for 29.30 percent. Other one was Germany (25.00 percent). The last regions included 43 respondents (10.80percent) from other country.

*Gender*

As shown in Table 4.1, female 50 percent similar tomalerespondents' 50 percent.

Marital Status

Major marital status of respondents was single (80.50 percent). Other two statuses were married and divorced/windowed, accounting for 18.30 percent and 5.00 percent.

*Age*

The majority of respondents were in the age group of 26 – 35 years old (45.00 percent). Other two age groups were 16 – 25 years old (41.00 percent), and 14.00 percent in the age group of 36 – over 65 years old.

*Education*

Most of the respondents were degree/professional certificate holder (36.50 percent). Other groups were those with the education level of certificate/diploma level (34.80 percent), below under graduated (16.50 percent), and master's degree and above level (12.30 percent).

*Occupation*

The majority of respondents were in the occupation of professional/technical (36.50 percent), business owner/administrative (29.80 percent). Other two occupations were retired, and housewife, accounting for 2.50 percent and 0.30 percent receptively.

*Monthly income*

Most of the respondents had salary of less than 1,500 USD (36.30 percent), follow by 1,501 – 2,000 USD (32.00 percent), and more than 2,001 USD (31.80 percent).

### 4.1.2 Travelling experience to Koh Tao

Table 4.2 General information about number of times visiting in the island

| Personal Profile | Mean | Std. Deviation |
|---|---|---|
| Number of day visits Koh Tao | 1.51 | 1.414 |

As illustrated in Table 4.2, on average foreign tourists had visited Koh Tao about twice.

Table 4.3 Average number of days stayed at the island

| Personal Profile | Mean | Std. Deviation |
|---|---|---|
| Average length of stayed at Koh Tao | 9.48 | 15.728 |

As illustrated in Table 4.3, on average international tourists approximately stayed Koh Tao for nine days.

Table 4.4 Type of Accommodation at Koh Tao

| Accommodation | | Frequency | Percentage (%) |
|---|---|---|---|
| Accommodation | Bungalow/Cottage | 130 | 32.50 |
| | Resort | 107 | 26.80 |
| | Budget Hotel | 84 | 21.00 |
| | Guesthouse | 53 | 13.30 |
| | Apartment | 26 | 6.50 |
| | *Total* | 400 | 100 |

The majority of the respondents stayed at bungalow/cottage (32.50 percent), followed by resorts (26.80 percent), and budget hotels (21.00 percent). Other accommodations were guesthouses (13.30 percent), and apartments (6.50 percent).

### 4.1.3 Type of information sources

Table 4.5 Sources of Information

| Sources of Information | | n | Frequency | Percentage (%) |
|---|---|---|---|---|
| Organic | Friends and colleagues | 400 | 253 | 63.30 |
| | Family and relatives | 400 | 170 | 42.50 |
| Induced | Travel blogs | 400 | 137 | 34.30 |
| | Facebook | 400 | 134 | 33.50 |
| | Online travel agents | 400 | 99 | 24.80 |
| | Instagram | 400 | 46 | 11.50 |
| | Travel agents | 400 | 34 | 8.50 |
| | Twitter | 400 | 33 | 8.30 |
| | Pin interest | 400 | 32 | 8.00 |
| | Guidebooks | 400 | 31 | 7.80 |
| | Newspapers and magazines | 400 | 19 | 4.80 |
| | Travel brochures | 400 | 17 | 4.30 |
| | Line Application | 400 | 14 | 3.50 |
| | Televisions | 400 | 4 | 1.00 |

Table 4.5 shows that about 63.30 percent of the respondents heard about Koh Tao from friends and colleagues followed by family and relatives (42.50 percent), and travel blogs (34.30 percent). Other information sources were travel brochures (4.30 percent), Line application (3.50 percent) and televisions (1.00 percent).

Table 4.6 The feelings of international tourists towards the island

| Affective Image | Mean | Std. Deviation |
|---|---|---|
| Relaxed | 4.60 | 0.614 |
| Pleasant | 4.54 | 0.595 |
| Fun | 4.53 | 0.600 |
| Happy | 4.50 | 0.579 |
| Welcoming | 4.46 | 0.616 |
| Friendly | 4.45 | 0.695 |
| Easy-going | 4.32 | 0.599 |
| Favorable | 4.30 | 0.661 |
| Helpful | 4.30 | 0.663 |
| Exciting | 4.24 | 0.691 |
| Calm | 4.23 | 0.759 |
| Safe | 4.20 | 0.703 |
| Exotic | 4.13 | 0.776 |
| Adventure | 4.08 | 0.745 |

Table 4.6 reports the common words used to describe tourists feeling towards Koh Tao. As shown in Table 4.5, the majority of common words used to explain the tourist's feelings towards Koh Tao were relaxed ($\bar{x}$= 4.60), followed by pleasant ($\bar{x}$= 4.54), and fun ($\bar{x}$= 4.53). Other top words were exotic ($\bar{x}$= 4.13), and adventure ($\bar{x}$= 4.08).

Table 4.7 Mean of cognitive components toward Koh Tao

| Cognitive Image | Mean | S.D. |
|---|---|---|
| Beautiful island | 4.70 | 0.526 |
| Attractive natural attractions | 4.60 | 0.511 |
| Enjoyable | 4.59 | 0.536 |
| Relaxing | 4.56 | 0.559 |
| Good beaches | 4.50 | 0.664 |
| Pleasant weather | 4.49 | 0.653 |
| Varieties of entertainment | 4.49 | 2.651 |
| Good food | 4.39 | 0.635 |
| Good variety of activities for tourists | 4.36 | 0.584 |
| Good name and reputation | 4.35 | 0.634 |
| Friendly and helpful local people | 4.31 | 0.707 |
| Suitable accommodation | 4.29 | 0.646 |
| Exciting water sports | 4.18 | 0.634 |
| Exotic | 4.17 | 0.740 |
| Colorful night-life | 4.17 | 2.247 |
| Luxury | 4.04 | 0.766 |
| Variety of spa and wellness | 3.93 | 0.689 |
| Safe nightlife entertainment | 3.87 | 0.668 |
| Availability of 24-hour tourist call center | 3.77 | 0.652 |
| Safe transportation | 3.76 | 0.750 |

Table 4.7 reports the destination image of Koh Tao. As shown in Table 4.6, top cognitive components were beautiful island($\bar{x}$= 4.70), attractive natural attractions($\bar{x}$= 4.60), and enjoyable ($\bar{x}$= 4.59). However, it was found thatsafe nightlife entertainment($\bar{x}$= 3.87), 24-hour tourist call center($\bar{x}$= 3.77), and safe transportation ($\bar{x}$= 3.76) were the least favourable image of Koh Tao.

Table 4.8 Overall feelings about Koh Tao

| Overall Image | Mean | S.D. |
|---|---|---|
| Overall, Koh Tao offers me everything I want from my holiday. | 4.34 | 0.645 |

Table 4.8 reports overall feeling of the international tourist about Koh Tao. As shown in Table 4.8 tourists agreed that Koh Tao offered them everything they wanted from their holidays($\bar{x}$= 4.34).

**4.1.4 Evaluation of destination image among international tourists based on information sourcesf**

Table 4.9 Overall Image of Koh Tao depending on the information sources

| Information sources | | Overall, Koh Tao offers me everything I want from my holiday. | | | | |
|---|---|---|---|---|---|---|
| | | Disagree | Neutral | Agree | Strongly agree | Total |
| Friend and colleagues | Count | 1 | 20 | 123 | 109 | 253 |
| | percent within Overall | 0.0 | 57.1 | 64.7 | 63.4 | |
| Family and relatives | Count | 0 | 9 | 83 | 78 | 170 |
| | percent within Overall | 0.0 | 25.7 | 43.7 | 45.3 | |
| Travel Blogs | Count | 0 | 15 | 58 | 64 | 137 |
| | percent within Overall | 0.0 | 42.9 | 30.5 | 37.2 | |
| Travel Agent | Count | 0 | 3 | 20 | 11 | 34 |
| | percent within Overall | 0.0 | 8.6 | 10.5 | 6.4 | |
| Newspaper and Magazine | Count | 0 | 0 | 6 | 13 | 19 |
| | percent within Overall | 0.0 | 0.0 | 3.2 | 7.6 | |
| Travel brochures | Count | 0 | 4 | 4 | 9 | 17 |
| | percent within Overall | 0.0 | 11.4 | 2.1 | 5.2 | |
| On-line Travel Agency | Count | 0 | 2 | 48 | 49 | 99 |
| | percent within Overall | 0.0 | 5.7 | 25.3 | 28.5 | |

Table 4.9 Continued

| Information sources | | Overall, Koh Tao offers me everything I want from my holiday. | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | | Disagree | Neutral | Agree | Strongly agree | Total |
| Facebook | Count | 0 | 3 | 58 | 73 | 134 |
| | percent within Overall | 0.0 | 8.6 | 30.5 | 42.4 | |
| Twitter | Count | 0 | 0 | 12 | 21 | 33 |
| | percent within Overall | 0.0 | 0.0 | 6.3 | 12.2 | |
| Line | Count | 0 | 0 | 11 | 3 | 14 |
| | percent within Overall | 0.0 | 0.0 | 5.8 | 1.7 | |
| Instagram | Count | 0 | 3 | 16 | 27 | 46 |
| | percent within Overall | 0.0 | 8.6 | 8.4 | 15.7 | |
| Pinterest | Count | 0 | 0 | 4 | 28 | 32 |
| | percent within Overall | 0.0 | 0.0 | 2.1 | 16.3 | |
| Television | Count | 0 | 1 | 0 | 3 | 4 |
| | percent within Overall | 0.00 | 2.9 | 0.0 | 1.7 | |
| Guidebooks | Count | 1 | 6 | 10 | 14 | 31 |
| | percent within Overall | 100.0 | 17.1 | 5.3 | 8.1 | |

Percentages and totals are based on respondents.

Table 4.9 shows the stronger images were found when they heard the information about Koh Tao from friends and colleagues (n = 253), family and relatives (n = 170), and travel blogs (n = 137). ***Therefore, hypothesis 1 is particallysupported.***

**4.1.5 Evaluation of destination image among international tourists based on personal factors**

Table 4.10 Evaluation of affective image between international tourists with different region

| The feeling towards Koh Tao | Region | Mean | S.D. | ANOVA | |
|---|---|---|---|---|---|
| | | | | F-value | p-value |
| Pleasant | France    (n=140) | 4.56 | 0.638 | 0.149 | 0.930 |
| | UK.       (n=117) | 4.55 | 0.565 | | |
| | Germany(n=100) | 4.54 | 0.576 | | |
| | Other regions(n=43) | 4.49 | 0.592 | | |
| Exciting | France    (n=140) | 4.26 | 0.703 | 0.489 | 0.690 |
| | UK.       (n=117) | 4.25 | 0.668 | | |
| | Germany(n=100) | 4.17 | 0.753 | | |
| | Other regions(n=43) | 4.30 | 0.558 | | |
| Relaxed | France    (n=140) | 4.60 | 0.621 | 1.736 | 0.159 |
| | UK.       (n=117) | 4.63 | 0.596 | | |
| | Germany(n=100) | 4.49 | 0.659 | | |
| | Other regions(n=43) | 4.72 | 0.504 | | |
| Exotic | France    (n=140) | 4.21 | 0.773 | 0.810 | 0.489 |
| | UK.       (n=117) | 4.10 | 0.747 | | |
| | Germany(n=100) | 4.06 | 0.827 | | |
| | Other regions(n=43) | 4.09 | 0.750 | | |
| Adventure | France    (n=140) | 4.04 | 0.714 | 1.047 | 0.372 |
| | UK.       (n=117) | 4.13 | 0.794 | | |
| | Germany(n=100) | 4.01 | 0.785 | | |
| | Other regions(n=43) | 4.21 | 0.600 | | |
| Clam | France    (n=140) | 4.29 | 0.725 | 1.582 | 0.193 |
| | UK.       (n=117) | 4.20 | 0.779 | | |
| | Germany(n=100) | 4.11 | 0.777 | | |
| | Other regions(n=43) | 4.35 | 0.752 | | |
| Friendly | France    (n=140) | 4.50 | 0.617 | 0.697 | 0.554 |
| | UK.       (n=117) | 4.44 | 0.724 | | |
| | Germany(n=100) | 4.37 | 0.774 | | |
| | Other regions(n=43) | 4.47 | 0.667 | | |

Table 4.10 Continued

| The feeling towards | | | | ANOVA | |
|---|---|---|---|---|---|
| **Koh Tao** | **Region** | **Mean** | **S.D.** | **F-value** | **p-value** |
| Favorable | France (n=140) | 4.36 | 0.624 | 2.900 | 0.035* |
| | UK. (n=117) | 4.33 | 0.630 | | |
| | Germany(n=100) | 4.14 | 0.752 | | |
| | Other regions(n=43) | 4.42 | 0.587 | | |
| Happy | France (n=140) | 4.50 | 0.594 | 0.100 | 0.960 |
| | UK. (n=117) | 4.49 | 0.567 | | |
| | Germany(n=100) | 4.48 | 0.594 | | |
| | Other regions(n=43) | 4.53 | 0.550 | | |
| Helpful | France (n=140) | 4.32 | 0.638 | 0.157 | 0.925 |
| | UK. (n=117) | 4.26 | 0.675 | | |
| | Germany(n=100) | 4.29 | 0.701 | | |
| | Other regions(n=43) | 4.30 | 0.638 | | |
| Safe | France (n=140) | 4.24 | 0.708 | 0.533 | 0.660 |
| | UK. (n=117) | 4.21 | 0.705 | | |
| | Germany(n=100) | 4.14 | 0.711 | | |
| | Other regions(n=43) | 4.14 | 0.675 | | |
| Fun | France (n=140) | 4.51 | 0.529 | 0.943 | 0.420 |
| | UK. (n=117) | 4.53 | 0.689 | | |
| | Germany(n=100) | 4.50 | 0.628 | | |
| | Other regions(n=43) | 4.67 | 0.474 | | |
| Easy-going | France (n=140) | 4.30 | 0.654 | 0.164 | 0.921 |
| | UK. (n=117) | 4.33 | 0.557 | | |
| | Germany(n=100) | 4.35 | 0.592 | | |
| | Other regions(n=43) | 4.30 | 0.558 | | |
| Welcoming | France (n=140) | 4.51 | 0.569 | 1.229 | 0.299 |
| | UK. (n=117) | 4.44 | 0.648 | | |
| | Germany(n=100) | 4.51 | 0.569 | | |
| | Other regions(n=43) | 4.51 | 0.551 | | |

Remark: Significant valued at $p < 0.05$

As shown in Table 4.10, there was a statistically significant difference at p = 0.035 in the image of "favorable" between tourists from different nationality groups (F = 2.900, p= 0.035).

