Influence of Electronic Word-of-Mouth on Destination Image of Chinese Tourists Travelling to Phuket Province

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

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ชื่อวิทยานิพนธ์ อิทธิพลการสื่อสารออนไลน์แบบปากต่อปากและภาพลักษณ์ของจังหวัดภูเก็ต
จากมุมมองนักท่องเที่ยวจีน

ผู้เขียน ยู่เจีย อู่

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บทคัดย่อ

การสื่อสารออนไลน์แบบปากต่อปากนับว่าเป็นแหล่งข้อมูลที่มีอิทธิพลต่อ
นักท่องเที่ยวในยุคที่อินเตอร์เน็ตได้รับความนิยมอย่างแพร่หลาย โดยเฉพาะการสื่อสารในรูปแบบ
ดังกล่าวมีความสัมพันธ์ต่อภาพลักษณ์ของแหล่งท่องเที่ยวและนับว่าเป็นประเด็นที่มีความสำคัญ
เป็นอย่างยิ่งเช่นกัน การศึกษาครั้งนี้จึงมีวัตถุประสงค์ของการศึกษาจำนวน 5 ข้อ ได้แก่ 1) เพื่อ
ประเมินภาพลักษณ์การท่องเที่ยวของจังหวัดภูเก็ตจากมุมมองของนักท่องเที่ยวชาวจีน 2) ศึกษา
อิทธิพลของการสื่อสารออนไลน์แบบปากต่อปากต่อภาพลักษณ์การท่องเที่ยว 3) เพื่อศึกษาอิทธิพล
ของปัจจัยส่วนบุคคลต่อภาพลักษณ์การท่องเที่ยวของจังหวัดภูเก็ต 4) เพื่อเปรียบเทียบภาพลักษณ์
การท่องเที่ยวของจังหวัดภูเก็ตที่