Table 4.11 T-test for comparison of mean of feelings towards Koh Tao between gender groups.

| The feeling towards Koh Tao | Gender | | Mean | T-test | |
|---|---|---|---|---|---|
| | | | | t-value | p-value |
| Pleasant | Male | (n=200) | 4.58 | 1.093 | 0.275 |
| | Female | (n=200) | 4.51 | | |
| Exciting | Male | (n=200) | 4.28 | 1.086 | 0.278 |
| | Female | (n=200) | 4.20 | | |
| Relaxed | Male | (n=200) | 4.62 | 0.651 | 0.515 |
| | Female | (n=200) | 4.58 | | |
| Exotic | Male | (n=200) | 4.19 | 1.613 | 0.107 |
| | Female | (n=200) | 4.07 | | |
| Adventure | Male | (n=200) | 4.12 | 1.073 | 0.284 |
| | Female | (n=200) | 4.04 | | |
| Clam | Male | (n=200) | 4.24 | 0.263 | 0.792 |
| | Female | (n=200) | 4.22 | | |
| Friendly | Male | (n=200) | 4.50 | 1.585 | 0.114 |
| | Female | (n=200) | 4.39 | | |
| Favorable | Male | (n=200) | 4.34 | 0.983 | 0.326 |
| | Female | (n=200) | 4.27 | | |
| Happy | Male | (n=200) | 4.56 | 2.079 | 0.038* |
| | Female | (n=200) | 4.44 | | |
| Helpful | Male | (n=200) | 4.36 | 1.816 | 0.070 |
| | Female | (n=200) | 4.24 | | |
| Safe | Male | (n=200) | 4.23 | 0.782 | 0.435 |
| | Female | (n=200) | 4.17 | | |
| Fun | Male | (n=200) | 4.57 | 1.251 | 0.212 |
| | Female | (n=200) | 4.50 | | |

Table 4.11 Continued

| The feeling towards | | | | T-test | |
| Koh Tao | Gender | | Mean | t-value | p-value |
|---|---|---|---|---|---|
| Easy-going | Male | (n=200) | 4.39 | 2.094 | 0.037* |
| | Female | (n=200) | 4.26 | | |
| Welcoming | Male | (n=200) | 4.49 | 0.975 | 0.330 |
| | Female | (n=200) | 4.43 | | |

Remark: Significant valued at p<0.05

As shown in Table 4.11, an independent sample t-test was used to compare the words used to describe the feeling towards Koh Tao from different gender groups. There was significant difference in the image of "happy" between gender male and female (p = 0.038), and "easy-going" between male and female was difference (p = 0.037).

On the other hand, ANOVA was used to compare the wordsused to describe the feelings towards Koh Tao from different marital status. There was nostatistically significant difference between groups of people from different marital status.

Table 4.12 ANOVA tests for comparison of mean scores of the feeling towards Koh Tao between age groups

| The feeling towards | | | | ANOVA | |
| Koh Tao | Age | Mean | S.D. | F-value | p-value |
|---|---|---|---|---|---|
| Pleasant | 16 – 25  (n=164) | 4.45 | 0.639 | 3.873 | 0.022* |
| | 26 – 35  (n=180) | 4.58 | 0.578 | | |
| | Over 36(n=36) | 4.68 | 0.471 | | |
| Exciting | 16 – 25  (n=164) | 4.16 | 0.596 | 1.889 | 0.153 |
| | 26 – 35  (n=180) | 4.28 | 0.727 | | |
| | Over 36(n=36) | 4.32 | 0.811 | | |
| Relaxed | 16 – 25  (n=164) | 4.54 | 0.611 | 1.265 | 0.283 |
| | 26 – 35  (n=180) | 4.63 | 0.633 | | |
| | Over 36(n=36) | 4.64 | 0.554 | | |

Table 4.12 Continued

| The feeling towards | | | | ANOVA | |
| Koh Tao | Age | Mean | S.D. | F-value | p-value |
| --- | --- | --- | --- | --- | --- |
| Exotic | 16 – 25  (n=164) | 4.01 | 0.775 | 3.101 | 0.046* |
| | 26 – 35  (n=180) | 4.21 | 0.760 | | |
| | Over 36(n=36) | 4.21 | 0.803 | | |
| Adventure | 16 – 25  (n=164) | 3.91 | 0.771 | 6.746 | 0.001* |
| | 26 – 35  (n=180) | 4.20 | 0.712 | | |
| | Over 36(n=36) | 4.14 | 0.699 | | |
| Clam | 16 – 25  (n=164) | 4.13 | 0.792 | 3.415 | 0.034* |
| | 26 – 35  (n=180) | 4.33 | 0.669 | | |
| | Over 36(n=36) | 4.16 | 0.890 | | |
| Friendly | 16 – 25  (n=164) | 4.37 | 0.760 | 3.393 | 0.035* |
| | 26 – 35  (n=180) | 4.54 | 0.619 | | |
| | Over 36(n=36) | 4.36 | 0.699 | | |
| Favorable | 16 – 25  (n=164) | 4.19 | 0.697 | 4.163 | 0.016* |
| | 26 – 35  (n=180) | 4.38 | 0.619 | | |
| | Over 36(n=36) | 4.38 | 0.648 | | |
| Happy | 16 – 25  (n=164) | 4.45 | 0.599 | 2.034 | 0.132 |
| | 26 – 35  (n=180) | 4.50 | 0.574 | | |
| | Over 36(n=36) | 4.63 | 0.524 | | |
| Helpful | 16 – 25  (n=164) | 4.20 | 0.673 | 3.351 | 0.036* |
| | 26 – 35  (n=180) | 4.38 | 0.636 | | |
| | Over 36(n=36) | 4.32 | 0.690 | | |
| Safe | 16 – 25  (n=164) | 4.24 | 0.708 | 0.937 | 0.393 |
| | 26 – 35  (n=180) | 4.14 | 0.694 | | |
| | Over 36(n=36) | 4.25 | 0.720 | | |

Table 4.12 Continued

| The feeling towards | | | | ANOVA | |
| Koh Tao | Age | Mean | S.D. | F-value | p-value |
| --- | --- | --- | --- | --- | --- |
| Fun | 16 – 25  (n=164) | 4.52 | 0.713 | 0.139 | 0.871 |
| | 26 – 35  (n=180) | 4.55 | 0.499 | | |
| | Over 36(n=36) | 4.52 | 0.539 | | |
| Easy-going | 16 – 25  (n=164) | 4.35 | 0.527 | 0.383 | 0.682 |
| | 26 – 35  (n=180) | 4.32 | 0.630 | | |
| | Over 36(n=36) | 4.27 | 0.700 | | |
| Welcoming | 16 – 25  (n=164) | 4.44 | 0.638 | 0.118 | 0.889 |
| | 26 – 35  (n=180) | 4.46 | 0.601 | | |
| | Over 36(n=36) | 4.48 | 0.603 | | |

Remark: Significant valued at p<0.05

The results in Table 4.12 show that statistically significant differences were identified in following characteristics of the feeling toward Koh Tao performance:

- pleasant (F = 3.873, p = 0.022)
- exotic (F = 3.101, p = 0.046)
- adventure (F = 6.746, p = 0.001)
- calm (F = 3.415, p = 0.034)
- friendly (F = 3.393, p = 0.035)
- favorable (F = 4.163, p = 0.016)
- helpful (F = 3.351, p = 0.036)

The reports in Table 4.12 show there were significant differences in characteristics: pleasant, and adventure.  Post-hoc comparison using the least significant difference (LSD) indicated the mean score of the age of 26 – 35 and 36 – over 65 was greater than the age of 16 – 25.  There were significant differences in characteristics: exotic, calm, friendly, and helpful, as post-hoc comparison using LSD indicated the mean score of the age of 26 – 35 was greater than the age of 16 – 25.  There was significant difference in characteristics: favorable, as post-hoc comparison using LSD indicated the mean score of the age of 36 – over 65 greater than the age of 16 – 25.

Table 4.13 ANOVA tests for comparison of mean scores of the feeling towards Koh Tao between education levels

| The feeling towards | | | | ANOVA | |
|---|---|---|---|---|---|
| Koh Tao | Education | Mean | S.D. | F-value | p-value |
| Pleasant | Below under graduated (n=66) | 4.58 | 0.583 | 0.397 | 0.755 |
| | Certificate/Diploma (n=139) | 4.53 | 0.663 | | |
| | Degree/Professional Certificate (n=146) | 4.52 | 0.528 | | |
| | Master's degree and above (n=49) | 4.61 | 0.606 | | |
| Exciting | Below under graduated (n=66) | 4.26 | 0.640 | 4.095 | 0.007* |
| | Certificate/Diploma (n=139) | 4.38 | 0.630 | | |
| | Degree/Professional Certificate (n=146) | 4.16 | 0.671 | | |
| | Master's degree and above (n=49) | 4.04 | 0.889 | | |
| Relaxed | Below under graduated (n=66) | 4.62 | 0.548 | 1.206 | 0.307 |
| | Certificate/Diploma (n=139) | 4.66 | 0.584 | | |
| | Degree/Professional Certificate (n=146) | 4.53 | 0.697 | | |
| | Master's degree and above (n=49) | 4.57 | 0.500 | | |
| Exotic | Below under graduated (n=66) | 4.08 | 0.791 | 0.982 | 0.401 |
| | Certificate/Diploma (n=139) | 4.06 | 0.773 | | |
| | Degree/Professional Certificate (n=146) | 4.21 | 0.745 | | |
| | Master's degree and above (n=49) | 4.12 | 0.857 | | |
| Adventure | Below under graduated (n=66) | 4.27 | 0.833 | 5.704 | 0.001* |
| | Certificate/Diploma (n=139) | 4.12 | 0.692 | | |
| | Degree/Professional Certificate (n=146) | 4.07 | 0.681 | | |
| | Master's degree and above (n=49) | 3.71 | 0.842 | | |

Table 4.13 Continued

| The feeling towards | | | | ANOVA | |
|---|---|---|---|---|---|
| Koh Tao | Education | Mean | S.D. | F-value | p-value |
| Calm | Below under graduated (n=66) | 4.35 | 0.690 | 4.004 | 0.008* |
| | Certificate/Diploma (n=139) | 4.35 | 0.647 | | |
| | Degree/Professional Certificate (n=146) | 4.10 | 0.785 | | |
| | Master's degree and above (n=49) | 4.06 | 0.966 | | |
| Friendly | Below under graduated (n=66) | 4.56 | 0.585 | 1.358 | 0.255 |
| | Certificate/Diploma (n=139) | 4.47 | 0.629 | | |
| | Degree/Professional Certificate (n=146) | 4.36 | 0.703 | | |
| | Master's degree and above (n=49) | 4.47 | 0.938 | | |
| Favorable | Below under graduated (n=66) | 4.35 | 0.595 | 0.489 | 0.690 |
| | Certificate/Diploma (n=139) | 4.34 | 0.609 | | |
| | Degree/Professional Certificate (n=146) | 4.26 | 0.743 | | |
| | Master's degree and above (n=49) | 4.27 | 0.638 | | |
| Happy | Below under graduated (n=66) | 4.45 | 0.560 | 1.150 | 0.329 |
| | Certificate/Diploma (n=139) | 4.57 | 0.511 | | |
| | Degree/Professional Certificate (n=146) | 4.45 | 0.633 | | |
| | Master's degree and above (n=49) | 4.47 | 0.616 | | |
| Helpful | Below under graduated (n=66) | 4.33 | 0.641 | 1.936 | 0.123 |
| | Certificate/Diploma (n=139) | 4.36 | 0.648 | | |
| | Degree/Professional Certificate (n=146) | 4.28 | 0.651 | | |
| | Master's degree and above (n=49) | 4.10 | 0.743 | | |

Table 4.13 Continued

| The feeling towards | | | | ANOVA | |
|---|---|---|---|---|---|
| Koh Tao | Education | Mean | S.D. | F-value | p-value |
| Safe | Below under graduated (n=66) | 4.29 | 0.651 | 0.798 | 0.496 |
| | Certificate/Diploma (n=139) | 4.20 | 0.714 | | |
| | Degree/Professional Certificate (n=146) | 4.14 | 0.711 | | |
| | Master's degree and above (n=49) | 4.24 | 0.723 | | |
| Fun | Below under graduated (n=66) | 4.52 | 0.614 | 0.633 | 0.594 |
| | Certificate/Diploma (n=139) | 4.55 | 0.580 | | |
| | Degree/Professional Certificate (n=146) | 4.55 | 0.644 | | |
| | Master's degree and above (n=49) | 4.43 | 0.500 | | |
| Easy-going | Below under graduated (n=66) | 4.17 | 0.622 | 4.034 | 0.008* |
| | Certificate/Diploma (n=139) | 4.37 | 0.592 | | |
| | Degree/Professional Certificate (n=146) | 4.28 | 0.560 | | |
| | Master's degree and above (n=49) | 4.53 | 0.649 | | |
| Welcoming | Below under graduated (n=66) | 4.55 | 0.661 | 3.342 | 0.019 |
| | Certificate/Diploma (n=139) | 4.44 | 0.615 | | |
| | Degree/Professional Certificate (n=146) | 4.36 | 0.620 | | |
| | Master's degree and above (n=49) | 4.65 | 0.481 | | |

Remark: Significant valued at p<0.05

As shown in Table 4.13, ANOVA was used to compare the word to describe the feeling towards Koh Tao from different education levels. There was significant difference in exciting (F = 4.095, p = 0.007). Moreover, post-hoc comparison using the LSD test indicated that the mean score of the education of Certificate/Diploma was greater than the education of Degree/Professional Certificate, and Master's degree and above.

A statistically significant difference at p = 0.001 was found in the aspect of performance of adventure (F = 5.704, p = 0.001). Furthermore, post-hoc comparison using the

LSD test indicated that mean score of the education level of Below undergraduate, Certificate/Diploma, and Degree/Professional Certificate was greater than the education of Master's degree and above.

In addition, there was statistically significant difference at p = 0.008 in characteristic of calm (F=4.004, p = 0.008), as post-hoc comparison using the LSD test indicated that mean score of the education level of Below undergraduate was greater than the education level of Master's degree and above. Also, the LSD test indicated that the mean score of the education of Degree/Professional Certificate and Master's degree and above was greater than the education level of Certificate/Diploma.

A statistically significant difference at p = 0.008 was found in the aspect of performance of easy-going (F = 4.034, p = 0.008). Furthermore, post-hoc comparison using the LSD test indicate that the education level of Master's degree and above was greater than the education levels of Below undergraduate and Degree/Professional Certificate. There was a significant difference in characteristics: easy-going, as post-hoc comparison using LSD indicated the mean score of the education levels of Certificate/Diploma was greater than the education levels of Below undergraduate.

In addition, ANOVA was used to compare the words to describe the feeling towards Koh Tao from different income. There was nostatistically significant difference on word to describe the feeling towards Koh Tao among income group (Less than 1,500, 1,501-2,000, and More than 2,001).

Table 4.14 ANOVA tests for comparison of mean scores of the feeling towards Koh Tao between

occupation

| The feeling towards Koh Tao | Occupation | Mean | S.D. | ANOVA | |
|---|---|---|---|---|---|
| | | | | F-value | p-value |
| Pleasant | Professional/Technical (n=146) | 4.48 | 0.601 | 1.742 | 0.110 |
| | Business owner/ Administrative (n=119) | 4.58 | 0.575 | | |
| | Retiree (n=10) | 5.00 | 0.000 | | |
| | Student (n-85) | 4.58 | 0.543 | | |
| | Government (n=12) | 4.58 | 0.515 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.41 | 0.844 | | |
| Exciting | Professional/Technical (n=146) | 4.21 | 0.726 | 2.525 | 0.021* |
| | Business owner/ Administrative (n=119) | 4.27 | 0.685 | | |
| | Retiree (n=10) | 4.90 | 0.316 | | |
| | Student (n-85) | 4.19 | 0.664 | | |
| | Government (n=12) | 3.83 | 0.718 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.33 | 0.555 | | |
| Relaxed | Professional/Technical (n=146) | 4.64 | 0.584 | 1.737 | 0.111 |
| | Business owner/ Administrative (n=119) | 4.50 | 0.700 | | |
| | Retiree (n=10) | 5.00 | 0.000 | | |
| | Student (n-85) | 4.64 | 0.553 | | |
| | Government (n=12) | 4.42 | 0.515 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.56 | 0.641 | | |

Table 4.14 Continued

| The feeling towards | | | | ANOVA | |
|---|---|---|---|---|---|
| Koh Tao | Occupation | Mean | S.D. | F-value | p-value |
| Exotic | Professional/Technical (n=146) | 4.16 | 0.779 | 1.617 | 0.141 |
| | Business owner/ Administrative (n=119) | 4.06 | 0.866 | | |
| | Retiree (n=10) | 4.30 | 0.483 | | |
| | Student (n-85) | 4.24 | 0.666 | | |
| | Government (n=12) | 3.67 | 0.651 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.00 | .734 | | |
| Adventure | Professional/Technical (n=146) | 4.24 | 0.678 | 5.359 | 0.000* |
| | Business owner/ Administrative (n=119) | 4.11 | 0.674 | | |
| | Retiree (n=10) | 4.00 | 0.000 | | |
| | Student (n-85) | 3.87 | 0.842 | | |
| | Government (n=12) | 3.25 | 0.754 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.04 | 0.854 | | |
| Calm | Professional/Technical (n=146) | 4.18 | 0.802 | 0.746 | 0.613 |
| | Business owner/ Administrative (n=119) | 4.30 | 0.720 | | |
| | Retiree (n=10) | 4.40 | 0.516 | | |
| | Student (n-85) | 4.24 | 0.766 | | |
| | Government (n=12) | 3.92 | 0.996 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.19 | 0.622 | | |

Table 4.14 Continued

| The feeling towards | | | | ANOVA | |
|---|---|---|---|---|---|
| **Koh Tao** | **Occupation** | **Mean** | **S.D.** | **F-value** | **p-value** |
| Friendly | Professional/Technical (n=146) | 4.52 | 0.566 | 0.873 | 0.515 |
| | Business owner/ Administrative (n=119) | 4.39 | 0.845 | | |
| | Retiree (n=10) | 4.40 | 0.516 | | |
| | Student (n-85) | 4.45 | 0.716 | | |
| | Government (n=12) | 4.17 | 0.577 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.41 | 0.636 | | |
| Favorable | Professional/Technical (n=146) | 4.52 | 0.566 | 0.873 | 0.515 |
| | Business owner/ Administrative (n=119) | 4.39 | 0.845 | | |
| | Retiree (n=10) | 4.40 | 0.516 | | |
| | Student (n-85) | 4.45 | 0.716 | | |
| | Government (n=12) | 4.17 | 0.577 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.41 | 0.636 | | |
| Happy | Professional/Technical (n=146) | 4.33 | 0.577 | 2.101 | 0.052 |
| | Business owner/ Administrative (n=119) | 4.31 | 0.661 | | |
| | Retiree (n=10) | 4.50 | 0.527 | | |
| | Student (n-85) | 4.34 | 0.780 | | |
| | Government (n=12) | 3.75 | 0.622 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.15 | 0.662 | | |

Table 4.14 Continued

| The feeling towards | | | | ANOVA | |
|---|---|---|---|---|---|
| **Koh Tao** | **Occupation** | **Mean** | **S.D.** | **F-value** | **p-value** |
| Helpful | Professional/Technical (n=146) | 4.30 | 0.647 | 2.367 | 0.029* |
| | Business owner/ Administrative (n=119) | 4.36 | 0.710 | | |
| | Retiree (n=10) | 4.90 | 0.316 | | |
| | Student (n-85) | 4.19 | 0.607 | | |
| | Government (n=12) | 4.08 | 0.515 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.19 | 0.736 | | |
| Safe | Professional/Technical (n=146) | 4.18 | 0.692 | 2.799 | 0.011* |
| | Business owner/ Administrative (n=119) | 4.25 | 0.692 | | |
| | Retiree (n=10) | 4.60 | 0.516 | | |
| | Student (n-85) | 4.27 | 0.714 | | |
| | Government (n=12) | 3.92 | 0.515 | | |
| | Housewife (n=1) | 3.00 | - | | |
| | Unemployed (n=27) | 3.85 | 0.770 | | |
| Fun | Professional/Technical (n=146) | 4.52 | 0.646 | 1.090 | 0.367 |
| | Business owner/ Administrative (n=119) | 4.50 | 0.535 | | |
| | Retiree (n=10) | 4.90 | 0.316 | | |
| | Student (n-85) | 4.52 | 0.666 | | |
| | Government (n=12) | 4.58 | 0.515 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.67 | 0.480 | | |

Table 4.14 Continued

| The feeling towards | | | | ANOVA | |
|---|---|---|---|---|---|
| Koh Tao | Occupation | Mean | S.D. | F-value | p-value |
| Easy-going | Professional/Technical (n=146) | 4.34 | 0.604 | 3.173 | 0.005* |
| | Business owner/ Administrative (n=119) | 4.20 | 0.605 | | |
| | Retiree (n=10) | 4.40 | 0.966 | | |
| | Student (n-85) | 4.42 | 0.497 | | |
| | Government (n=12) | 3.92 | 0.515 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.56 | 0.577 | | |
| Welcoming | Professional/Technical (n=146) | 4.45 | 0.622 | 1.849 | 0.088 |
| | Business owner/ Administrative (n=119) | 4.50 | 0.609 | | |
| | Retiree (n=10) | 4.90 | 0.316 | | |
| | Student (n-85) | 4.44 | 0.626 | | |
| | Government (n=12) | 4.08 | 0.515 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.41 | 0.636 | | |

Remark: Significant valued at p<0.05

Table 4.14 shows that there were statistically significant differences in following feelingsabout Koh Tao:

- Exciting (F = 2.525, p = 0.0021)

- Adventure (F = 5.359, p = 0.000)

- Helpful (F = 2.367, p = 0.029)

- Safe (F = 2.799, p = 0.011)

- Easy-going (F = 3.173, p = 0.005)

ANOVA test was used to compare the cognitive image of Koh Tao from different region. There was no statistically significant difference between regions.

Table 4.15 T-tests for comparison of mean scores of the destination image of Koh Tao between

    genders

| Cognitive Image | Gender | | Mean | T-test | |
|---|---|---|---|---|---|
| | | | | t-value | p-value |
| Attractive natural attractions | Male | (n=200) | 4.61 | 0.196 | 0.845 |
| | Female | (n=200) | 4.60 | | |
| Beautiful island | Male | (n=200) | 4.70 | -0.095 | 0.924 |
| | Female | (n=200) | 4.70 | | |
| Good beaches | Male | (n=200) | 4.53 | 0.828 | 0.408 |
| | Female | (n=200) | 4.47 | | |
| Pleasant weather | Male | (n=200) | 4.51 | 0.612 | 0.541 |
| | Female | (n=200) | 4.47 | | |
| Friendly and helpful local | Male | (n=200) | 4.40 | 2.418 | 0.016* |
| people | Female | (n=200) | 4.23 | | |
| Good variety of activities for | Male | (n=200) | 4.36 | 0.086 | 0.932 |
| tourists | Female | (n=200) | 4.36 | | |
| Varieties of spa and wellness | Male | (n=200) | 3.91 | -0.798 | 0.425 |
| | Female | (n=200) | 3.96 | | |
| Exciting water sports | Male | (n=200) | 4.16 | -0.552 | 0.582 |
| | Female | (n=200) | 4.20 | | |
| Colorful nightlife | Male | (n=200) | 4.16 | -0.089 | 0.929 |
| | Female | (n=200) | 4.18 | | |
| Suitable accommodation | Male | (n=200) | 4.28 | -0.464 | 0.643 |
| | Female | (n=200) | 4.31 | | |
| Good food | Male | (n=200) | 4.41 | 0.787 | 0.431 |
| | Female | (n=200) | 4.36 | | |
| 24-hour tourist call center | Male | (n=200) | 3.74 | -0.844 | 0.399 |
| | Female | (n=200) | 3.80 | | |

Table 4.15 Continued

| Cognitive Image | Gender | | Mean | T-test | |
|---|---|---|---|---|---|
| | | | | t-value | p-value |
| Safe transportation | Male | (n=200) | 3.76 | -0.067 | 0.947 |
| | Female | (n=200) | 3.77 | | |
| Safe nightlife entertainment | Male | (n=200) | 3.87 | -0.075 | 0.940 |
| | Female | (n=200) | 3.87 | | |
| Luxury | Male | (n=200) | 4.06 | 0.326 | 0.745 |
| | Female | (n=200) | 4.03 | | |
| Exotic | Male | (n=200) | 4.20 | 0.811 | 0.418 |
| | Female | (n=200) | 4.14 | | |
| Relaxing | Male | (n=200) | 4.60 | 1.523 | 0.129 |
| | Female | (n=200) | 4.52 | | |
| Enjoyable | Male | (n=200) | 4.61 | 0.559 | 0.577 |
| | Female | (n=200) | 4.58 | | |
| A good name and reputation | Male | (n=200) | 4.36 | 0.473 | 0.637 |
| | Female | (n=200) | 4.33 | | |

Remark: Significant valued at p<0.05

As shown in Table 4.15, T-test was used to compare the cognitive image of Koh Tao from different gender.  There was significant difference in the performance aspect of friendly and helpful local people between male and female (p = 0.016).

Table 4.16 ANOVA tests for comparison of mean scores of the cognitive image of Koh Tao

between marital statuses

| Cognitive Image | Marital Status | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Attractive natural attractions | Single   (n=322) | 4.61 | 0.494 | 1.712 | 0.182 |
| | Married (n=73) | 4.58 | 0.575 | | |
| | Divorced/widowed(n=5) | 4.20 | 0.447 | | |
| Beautiful island | Single   (n=322) | 4.69 | 0.532 | 2.942 | 0.054 |
| | Married (n=73) | 4.77 | 0.486 | | |
| | Divorced/widowed(n=5) | 4.20 | 0.447 | | |
| Good beaches | Single   (n=322) | 4.49 | 0.689 | 0.617 | 0.540 |
| | Married (n=73) | 4.53 | 0.555 | | |
| | Divorced/widowed(n=5) | 4.20 | 0.447 | | |
| Pleasant weather | Single   (n=322) | 4.50 | 0.657 | 1.470 | 0.231 |
| | Married (n=73) | 4.47 | 0.625 | | |
| | Divorced/widowed(n=5) | 4.00 | 0.707 | | |
| Friendly and helpful local people | Single   (n=322) | 4.33 | 0.695 | 0.892 | 0.411 |
| | Married (n=73) | 4.25 | 0.760 | | |
| | Divorced/widowed(n=5) | 4.00 | 0.707 | | |
| Good variety of activities for tourists | Single   (n=322) | 4.32 | 0.569 | 3.536 | 0.030* |
| | Married (n=73) | 4.51 | 0.604 | | |
| | Divorced/widowed(n=5) | 4.60 | 0.894 | | |
| Varieties of spa and wellness | Single   (n=322) | 3.95 | 0.689 | 3.148 | 0.044* |
| | Married (n=73) | 3.89 | 0.678 | | |
| | Divorced/widowed(n=5) | 3.20 | 0.447 | | |
| Exciting water sports | Single   (n=322) | 4.18 | 0.630 | 0.021 | 0.979 |
| | Married (n=73) | 4.16 | 0.667 | | |
| | Divorced/widowed(n=5) | 4.20 | 0.447 | | |

Table 4.16 Continued

| Cognitive Image | Marital Status | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Colorful nightlife | Single (n=322) | 4.16 | 2.478 | 0.078 | 0.925 |
| | Married (n=73) | 4.21 | 0.726 | | |
| | Divorced/widowed(n=5) | 3.80 | 1.095 | | |
| Suitable accommodation | Single (n=322) | 4.30 | 0.602 | 1.601 | 0.203 |
| | Married (n=73) | 4.26 | 0.817 | | |
| | Divorced/widowed(n=5) | 3.80 | 0.447 | | |
| Good food | Single (n=322) | 4.40 | 0.610 | 1.349 | 0.261 |
| | Married (n=73) | 4.33 | 0.746 | | |
| | Divorced/widowed(n=5) | 4.00 | 0.000 | | |
| 24-hour tourist call center | Single (n=322) | 3.77 | 0.657 | 0.194 | 0.824 |
| | Married (n=73) | 3.75 | 0.641 | | |
| | Divorced/widowed(n=5) | 3.60 | 0.548 | | |
| Safe transportation | Single (n=322) | 3.80 | 0.750 | 2.591 | 0.076 |
| | Married (n=73) | 3.59 | 0.742 | | |
| | Divorced/widowed(n=5) | 3.60 | 0.548 | | |
| Safe nightlife entertainment | Single (n=322) | 3.89 | 0.671 | 3.230 | 0.041* |
| | Married (n=73) | 3.79 | 0.645 | | |
| | Divorced/widowed(n=5) | 3.20 | 0.447 | | |
| Luxury | Single (n=322) | 4.03 | 0.771 | 1.450 | 0.236 |
| | Married (n=73) | 4.14 | 0.732 | | |
| | Divorced/widowed(n=5) | 3.60 | 0.894 | | |
| Exotic | Single (n=322) | 4.16 | 0.742 | 0.204 | 0.815 |
| | Married (n=73) | 4.22 | 0.750 | | |
| | Divorced/widowed(n=5) | 4.20 | 0.447 | | |
| Relaxing | Single (n=322) | 4.55 | 0.563 | 0.063 | 0.939 |
| | Married (n=73) | 4.58 | 0.551 | | |
| | Divorced/widowed(n=5) | 4.60 | 0.548 | | |

Table 4.16 Continued

| Cognitive Image | Marital Status | Mean | S.D. | ANOVA | |
|---|---|---|---|---|---|
| | | | | F-value | p-value |
| Enjoyable | Single   (n=322) | 4.60 | 0.528 | 0.124 | 0.883 |
| | Married  (n=73) | 4.56 | 0.577 | | |
| | Divorced/widowed(n=5) | 4.60 | 0.548 | | |
| A good name and reputation | Single   (n=322) | 4.39 | 0.647 | 4.330 | 0.014* |
| | Married  (n=73) | 4.21 | 0.552 | | |
| | Divorced/widowed(n=5) | 3.80 | 0.447 | | |

Remark: Significant valued at p<0.05

From Table 4.16, there was a statistically significant difference at p = 0.030 in good variety of activities for tourists (F = 3.356, p = 0.030) as well asvarieties of spa and wellness (F = 3.148, p = 0.044), safe nightlife entertainment (F = 3.230, p = 0.041), and a good name and reputation (F = 4.330, p = 0.014) was different from marital staus(Single, Married, Divorced/windowed).

A statistically significant difference at p = 0.030 was found in the aspect of performance of good variety activities for tourists (F = 3.356, p = 0.030) as post-hoc comparison using the LSD test indicated that the marital status of Married was greater than the marital status of Single.

In addition, there was statistically significant difference at p = 0.044 in performance varieties of spa and wellness (F = 3.148, p = 0.044). Furthermore, post-hoc comparison using the LSD test indicated that the marital status of Single and Married were greater than the marital status of Divored/windowed.

Moreover, a statistically significant difference at p = 0041 in safe nightlife entertainment (F = 3.230, p = 0.041). Post-hoc comparison using the LSD test indicated that the marital status of Single was greater than the marital status of Divored/windowed.

According to the result, a good name and reputation (F = 4.330, p = 0.014) as post-hoc comparison using the LSD test indicated that the marital status of Married, and Divored/windowed were greater than the marital status of Single.

Table 4.17 ANOVA tests for comparison of mean scores of the cognitive image of Koh Tao
between age group

| Cognitive Image | Age | Mean | S.D. | ANOVA | |
| | | | | F-value | p-value |
| --- | --- | --- | --- | --- | --- |
| Attractive natural attractions | 16 – 25  (n=164) | 4.54 | 0.524 | 3.317 | 0.037* |
| | 26 – 35  (n=180) | 4.67 | 0.482 | | |
| | Over 36(n=36) | 4.54 | 0.538 | | |
| Beautiful island | 16 – 25  (n=164) | 4.67 | 0.566 | 0.410 | 0.664 |
| | 26 – 35  (n=180) | 4.72 | 0.508 | | |
| | Over 36(n=36) | 4.70 | 0.464 | | |
| Good beaches | 16 – 25  (n=164) | 4.43 | 0.736 | 2.409 | 0.091 |
| | 26 – 35  (n=180) | 4.58 | 0.616 | | |
| | Over 36(n=36) | 4.43 | 0.568 | | |
| Pleasant weather | 16 – 25  (n=164) | 4.47 | 0.696 | 1.338 | 0.264 |
| | 26 – 35  (n=180) | 4.53 | 0.611 | | |
| | Over 36(n=36) | 4.38 | 0.648 | | |
| Friendly and helpful local people | 16 – 25  (n=164) | 4.32 | 0.751 | 0.393 | 0.675 |
| | 26 – 35  (n=180) | 4.32 | 0.674 | | |
| | Over 36(n=36) | 4.23 | 0.687 | | |
| Good variety of activities for tourists | 16 – 25  (n=164) | 4.32 | 0.542 | 3.081 | 0.047* |
| | 26 – 35  (n=180) | 4.33 | 0.598 | | |
| | Over 36(n=36) | 4.54 | 0.631 | | |
| Varieties of spa and wellness | 16 – 25  (n=164) | 3.92 | 0.735 | 0.501 | 0.607 |
| | 26 – 35  (n=180) | 3.92 | 0.615 | | |
| | Over 36(n=36) | 4.02 | 0.774 | | |
| Exciting water sports | 16 – 25  (n=164) | 4.16 | 0.667 | 0.063 | 0.939 |
| | 26 – 35  (n=180) | 4.19 | 0.587 | | |
| | Over 36(n=36) | 4.18 | 0.690 | | |

Table 4.17 Continued

| Cognitive Image | Age | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Colorful nightlife | 16 – 25  (n=164) | 4.37 | 3.371 | 1.156 | 0.316 |
| | 26 – 35  (n=180) | 4.05 | 0.807 | | |
| | Over 36(n=36) | 3.95 | 0.796 | | |
| Suitable accommodation | 16 – 25  (n=164) | 4.30 | 0.588 | 4.786 | 0.009* |
| | 26 – 35  (n=180) | 4.36 | 0.622 | | |
| | Over 36(n=36) | 4.05 | 0.818 | | |
| Good food | 16 – 25  (n=164) | 4.30 | 0.600 | 7.097 | 0.001* |
| | 26 – 35  (n=180) | 4.51 | 0.630 | | |
| | Over 36(n=36) | 4.21 | 0.680 | | |
| 24-hour tourist call center | 16 – 25  (n=164) | 4.30 | 0.600 | 3.916 | 0.021* |
| | 26 – 35  (n=180) | 4.51 | 0.630 | | |
| | Over 36(n=36) | 4.21 | 0.680 | | |
| Safe transportation | 16 – 25  (n=164) | 3.76 | 0.719 | 1.683 | 0.187 |
| | 26 – 35  (n=180) | 3.82 | 0.751 | | |
| | Over 36(n=36) | 3.61 | 0.824 | | |
| Safe nightlife entertainment | 16 – 25  (n=164) | 3.90 | 0.642 | 5.116 | 0.006* |
| | 26 – 35  (n=180) | 3.92 | 0.638 | | |
| | Over 36(n=36) | 3.61 | 0.779 | | |
| Luxury | 16 – 25  (n=164) | 3.90 | 0.753 | 6.760 | 0.001* |
| | 26 – 35  (n=180) | 4.19 | 0.756 | | |
| | Over 36(n=36) | 3.96 | 0.762 | | |
| Exotic | 16 – 25  (n=164) | 4.03 | 0.787 | 5.061 | 0.007* |
| | 26 – 35  (n=180) | 4.27 | 0.650 | | |
| | Over 36(n=36) | 4.25 | 0.815 | | |
| Relaxing | 16 – 25  (n=164) | 4.45 | 0.546 | 7.273 | 0.001* |
| | 26 – 35  (n=180) | 4.67 | 0.527 | | |
| | Over 36(n=36) | 4.50 | 0.632 | | |

Table 4.17 Continued

| Cognitive Image | Age | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Enjoyable | 16 – 25 (n=164) | 4.59 | 0.530 | 2.144 | 0.118 |
| | 26 – 35 (n=180) | 4.63 | 0.495 | | |
| | Over 36(n=36) | 4.46 | 0.660 | | |
| A good name and reputation | 16 – 25 (n=164) | 4.39 | 0.612 | 2.388 | 0.093 |
| | 26 – 35 (n=180) | 4.36 | 0.613 | | |
| | Over 36(n=36) | 4.18 | 0.741 | | |

Remark: Significant valued at p<0.05

The result in Table 4.17 show that statistically significant differences were identified in following aspects of cognitive image performance:

- Attractive natural attractions (F = 3.317, p = 0.037)
- Good food (F = 7.098, p = 0.001)
- 24-hour tourist call center (F = 3.916, p = 0.021)
- Exotic (F = 5.061, p = 0.007)
- Relaxing (F = 7.273, p = 0.001)
- Good variety of activities fortourists (F = 3.081, p = 0.047)
- Suitable accommodation (F = 4.786, p = 0.009)
- Safe nightlife entertainment (F = 5.116, p = 0.006)
- Luxury (F = 6.760, p = 0.001)

The reports in Table 4.17 show there were significant differences in cognitive image: attractive natural attractions, and 24-hour tourist call center. Post-hoc comparison using the least significant difference (LSD) indicated that the mean score of theage 26 – 35 was greater than theage 16 – 25. In addition, there were significant differences in cognitive image: suitable accommodation and safe nightlife entertainment, as post-hoc comparison using LSD test indicated that the mean score of theage 16 – 25 and 26 – 35 were greater than theage over 65.

Furthermore, there were significant differences in cognitive image: good food and luxury, as post-hoc comparison using LSD indicated the mean score of the age of 26 – 35 was greater than the age of 16 – 25 and over 65.

Table 4.18 ANOVA tests for comparison of mean scores of the cognitive image of Koh Tao

between education levels

| Cognitive Image | Education | Mean | S.D. | ANOVA | |
|---|---|---|---|---|---|
| | | | | F-value | p-value |
| Attractive natural attractions | Below under graduated (n=66) | 4.56 | 0.500 | 2.446 | 0.063 |
| | Certificate/Diploma (n=139) | 4.68 | 0.467 | | |
| | Degree/Professional Certificate (n=146) | 4.53 | 0.553 | | |
| | Master's degree and above (n=49) | 4.63 | 0.487 | | |
| Beautiful island | Below under graduated (n=66) | 4.68 | 0.636 | 2.265 | 0.080 |
| | Certificate/Diploma (n=139) | 4.76 | 0.427 | | |
| | Degree/Professional Certificate (n=146) | 4.62 | 0.578 | | |
| | Master's degree and above (n=49) | 4.78 | 0.422 | | |
| Good beaches | Below under graduated (n=66) | 4.45 | 0.768 | 0.260 | 0.854 |
| | Certificate/Diploma (n=139) | 4.53 | 0.617 | | |
| | Degree/Professional Certificate (n=146) | 4.48 | 0.667 | | |
| | Master's degree and above (n=49) | 4.51 | 0.649 | | |
| Pleasant weather | Below under graduated (n=66) | 4.50 | 0.846 | 1.660 | 0.175 |
| | Certificate/Diploma (n=139) | 4.58 | 0.564 | | |
| | Degree/Professional Certificate (n=146) | 4.41 | 0.629 | | |
| | Master's degree and above (n=49) | 4.43 | 0.645 | | |
| Friendly and helpful local people | Below under graduated (n=66) | 4.39 | 0.653 | 0.850 | 0.467 |
| | Certificate/Diploma (n=139) | 4.30 | 0.656 | | |
| | Degree/Professional Certificate (n=146) | 4.32 | 0.704 | | |
| | Master's degree and above (n=49) | 4.18 | 0.905 | | |

Table 4.18 Continued

| Cognitive Image | Education | Mean | S.D. | ANOVA | |
|---|---|---|---|---|---|
| | | | | F-value | p-value |
| Good variety of activities for tourists | Below under graduated (n=66) | 4.35 | 0.620 | 1.788 | 0.149 |
| | Certificate/Diploma (n=139) | 4.27 | 0.549 | | |
| | Degree/Professional Certificate (n=146) | 4.41 | 0.583 | | |
| | Master's degree and above (n=49) | 4.45 | 0.614 | | |
| Varieties of spa and wellness | Below under graduated (n=66) | 3.92 | 0.751 | 5.695 | 0.001* |
| | Certificate/Diploma (n=139) | 3.91 | 0.658 | | |
| | Degree/Professional Certificate (n=146) | 4.07 | 0.650 | | |
| | Master's degree and above (n=49) | 3.61 | 0.702 | | |
| Exciting water sports | Below under graduated (n=66) | 4.29 | 0.674 | 1.468 | 0.223 |
| | Certificate/Diploma (n=139) | 4.21 | 0.545 | | |
| | Degree/Professional Certificate (n=146) | 4.10 | 0.596 | | |
| | Master's degree and above (n=49) | 4.16 | 0.874 | | |
| Colorful nightlife | Below under graduated (n=66) | 3.77 | 0.819 | 3.125 | 0.026* |
| | Certificate/Diploma (n=139) | 4.14 | 0.620 | | |
| | Degree/Professional Certificate (n=146) | 4.55 | 3.568 | | |
| | Master's degree and above (n=49) | 3.61 | 0.731 | | |
| Suitable accommodation | Below under graduated (n=66) | 4.33 | 0.687 | 2.316 | 0.075 |
| | Certificate/Diploma (n=139) | 4.32 | 0.614 | | |
| | Degree/Professional Certificate (n=146) | 4.19 | 0.657 | | |
| | Master's degree and above (n=49) | 4.45 | 0.614 | | |

Table 4.18 Continued

| Cognitive Image | Education | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Good food | Below under graduated (n=66) | 4.18 | 0.677 | 2.882 | 0.036* |
| | Certificate/Diploma (n=139) | 4.40 | 0.611 | | |
| | Degree/Professional Certificate (n=146) | 4.43 | 0.598 | | |
| | Master's degree and above (n=49) | 4.47 | 0.710 | | |
| 24-hour tourist call center | Below under graduated (n=66) | 3.64 | 0.715 | 1.872 | 0.134 |
| | Certificate/Diploma (n=139) | 3.81 | 0.621 | | |
| | Degree/Professional Certificate (n=146) | 3.74 | 0.633 | | |
| | Master's degree and above (n=49) | 3.90 | 0.684 | | |
| Varieties of spa and wellness | Below under graduated (n=66) | 3.92 | 0.751 | 5.695 | 0.001* |
| | Certificate/Diploma (n=139) | 3.91 | 0.658 | | |
| | Degree/Professional Certificate (n=146) | 4.07 | 0.650 | | |
| | Master's degree and above (n=49) | 3.61 | 0.702 | | |
| Safe transportation | Below under graduated (n=66) | 3.73 | 0.669 | 1.849 | 0.138 |
| | Certificate/Diploma (n=139) | 3.86 | 0.748 | | |
| | Degree/Professional Certificate (n=146) | 3.75 | 0.690 | | |
| | Master's degree and above (n=49) | 3.57 | 0.979 | | |
| Safe nightlife entertainment | Below under graduated (n=66) | 3.80 | 0.684 | 0.728 | 0.536 |
| | Certificate/Diploma (n=139) | 3.91 | 0.588 | | |
| | Degree/Professional Certificate (n=146) | 3.89 | 0.706 | | |
| | Master's degree and above (n=49) | 3.78 | 0.743 | | |

Table 4.18 Continued

| Cognitive Image | Education | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Luxury | Below under graduated (n=66) | 3.92 | 0.708 | 3.743 | 0.011* |
| | Certificate/Diploma (n=139) | 4.22 | 0.720 | | |
| | Degree/Professional Certificate (n=146) | 3.96 | 0.760 | | |
| | Master's degree and above (n=49) | 3.96 | 0.912 | | |
| Exotic | Below under graduated (n=66) | 4.12 | 0.668 | 0.798 | 0.495 |
| | Certificate/Diploma (n=139) | 4.22 | 0.730 | | |
| | Degree/Professional Certificate (n=146) | 4.12 | 0.738 | | |
| | Master's degree and above (n=49) | 4.27 | 0.861 | | |
| Relaxing | Below under graduated (n=66) | 4.58 | 0.556 | 2.813 | 0.039* |
| | Certificate/Diploma (n=139) | 4.59 | 0.536 | | |
| | Degree/Professional Certificate (n=146) | 4.47 | 0.601 | | |
| | Master's degree and above (n=49) | 4.71 | 0.456 | | |
| Enjoyable | Below under graduated (n=66) | 4.64 | 0.545 | 2.097 | 0.100 |
| | Certificate/Diploma (n=139) | 4.62 | 0.544 | | |
| | Degree/Professional Certificate (n=146) | 4.51 | 0.541 | | |
| | Master's degree and above (n=49) | 4.69 | 0.466 | | |
| A good name and reputation | Below under graduated (n=66) | 4.42 | 0.725 | 1.684 | 0.170 |
| | Certificate/Diploma (n=139) | 4.40 | 0.519 | | |
| | Degree/Professional Certificate (n=146) | 4.25 | 0.693 | | |
| | Master's degree and above (n=49) | 4.37 | 0.602 | | |

Remark: Significant valued at $p < 0.05$

As shown in Table 4.18, there was statistically significant difference on cognitive image among the education levels:

● Varieties of spa and wellness (F = 5.695, p = 0.001)

● Colorful nightlife (F = 3.125, p = 0.026)

● Good food (F = 2.882, p = 0.036)

● Luxury (F = 3.743, p = 0.011)

● Relaxing (F = 2.813, p = 0.039)

A statistically significant difference at p = 0.001 was found in the aspect of performance of varieties of spa and wellness (F = 5.695, p = 0.001). Furthermore, post-hoc comparison using the LSD test indicate that the mean score of the education levels of Below under graduated, Certificate/Diploma, and Degree/Professional Certificate were greater than Master's degree and above. There was significant difference on statement about Koh Tao: colorful nightlife, as post-hoc comparison using the LSD test indicate that the mean score of the education levels of Degree/Professional Certificate was greater than the education levels of Below under graduated and Master's degree and above.

The report in Table 4.18 also show a significant difference at p = 0.036, there was a statement about Koh Tao: Good food (F = 2.882, p = 0.036), as post-hoc comparison using the LSD test indicate that the mean score of the education levels of and Certificate/Diploma, Degree/Professional Certificate, and Master's degree and above were greater than the education levels of Below under graduated.

A statistically significant difference at p = 0.001 was found in statement about Koh Tao: luxury (F = 3.743, p = 0.011). Post-hoc comparison using the LSD test indicate that the mean score of the education levels of Certificate/Diploma was greater than the education levels of Below under graduated, Degree/Professional Certificate and Master's degree and above. Finally, the result shows a significant difference at p = 0.039, there was a statement about Koh Tao: relaxing, as post-hoc comparison using the LSD test indicate that the mean score of the education levels of Master's degree and above was greater than Degree/Professional Certificate.

Table 4.19 ANOVA tests for comparison of mean scores of the cognitive image of Koh Tao
between occupations

| Cognitive Image | Occupation | Mean | S.D. | ANOVA | |
| | | | | F-value | p-value |
| --- | --- | --- | --- | --- | --- |
| Attractive natural attractions | Professional/Technical (n=146) | 4.58 | 0.495 | 0.988 | 0.433 |
| | Business owner/ Administrative (n=119) | 4.59 | 0.527 | | |
| | Retiree (n=10) | 4.90 | 0.316 | | |
| | Student (n-85) | 4.59 | 0.541 | | |
| | Government (n=12) | 4.50 | 0.522 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.70 | 0.465 | | |
| Beautiful island | Professional/Technical (n=146) | 4.58 | 0.619 | 2.698 | 0.014* |
| | Business owner/ Administrative (n=119) | 4.76 | 0.445 | | |
| | Retiree (n=10) | 5.00 | 0.000 | | |
| | Student (n-85) | 4.79 | 0.465 | | |
| | Government (n=12) | 4.58 | 0.515 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.67 | 0.480 | | |
| Good beaches | Professional/Technical (n=146) | 4.44 | 0.685 | 2.364 | 0.030* |
| | Business owner/ Administrative (n=119) | 4.49 | 0.687 | | |
| | Retiree (n=10) | 4.70 | 0.483 | | |
| | Student (n-85) | 4.68 | 0.517 | | |
| | Government (n=12) | 4.17 | 0.718 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.33 | 0.784 | | |

Table 4.19 Continued

| Cognitive Image | Occupation | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Pleasant weather | Professional/Technical (n=146) | 4.36 | 0.742 | 2.272 | 0.036* |
| | Business owner/ Administrative (n=119) | 4.58 | 0.560 | | |
| | Retiree (n=10) | 4.70 | 0.483 | | |
| | Student (n-85) | 4.60 | 0.539 | | |
| | Government (n=12) | 4.33 | 0.651 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.37 | 0.792 | | |
| Friendly and helpful local people | Professional/Technical (n=146) | 4.28 | 0.692 | 1.104 | 0.359 |
| | Business owner/ Administrative (n=119) | 4.25 | 0.750 | | |
| | Retiree (n=10) | 4.60 | 0.516 | | |
| | Student (n-85) | 4.45 | 0.699 | | |
| | Government (n=12) | 4.25 | 0.622 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.22 | 0.698 | | |
| Good variety of activities for tourists | Professional/Technical (n=146) | 4.42 | 0.536 | 1.582 | 0.151 |
| | Business owner/ Administrative (n=119) | 4.28 | 0.581 | | |
| | Retiree (n=10) | 4.70 | 0.675 | | |
| | Student (n-85) | 4.32 | 0.582 | | |
| | Government (n=12) | 4.50 | 0.798 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.30 | 0.669 | | |

Table 4.19 Continued

| Cognitive Image | Occupation | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Varieties of spa and wellness | Professional/Technical (n=146) | 4.07 | 0.606 | 2.358 | 0.030 |
| | Business owner/ Administrative (n=119) | 3.84 | 0.689 | | |
| | Retiree (n=10) | 3.90 | 0.876 | | |
| | Student (n-85) | 3.92 | 0.743 | | |
| | Government (n=12) | 4.00 | 0.853 | | |
| | Housewife (n=1) | 3.00 | - | | |
| | Unemployed (n=27) | 3.67 | 0.679 | | |
| Exciting water sports | Professional/Technical (n=146) | 4.27 | 0.519 | 2.029 | 0.061 |
| | Business owner/ Administrative (n=119) | 4.10 | 0.669 | | |
| | Retiree (n=10) | 4.50 | 0.707 | | |
| | Student (n-85) | 4.05 | 0.770 | | |
| | Government (n=12) | 4.25 | 0.452 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.26 | 0.526 | | |
| Colorful nightlife | Professional/Technical (n=146) | 4.53 | 3.574 | 1.161 | 0.327 |
| | Business owner/ Administrative (n=119) | 4.03 | 0.730 | | |
| | Retiree (n=10) | 4.10 | 0.876 | | |
| | Student (n-85) | 3.93 | 0.651 | | |
| | Government (n=12) | 4.00 | 0.853 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 3.63 | 0.742 | | |

Table 4.19 Continued

| | | | | ANOVA | |
|---|---|---|---|---|---|
| **Cognitive Image** | **Occupation** | **Mean** | **S.D.** | **F-value** | **p-value** |
| Suitable accommodation | Professional/Technical (n=146) | 4.27 | 0.616 | 2.243 | 0.039* |
| | Business owner/ Administrative (n=119) | 4.39 | 0.678 | | |
| | Retiree (n=10) | 4.40 | 0.966 | | |
| | Student (n-85) | 4.32 | 0.582 | | |
| | Government (n=12) | 4.08 | 0.669 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 3.93 | 0.616 | | |
| Good food | Professional/Technical (n=146) | 4.51 | 0.602 | 2.059 | 0.057 |
| | Business owner/ Administrative (n=119) | 4.31 | 0.673 | | |
| | Retiree (n=10) | 4.60 | 0.699 | | |
| | Student (n-85) | 4.27 | 0.662 | | |
| | Government (n=12) | 4.33 | 0.492 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.33 | 0.480 | | |
| 24-hour tourist call center | Professional/Technical (n=146) | 3.77 | 0.662 | 0.184 | 0.981 |
| | Business owner/ Administrative (n=119) | 3.76 | 0.685 | | |
| | Retiree (n=10) | 3.90 | 0.316 | | |
| | Student (n-85) | 3.78 | 0.661 | | |
| | Government (n=12) | 3.67 | 0.492 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 3.70 | 0.609 | | |

Table 4.19 Continued

| Cognitive Image | Occupation | Mean | S.D. | ANOVA | |
|---|---|---|---|---|---|
| | | | | F-value | p-value |
| Safe transportation | Professional/Technical (n=146) | 3.75 | 0.729 | 0.354 | 0.907 |
| | Business owner/ Administrative (n=119) | 3.75 | 0.805 | | |
| | Retiree (n=10) | 3.60 | 0.966 | | |
| | Student (n-85) | 3.82 | 0.743 | | |
| | Government (n=12) | 3.92 | 0.515 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 3.67 | 0.679 | | |
| Safe nightlife | Professional/Technical (n=146) | 3.85 | 0.625 | 1.488 | 0.181 |
| entertainment | Business owner/ Administrative (n=119) | 3.86 | 0.705 | | |
| | Retiree (n=10) | 4.00 | 0.000 | | |
| | Student (n-85) | 4.00 | 0.690 | | |
| | Government (n=12) | 3.75 | 0.754 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 3.59 | 0.694 | | |
| Luxury | Professional/Technical (n=146) | 4.03 | 0.674 | 2.635 | |
| | Business owner/ Administrative (n=119) | 4.08 | 0.850 | | |
| | Retiree (n=10) | 4.40 | 0.699 | | |
| | Student (n-85) | 4.09 | 0.684 | | |
| | Government (n=12) | 3.33 | 0.985 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 3.93 | 0.874 | | |

Table 4.19 Continued

| Cognitive Image | Occupation | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Exotic | Professional/Technical (n=146) | 4.23 | 0.712 | 0.895 | |
| | Business owner/ Administrative (n=119) | 4.22 | 0.783 | | |
| | Retiree (n=10) | 4.30 | 0.483 | | |
| | Student (n-85) | 4.02 | 0.756 | | |
| | Government (n=12) | 4.08 | 0.515 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.11 | 0.801 | | |
| Relaxing | Professional/Technical (n=146) | 4.55 | 0.499 | 2.382 | 0.028* |
| | Business owner/ Administrative (n=119) | 4.51 | 0.636 | | |
| | Retiree (n=10) | 4.80 | 0.422 | | |
| | Student (n-85) | 4.52 | 0.590 | | |
| | Government (n=12) | 4.42 | 0.515 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.89 | 0.320 | | |
| Enjoyable | Professional/Technical (n=146) | 4.61 | 0.503 | 1.329 | 0.243 |
| | Business owner/ Administrative (n=119) | 4.57 | 0.576 | | |
| | Retiree (n=10) | 4.60 | 0.516 | | |
| | Student (n-85) | 4.58 | 0.564 | | |
| | Government (n=12) | 4.25 | 0.452 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.74 | 0.447 | | |

Table 4.19 Continued

| | | | | ANOVA | |
|---|---|---|---|---|---|
| **Cognitive Image** | **Occupation** | **Mean** | **S.D.** | **F-value** | **p-value** |
| A good name and reputation | Professional/Technical (n=146) | 4.34 | 0.602 | 1.564 | 0.156 |
| | Business owner/ Administrative (n=119) | 4.28 | 0.712 | | |
| | Retiree (n=10) | 4.40 | 0.516 | | |
| | Student (n-85) | 4.46 | 0.609 | | |
| | Government (n=12) | 4.00 | 0.603 | | |
| | Housewife (n=1) | 4.00 | - | | |
| | Unemployed (n=27) | 4.48 | 0.509 | | |

Remark: Significant valued at p<0.05

The results in Table 4.19 shows that statistically significant difference was identified in the following aspects of cognitive image between the occupations. There was beautiful island (F = 2.698, p = 0.014), good beaches (F = 2.364, p = 0.030), pleasant weather (F = 2.272, p = 0.036), suitable accommodation (F = 2.243, p = 0.039), and relaxing (F = 2.382, p = 0.028).

Table 4.20 ANOVA tests for comparison of mean scores of the cognitive image of Koh Tao
between income groups

| | | | | ANOVA | |
|---|---|---|---|---|---|
| Cognitive Image | Income | Mean | S.D. | F-value | p-value |
| Attractive natural attractions | Less than 1,500 (n=145) | 4.65 | 0.507 | 3.660 | 0.027 |
| | 1,501-2,000 (n=128) | 4.50 | 0.517 | | |
| | More than 2,001 (n=127) | 4.65 | 0.496 | | |
| Beautiful island | Less than 1,500 (n=145) | 4.71 | 0.576 | 0.071 | 0.932 |
| | 1,501-2,000 (n=128) | 4.69 | 0.482 | | |
| | More than 2,001 (n=127) | 4.69 | 0.512 | | |

Table 4.20Continued

| Cognitive Image | Income | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Good beaches | Less than 1,500 (n=145) | 4.52 | 0.657 | 0.210 | 0.810 |
| | 1,501-2,000 (n=128) | 4.49 | 0.676 | | |
| | More than 2,001 (n=127) | 4.47 | 0.665 | | |
| Pleasant weather | Less than 1,500 (n=145) | 4.48 | 0.625 | 2.372 | 0.095 |
| | 1,501-2,000 (n=128) | 4.58 | 0.597 | | |
| | More than 2,001 (n=127) | 4.40 | 0.727 | | |
| Friendly and helpful local people | Less than 1,500 (n=145) | 4.23 | 0.745 | 1.836 | 0.161 |
| | 1,501-2,000 (n=128) | 4.40 | 0.580 | | |
| | More than 2,001 (n=127) | 4.31 | 0.772 | | |
| Good variety of activities for tourist | Less than 1,500 (n=145) | 4.37 | 0.599 | 1.566 | 0.210 |
| | 1,501-2,000 (n=128) | 4.29 | 0.520 | | |
| | More than 2,001 (n=127) | 4.42 | 0.623 | | |
| Varieties of spa and wellness | Less than 1,500 (n=145) | 3.83 | 0.691 | 3.085 | 0.047 |
| | 1,501-2,000 (n=128) | 3.95 | 0.697 | | |
| | More than 2,001 (n=127) | 4.03 | 0.666 | | |
| Exciting water sports | Less than 1,500 (n=145) | 4.17 | 0.677 | 0.650 | 0.523 |
| | 1,501-2,000 (n=128) | 4.14 | 0.611 | | |
| | More than 2,001 (n=127) | 4.23 | 0.607 | | |
| Colorful nightlife | Less than 1,500 (n=145) | 4.17 | 0.677 | 0.650 | 0.523 |
| | 1,501-2,000 (n=128) | 4.14 | 0.611 | | |
| | More than 2,001 (n=127) | 4.23 | 0.607 | | |
| Suitable accommodation | Less than 1,500 (n=145) | 4.29 | 0.623 | 2.666 | 0.071 |
| | 1,501-2,000 (n=128) | 4.38 | 0.654 | | |
| | More than 2,001 (n=127) | 4.20 | 0.655 | | |
| Good food | Less than 1,500 (n=145) | 4.33 | 0.613 | 1.103 | 0.333 |
| | 1,501-2,000 (n=128) | 4.45 | 0.674 | | |
| | More than 2,001 (n=127) | 4.39 | 0.618 | | |

Table 4.20Continued

| Cognitive Image | Income | Mean | S.D. | ANOVA | |
| | | | | F-value | p-value |
|---|---|---|---|---|---|
| 24-hour tourist call center | Less than 1,500 (n=145) | 3.77 | 0.674 | 3.740 | 0.025* |
| | 1,501-2,000 (n=128) | 3.88 | 0.640 | | |
| | More than 2,001 (n=127) | 3.65 | 0.622 | | |
| Safe transportation | Less than 1,500 (n=145) | 3.72 | 0.761 | 0.372 | 0.690 |
| | 1,501-2,000 (n=128) | 3.81 | 0.696 | | |
| | More than 2,001 (n=127) | 3.76 | 0.791 | | |
| Safe nightlife entertainment | Less than 1,500 (n=145) | 3.90 | 0.720 | 0.372 | 0.690 |
| | 1,501-2,000 (n=128) | 3.86 | 0.571 | | |
| | More than 2,001 (n=127) | 3.83 | 0.699 | | |
| Luxury | Less than 1,500 (n=145) | 4.14 | 0.787 | 1.856 | 0.158 |
| | 1,501-2,000 (n=128) | 4.01 | 0.670 | | |
| | More than 2,001 (n=127) | 3.97 | 0.826 | | |
| Exotic | Less than 1,500 (n=145) | 4.21 | 0.744 | 0.519 | 0.595 |
| | 1,501-2,000 (n=128) | 4.12 | 0.694 | | |
| | More than 2,001 (n=127) | 4.18 | 0.781 | | |
| Relaxing | Less than 1,500 (n=145) | 4.70 | 0.491 | 7.273 | 0.001* |
| | 1,501-2,000 (n=128) | 4.48 | 0.602 | | |
| | More than 2,001 (n=127) | 4.47 | 0.561 | | |
| Enjoyable | Less than 1,500 (n=145) | 4.63 | 0.497 | 3.398 | 0.034* |
| | 1,501-2,000 (n=128) | 4.64 | 0.528 | | |
| | More than 2,001 (n=127) | 4.49 | 0.576 | | |
| A good name and reputation | Less than 1,500 (n=145) | 4.41 | 0.619 | 2.016 | 0.135 |
| | 1,501-2,000 (n=128) | 4.35 | 0.622 | | |
| | More than 2,001 (n=127) | 4.26 | 0.657 | | |

Remark: Significant valued at p<0.05

As shown in Table 4.20, ANOVA was used to compare the cognitive image of Koh Tao from different income groups. There were significant differences in 24-hour tourist call

center (F= 3.740, p = 0.025), relaxing (F = 7.273, p = 0.001), and enjoyable (F = 3.398, p = 0.034).

A statistically significant difference was found in a statement of Koh Tao: 24-hour tourist call center (F= 3.740, p = 0.025). Furthermore, post-hoc comparison using the least significant difference (LSD) test indicated that mean score of the income groups of 1,501-2,000 was greater than the income groups of More than 2,001. There was significant difference in a statement of Koh Tao: relaxing (F = 7.273, p = 0.001), as post-hoc comparison using the LSD test indicated that mean score of the income groups of Less than 1,500 was greater than the income groups of 1,501-2,000 and More than 2,001.

Table 4.20 also show a statistically significant difference was found in a statement of Koh Tao: enjoyable(F = 3.398, p = 0.034). Post-hoc comparison using the LSD test indicated that mean score of the income groups of More than 2,001 was greater than the income groups of Less than 1,500 and 1,501-2,000.

Table 4.21 ANOVA tests for comparison of mean scores of overall feeling of Koh Tao between regions

| Overall feeling | Region | Mean | S.D. | ANOVA | |
| | | | | F-value | p-value |
|---|---|---|---|---|---|
| Overall, Koh Tao offers me everything I want from my Holiday. | France    (n=140) | 4.34 | 0.643 | 1.482 | 0.219 |
| | UK.       (n=117) | 4.37 | 0.624 | | |
| | Germany(n=100) | 4.25 | 0.702 | | |
| | Other regions(n=43) | 4.49 | 0.551 | | |

Remark: Significant valued at p<0.05

As shown in Table 4.21, there was no statistically significant difference on overall feeling among the tourist regions.

Table 4.22 T-tests for comparison of mean scores of overall feeling about Koh Tao between

　　　　genders

| Overall feeling | Gender | | Mean | T-test | |
|---|---|---|---|---|---|
| | | | | t-value | p-value |
| Overall, Koh Tao offers me | Male | (n=200) | 4.39 | 1.475 | 0.141 |
| everything I want from my | Female | (n=200) | 4.30 | | |
| Holiday. | | | | | |

Remark: Significant valued at $p < 0.05$

Table 4.22 shows the results of overall feeling about Koh Tao between genders. There was no statistically significant different.

Table 4.23 ANOVA tests for comparison of mean scores of overall feeling about Koh Tao

　　　　between marital statuses

| Overall feeling | Marital status | | Mean | S.D. | ANOVA | |
|---|---|---|---|---|---|---|
| | | | | | F-value | p-value |
| Overall, Koh Tao offers me | Single | (n=322) | 4.37 | 0.653 | 1.152 | 0.317 |
| everything I want from my | Married | (n=73) | 4.25 | 0.619 | | |
| Holiday. | Divorced/widowed(n=5) | | 4.20 | 0.447 | | |

Remark: Significant valued at $p < 0.05$

Table 4.23 reports that there was no statistically significant difference between marital staturs on overall feeling about Koh Tao.

**4.1.6 Evaluation of overall image among international tourists based on personal factor**

Table 4.24 ANOVA tests for comparison of mean scores of overall feeling about Koh Tao

　　　　between age group

| Overall feeling | Age | | Mean | S.D. | ANOVA | |
|---|---|---|---|---|---|---|
| | | | | | F-value | p-value |
| Overall, Koh Tao offers me | 16 – 25 | (n=164) | 4.35 | 0.632 | 4.841 | 0.008* |
| everything I want from my | 26 – 35 | (n=180) | 4.41 | 0.650 | | |
| Holiday. | Over 36(n=36) | | 4.11 | 0.623 | | |

Remark: Significant valued at $p < 0.05$

As shown in Table 4.24, ANOVA was used to compare the overall feeling about Koh Tao between age group. There was significant difference in age group (F= 4.841,p = 0.008). Furthermore, post-hoc comparison using the LSD test indicated that the mean score of the age of 16 – 25 and 26 – 35 were greater than Over 36.

Table 4.25 ANOVA tests for comparison of mean scores of overall feeling about Koh Tao between education levels

| Overall feeling | Education | Mean | S.D. | ANOVA | |
| --- | --- | --- | --- | --- | --- |
| | | | | F-value | p-value |
| Overall, Koh Tao offers me everything I want from my Holiday. | Below under graduated (n=66) | 4.36 | 0.648 | 4.607 | 0.004* |
| | Certificate/Diploma (n=139) | 4.49 | 0.556 | | |
| | Degree/Professional Certificate (n=146) | 4.25 | 0.690 | | |
| | Master's degree and above (n=49) | 4.18 | 0.667 | | |

Remark: Significant valued at p<0.05

Table 4.25 reports that there was statistically significant difference between education levels on overall feeling about Koh Tao (F = 4.607, p = 0.004). Furthermore, post-hoc comparison using the LSD test indicated that the mean score of education levels of Certificate/Diploma was greater than Degree/Professional Certificateand Master's degree and above.

Table 4.26 ANOVA tests for comparison of mean scores of overall feeling about Koh Tao

      between occupations

| Overall feeling | Occupation | Mean | S.D. | ANOVA F-value | ANOVA p-value |
|---|---|---|---|---|---|
| Overall, Koh Tao offers me everything I want from my holiday. | Professional/Technical (n=146) | 4.33 | 0.623 | 1.661 | 0.129 |
| | Business owner/ Administrative (n=119) | 4.30 | 0.683 | | |
| | Retiree (n=10) | 4.30 | 0.675 | | |
| | Student (n-85) | 4.46 | 0.589 | | |
| | Government (n=12) | 3.92 | 0.669 | | |
| | Housewife (n=1) | 5.00 | - | | |
| | Unemployed (n=27) | 4.41 | 0.694 | | |

Remark: Significant valued at p<0.05

Table 4.26 reports that there was no statistically significant difference among occupations on overall feeling about Koh Tao.

Table 4.27 ANOVA tests for comparison of mean scores of overall feeling about Koh Tao

      between monthly incomes

| Overall feeling | Income (USD) | Mean | S.D. | ANOVA F-value | ANOVA p-value |
|---|---|---|---|---|---|
| Overall, Koh Tao offers me everything I want from my Holiday. | Less than 1,500 (n=145) | 4.34 | 0.639 | 0.135 | 0.874 |
| | 1,501-2,000 (n=128) | 4.32 | 0.663 | | |
| | More than 2,001 (n=127) | 4.36 | 0.638 | | |

Remark: Significant valued at p<0.05

As shown in Table 4.27, ANOVA was used to compare the overall feeling about Koh Tao among monthly incomes. There was no significant difference the overall feeling about Koh Tao among monthly incomes.

Based on the above results, ***the hypothesis 2 of the study is partially supported***.

**4.1.7 Evaluation of relationship between cognitive, affective, and overall image of Koh Tao**

Table 4.28 The Correlations of relationship between cognitive, affective, and overall image of Koh Tao

|  |  | Cognitive image | Affective image |
|---|---|---|---|
| Overall image | Pearson Correlation | .483[**] | .512[**] |
|  | Sig. (2-tailed) | .000 | .000 |
|  | N | 400 | 400 |

**. Correlation is significant at the 0.01 level (2-tailed).

　　　　Table 4.28 shows the correlation among cognitive, affective, and overall image of Koh Tao. There was moderate significant relationship between cognitive, affective, and overall image of Koh Tao. **Hence,** *hypothesis 3 is supported.*

**4.2 Based on the analyses discussed in this chapter, the results of hypothesis testing are summarized in Table 4.29**

Table 4.29 Hypothesis and Results of Empirical Observations

|  | Research Hypothesis | Results |
|---|---|---|
| H1 | Image of Koh Tao are differed depending on the information sources they obtained. | partially supported |
| H2 | There are differences between groups of tourist different profiles on images of Koh Tao. | partially supported |
| H3 | There is a relationship between cognitive, affective, and the overall image of Koh Tao. | supported |

# CHAPTER 5

# CONCLUSIONS AND DISCUSSIONS

The focal pointof this study is the assessment of destination image from the perspectives of international tourists in Koh Tao, Surat Thani Province. The purposes of this chapter are to draw conclusions and discussions,and make recommendations based on the research findings. The limitations of this research were also explained. The results based on the three objectives are discussed. Firstly, the destination image of Koh Tao, Surat Thani Province among international tourists was accessed. Secondly, the level of destination image based on personal data was compared. Finally, the relationship between information sources and a destination image was examined,

## 5.1 Conclusions

A total of 400 international tourists who traveled to Koh Tao, Surat Thani Province completed the survey during November 2014– January 2015. The conclusions of data were divided into six main parts including personal information of international tourists, travelling experience to Koh Tao, Surat Thani Province, type of information sources that consisted of eight components, destination image among international tourists based on sources of information, personal factor, and findingthe relationship between affective, cognitive, and overall image of the island.

### 5.1.1 The destination image of Koh Tao

The study provides positive results that destination image of Koh Tao has been positively restored as the island is viewed favorably as being beautiful island. This is in line with the recent TripAdvisor's polls that awarded the island in the "TripAdvisor travelers' Choice awards for islands". Moreover, for the restoring of the positive image of the island to normal post-crisis is thanked to many factors, one which is that after post-crisis the government, local government and relevant organization at Koh Tao have implemented many security measures, for example, installing over 170 Closed Circuit Television (CCTV) cameras around the island (British Broadcasting Cooperation News, 2018). The government and relevant organizations also

worked cooperatively with local people to bring the negative news and image back to normal, as they tried to report real situations at KohTao for potential travelers who seek information about Koh Tao. Attempts were also done to provide timely and correct information about the island in the social media as well as respond to negative comments promptly (British Broadcasting Cooperation News, 2018). This result also supported that the post-crisis impact may be short-lived if proper communication and risk management are carried out as in the study of McKercher and Hui (2008) the data was collected after terrorism in Hong Kong and the results were positive that tourists were willing to re-visit the destination again when they feel the negative event or crisis has passed.

Meanwhile, one undeniable fact is that as the lowest score of the image about Koh Tao was related to safe nightlife entertainment and 24-hour tourist call center, and safe transportation, some lasting impacts on the image from two murder of British backpackers' case on September 2014 are still prevalent. The doubt over the safety of tourists travelling to the island was also higher, when news broke that young British woman told raped story on Koh Tao on June 25,2018. Although the police investigator have summarized there was deficient evidence to justify a young British woman's claim in media that she was raped at Koh Tao, the police announced they would backlist the woman and deny her entry to Thailand, the reputation of Koh Tao is already damaged to some extent.

### 5.1.2 The personal information of the respondents

Most of respondents came from France (35.00 percent) and United Kingdom (England, Scotland, Wales, and Northern Ireland) computed for 29.30 percent. Also, the gender between male and female, as male was 50.00 percent and female 50.00 percent. Major marital status of international tourist was single (80.50 percent) and most of respondents were age between 26 – 35 years old (45.00 percent). Furthermore, most of the respondents were degree/professional certificate holder (36.50 percent), follow by certificate/diploma level (34.80 percent), below under graduated (16.50 percent), and master's degree and above level (12.30 percent). The major occupation of respondents was professional/technical (36.50 percent) and most of respondents had salary of less than 1,500 USD (36.30 percent), follow by 1,501 – 2,000 USD (32.00 percent), and more than 2,001 USD (31.80 percent).

### 5.1.3 Travelling experience to Koh Tao

On average, most of respondents were twice time ($\bar{x}$=1.51) visitors to Koh Tao, Surat Thani Province and international tourists had visited Koh Tao approximately nine days ($\bar{x}$= 9.48). In addition, the majority of the touristsstayed at bungalow/cottage 32.50 percent.

### 5.1.4Type of information sources

The majority of respondents foundthe information about their destination from friends and colleagues were 63.30 percent and family and relatives (42.50 percent) follow by and travel blogs (34.30 percent). Other information sources were travel brochures (4.30 percent), line application (3.50 percent) and the last source was television (1.00 percent).

### 5.1.5 Affective, Cognitive, and Overall image of Koh Tao, Surat Thani Province.

Fourteen common words used to describe tourists feeling towards Koh Tao were included pleasant, exciting, relaxed, exotic, adventure, calm, friendly, favorable, happy, helpful, safe, fun, easy-going, and welcoming. The study results revealed that top three words used to explain tourists feeling towards Koh Tao were relaxed ($\bar{x}$ = 4.60)followed by pleasant ($\bar{x}$ = 4.54), and fun ($\bar{x}$ = 4.53). Other top words were exotic ($\bar{x}$= 4.13), and adventure ($\bar{x}$= 4.08). Likewise, twenty cognitive components applied toexplain the destination image of the island, most of respondents had top cognitive attributeswas beautiful island($\bar{x}$ = 4.70), attractive natural attractions($\bar{x}$ = 4.60), and enjoyable ($\bar{x}$ = 4.59). Moreover, the results ofoverall feeling of the international tourist about Koh Taowere ($\bar{x}$ = 4.34). However, it was found thatsafe nightlife entertainment($\bar{x}$= 3.87), 24-hour tourist call center($\bar{x}$= 3.77), and safe transportation ($\bar{x}$= 3.76) were the least favorable image of Koh Tao. The finally point evaluated to describe overall feeling about Koh Tao, Surat Thani Province. The result shown overall feeling of the international tourists about Koh Tao were the island offered them everything they wanted from their holidays($\bar{x}$= 4.34).

### 5.1.6 The destination image among international tourists based on sources of information

In order to analyze the destination image among international tourists based on sources of information, cross-tabulation analysiswas conducted. The reveal that confirms the powerful images were found thatthe respondents heard the information about a destination from

friends and colleagues (n = 253), family and relatives (n = 170), and travel blogs (n = 137). Other least information sources were guidebooks (n=31), and Line (n=14).

### 5.1.7 The destination image among international tourists based on personal factors

This part analyzed the destination image among international tourists based on personal factors, ANOVA and t-test were conducted. Results revealed that there werestatistically significant differences in the image of "favorable" between tourists from different nationality groups, an independent sample t-test was used to compare the words used to describe the feeling towards Koh Tao from different gender groups. There was significant difference in the image of "happy" between gender female and male, and "easy-going" between male and female was difference. Other result there was statistically significant difference at in the performance aspect of pleasant, exotic, adventure, clam, friendly, favorable, and helpfulbetween age groups. The word to describe the feeling towards Koh Tao from different education levels. There were significant differences in exciting, adventure, calm, and easy-going. The result also showed that there were statistically significant differences in following feelingsabout Koh Tao between occupation wereexciting, adventure,helpful, safe, easy-going.

### 5.2 Discussion

**Objective 1: To assess the destination image of Koh Tao, Surat Thani Province among international tourists.**

The destination image is the essence of tourists' destination selections. Nevertheless, there were many features, safety reputation and convenience that the main past of tourists may have about the destination image (Hui and Wan,2003).The attributes, such as"natural environment", "cultural heritage", "tourist infrastructures", and "atmosphere" are recorded in the past of cognitive component of destination image. Lately, affective, cognitive components have been including for destination image measurement in many studies (Baloglu, 2001; Baloglu and McClearly, 1999a; Beerli &Martín, 2004; Kim & Richardson, 2003). Indeed, both perceptual-cognitive and affective assessment configures the overall image that people develop about a tourist destination (Baloglu and McClearly, 1999a).

In this study, fourteen common words used to describe tourists feeling towards Koh Tao included pleasant, exciting, relaxed, exotic, adventure, calm, friendly, favorable, happy,

helpful, safe, fun, easy-going, and welcoming were examined, and the results pointed to wordsused to explain their feelings tothe islandwas relaxed, similar to the study of Beerli &Martín (2004) studied about an influence of personal factors on perceived image by random of 616 tourists at Lanzarote Airport, Spain. The result confirmed their feelings toward the island is related to "relaxation". The result was like to the study of Sarunya (2012) examined the components of the destination image by collected the data at Pattaya's Jumtein Beach, the following rank was that Pataya provided pleasant atmosphere, friendly and reliable of local people, and an opportunity for adventure also has been the place for tourist relaxing.

Meanwhile, the cognitive image that show in twenty attributes used to explain the level of agreement towards the following statements about Koh Tao included tourist infrastructures, social environment, natural resources activities, atmosphere, and safety and securitywere examined. The result shows, the first of cognitive component wasisland beauty and followed by attractive natural attractions,enjoyable. According to Neethiahnanthan (2014) mentioned, the componentsfor finding about the destination image had consisted of food, climate, attractions and accommodation.

There were other factors that are important to decision-making for travel as information sources. The majority of respondents who visit Koh Tao head about the information for friend and colleagues and followed by relatives and family. The results are similar to the study of Piangnalin (2013) that referred the source of information that were used by young Taiwanese travelers who visiting to Thailand, indicated that most of them heard about destination from friend/family. This result that the respondents' reason to trust friend, family, relatives, or colleagues because they can belief in friend, as family was giving the true information also told about past-experience and their knowledge.

However, international tourists who decided to travel at Koh Tao still used the traditional information sources such as word-of-mouth from family and friends. This is similar to the study of Patterson (2007) that studied information sources used by older adult for decision-making, and it was found that the two most powerful information sources for older people who wanted to travel were family followed by friend. Based on information sources from friends and colleagues, family and relatives influence to tourist destination because the most people trust and reliability. Moreover, the result form ANOVA and T-test report the personal information,

instance of, age, levels of education, region, status, gender, and salary income pointed to the personal factor influence to affective and cognitive image. This result was similar to Beerli and Martin (2004) indicated that personal characteristics related to education level, gender, income, age, and region was significant influence between affective and cognitive.

**Objective 2: To compare the level of destination image of Koh Tao, Surat Thani Province among tourists based on their personal factors.**

ANOVA tests and T-tests were used to compare the destination image of Koh Tao, Surat Thani Province among tourists based on personal factors. The researcher divided personal factors to seven parts. There were regions, gender, marital statuses, age groups, education levels, occupations, and income groups. First, the results of study shown respondent's information about gender no statistically significant difference between regions. Secondly, the researcher used age groups to compare the destination image of Koh Tao and the result shown differences in nine attributes such as attractive natural attraction, good variety of activities for tourists, suitable accommodation, good food, 24-hour tourist call center, safe nightlife entertainment, luxury, exotic, and relaxing. Moreover, ANOVA tests found the destination image of Koh Tao between education levels. There were five significant different for instance varieties of spa and wellness, colorful nightlife, good food, luxury, and relaxing. Similar to the result of Beerli and Martin (2004), the perceived image of the tourist destination was influenced by the level of education. It was found that some variables had significant effect on the dimensions of feeling toward Koh Tao with higher education level being reflected by lower evaluations of this image dimensions. Meanwhile, the ANOVA tests conducted in order to identify significant differences to the destination image of Koh Tao between occupations. There were five attributes such as beautiful island, good beach, pleasant weather, suitable accommodation, and relaxing influences to destination image. Furthermore, Martin and Bosque (2008) given that five occupations (employed, student, house wife, unemployed, and retired) to investigate the nature and destination image formation. Moreover, Saruya (2012) collected the data based on occupations by divided to six parts (private organization, officer, government officer, student, retirement/others, and business owner). Lastly, the researcher used income groups to compare the destination image of Koh Tao and the result shown three attributes different. There were 24-hour tourist call center, relaxing, and enjoyable

**Objective 3: To examine the relationship between source of information and destination image of the island.**

The study examined the relationship between source of information and destination image of Koh Tao. Gartner (1993) identifies the levels for tourist destination images such as overt induced refer to mass media and advertising, organic sources indicated about knowledge or experience from friends and relatives. The result of the study shows the most of international tourists heard about the information of the island from friends and colleagues. From the previous research study, such as Piangnalin (2013), believes that the Taiwanese heard about Thailand from their friends or family. Furthermore, Hui and Wan (2003), study about tourist destination image of Singapore and sixty-nine of the respondents heard about Singapore from friends and relations. The result of the study similar to Murphy, Mascardo, & Benckendorff (2007) that explored the influences of word-of-mouth on travel decision, the main part of word-of-mouth information sources: friends and relatives, as information sources indicated that transport, accommodation, and activities profile.

The result was similar to the study of Eunjung and Kim (2015) that confirmed the traveler be able to access and use the online- information sources easily. Moreover, the respondents also access to Facebook for searching about the destination. Also mentioned about website for social media such as Facebook

**5.3 Recommendations for organizations to maintains destination image of Koh Tao**

**5.3.1Recommendation for the Government, local government authorities and relevant organization**

Although the overall image of Koh Tao is positive, it remains a challenge for the government, local government authorities and various other public and private organization to distinguish island from others large island such as Koh Samui, Koh Phangan. this point adopted by the result of destination image that shown the negative perspective of international tourist concerned in the low score for safety, as safe transportation,24-hour tourist call center, and safe nightlife entertainment. The government, local government authorities and relevant organization should be improving the infrastructure, as transport, communication, and power-supplies. Furthermore, its should be strictly authorize the locals to follow the law and regulations also broaden tourists and visitor's awareness of the policy. The authorities should require a

commitment between relevant organization not only contact with government but also has cooperate with private organization for sustainable core competency that Koh Tao can work on is to promote itself as hub of diving.

### 5.3.2 Recommendation for the local resident in Koh Tao, Surat Thani Province

Koh Tao is popular island of tourists who want to learn diving and get away from crowed of Koh Samui because beautiful scenic, crystal clear water, and rich of underwater resources. Therefore, the local people in Koh Tao should follow the policy and rule of the island after that should explain the regulations to tourists such as in Koh Tao prohibited to bring the plastic bottle to Nang Yuan island.  Next, if the tourist think they may have an opinion or any comments, should take tourist's opinions and comments in consideration.  Lastly, local people should cooperate to the local government to improve the problem and build a long-term relationship with tourists.

### 5.4 Limitations

The questionnaire was collected by convenience and quota sampling and the results cannot covered to the whole tourists at the island.  Nevertheless, the samples in this study were not same as planed because of the data collection was collected during in the period from November 2014 - January 2015 indicated that high season for top three countries to travel. Besides, the majority of sample from Europe, which difference between others region and the data was collected at Koh Tao, Surat Thani Province, Thailand may be different from other studies if a questionnaire was collected in other countries.  Moreover, the result may be predictable were likely to feel positive before they came to the island.  The positive image points out a leading time is long, and tourists may have forgotten about the incidents that occurred at Koh Tao.

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# Appendix – A



## Tourist Destination Image at Koh Tao, Surat Thani Province

Dear Respondent,

I am studying in the Master Degree of Hospitality and Tourism Management (International Program) at Prince of Songkla University, Phuket Campus. Aspart of my studies, I am examining what international tourists think aboutKoh Tao as well as their experience during the visit to Koh Tao.

Please take a few minutes to participate in this study by filling out and returning your questionnaire. Your kind cooperation and participation in this study is highlyvalued and appreciated.

Ms. NarupornMeerat

Tel: 084-6750515

## Part 1: Personal Information

Please tick (✓) the box and answer the questions which are applicable to you.

1. Your country of origin _____

2. Gender

☐ Male        ☐ Female

3. Marital status

☐ Single        ☐ Married        ☐ Divorced/Widowed

☐Others (Please specify)_____

4. Age

☐ 16 – 25 years old        ☐ 26 – 35 years old        ☐ 36 – 45 years old

☐ 46 – 55 years old        ☐ 56 – 65 years old        ☐ over 65 years old

5. Highest education level

☐ Primary School        ☐ Secondary School

☐ Certificate/Diploma        ☐ Degree/Professional Certificate

☐Master degree        ☐ Doctorate degree

6. Occupation

☐ Professional/ Technical          ☐ Managerial/ Administrative

☐ Business owner          ☐ Retiree

☐ Student          ☐ Government

☐ Housewife          ☐ Unemployed

☐ Others (Please specify)_____

7. What is your personal monthly income?

☐ Under 1,000 USD          ☐ 1,001 – 1,500 USD

☐ 1,501 – 2,000 USD          ☐ 2,001 – 2,500 USD

☐ 2,501 – 3,000 USD          ☐ 3,001 USD and above

. How many times have you visited Koh Tao including this trip? _____time(s)

9. On this trip, how long are you staying in Koh Tao?  _____day (s)

10. Where are you staying during your holiday in Koh Tao?

☐ Resort

☐ Budget Hotel

☐ Bungalow/Cottage

☐ Apartment

☐ Guesthouse

☐ Others (Please specify)_____


**Part 2: Information sources**

**How did you hear about Koh Tao?**(You can select more than one answer)

☐ Travel Agent          ☐ Newspapers and Magazine

☐ Travel brochures          ☐ Travel Blogs

☐ On-line Travel Agency          ☐ Facebook
　　☐ Twitter          　　☐ Line

☐ Instagram          ☐ Pinterest

☐ Television          ☐ Guidebooks

☐ Family and Relatives          ☐ Friends and Colleagues

☐ Others (Please specify)_____

**Part 3: Koh Tao**

**Please tick (✓) ONLY ONE response for each of the following characteristics.**

Below is a list of words that can be used to describe your feeling towards Koh Tao.  Please rate how you feel about Koh Tao as a holiday destination on scale below.

**In my opinion, Koh Tao is…..**

| Characteristics | Strongly agree (5) | Agree (4) | Neutral (3) | Disagree (2) | Strongly disagree (1) |
|---|---|---|---|---|---|
| Pleasant | | | | | |
| Exciting | | | | | |
| Relaxed | | | | | |
| Exotic | | | | | |
| Adventure | | | | | |
| Calm | | | | | |
| Friendly | | | | | |
| Favorable | | | | | |
| Happy | | | | | |
| Helpful | | | | | |
| Safe | | | | | |
| Fun | | | | | |
| Easy-going | | | | | |
| Welcoming | | | | | |

**Part 4:  Destination Image of Koh Tao**
**What do you think about Koh Tao?**Please rate your level of agreement towards the following statements about Koh Tao.

| Koh Tao has/is …………. | Strongly agree (5) | Agree (4) | Neutral (3) | Disagree (2) | Strongly disagree (1) |
|---|---|---|---|---|---|
| **Natural Resources** | | | | | |
| a. attractive natural attractions | | | | | |
| b. beautiful island | | | | | |
| c. good beaches | | | | | |
| d. pleasant weather | | | | | |
| **Social Environment** | | | | | |
| a. friendly and helpful local people | | | | | |
| **Activities** | | | | | |
| a. good variety of activities for tourists (e.g.          Scuba or snorkel diving, boat trip, hiking) | | | | | |
| b. varieties of spa and wellness | | | | | |
| c. exciting water sports | | | | | |
| d. colorful night-life | | | | | |
| **Tourist Infrastructures** | | | | | |
| a. suitable accommodation | | | | | |
| b. good food | | | | | |
| c. varieties of entertainment (pub, bars, club) | | | | | |

| Koh Tao has/is ………… | Strongly agree (5) | Agree (4) | Neutral (3) | Disagree (2) | Strongly disagree (1) |
|---|---|---|---|---|---|
| **Safety and Security** | | | | | |
| a. 24-hour tourist call center | | | | | |
| b. safe transportation | | | | | |
| c. safe nightlife entertainment | | | | | |
| **Atmosphere** | | | | | |
| a. luxury | | | | | |
| b. exotic | | | | | |
| c. relaxing | | | | | |
| d. enjoyable | | | | | |
| e. a good name and reputation | | | | | |

## Part 5: Overall feelings about Koh Tao
## Please indicate the level of agreement concerning the following statements.

| Overall feelings of Koh Tao | Strongly agree (5) | Agree (4) | Neutral (3) | Disagree (2) | Strongly disagree (1) |
|---|---|---|---|---|---|
| Most people have a positive opinion about Koh Tao. | | | | | |
| I enjoy doing the types of activities I do in Koh Tao more than at any other destinations. | | | | | |
| The local people at Koh Tao are friendly towards tourists. | | | | | |
| Tourism businesses in Koh Tao try to save the environment. | | | | | |
| Koh Tao is a favorable place for travelling. | | | | | |
| Koh Tao is a safe place to visit. | | | | | |
| I am willing to recommend my family and friends to visit Koh Tao for their holiday. | | | | | |
| I plan to return to Koh Tao again in the near future. | | | | | |
| I plan to travel to Thailand again for my next holiday. | | | | | |
| Overall, Koh Tao offers me everything I want from my holiday. | | | | | |

## Part 6: What else do you feel about Koh Tao?

_____

_____

_____

_____

**- Thank you very much for your time –**

**Appendix – B**

**Certificate**

# VITAE

**Name:**        Miss Naruporn Meerat

**Student ID**    5730120004

**Education level:**

| Degree | Name of Institution | Year of Graduation |
|---|---|---|
| Bachelor of Arts (Tourism and Hotel) | Bangkok University | 2009 |

**Work – Position and Address**

| Institution | Position | Address |
|---|---|---|
| Surat Commercial Technology college | Teacher in Tourism Industry Department | Surat Thani, Thailand |

**List of Publication and Proceeding**

Meerat, Naruporn and Asst. Prof. Dr. Tatiyaporn Jarumaneerat (2018). Assessing tourist destination image at beach destination post crisis: A case study of Koh Tao, Surat Thani Province, January 28-29, 2018. Phuket, Thailand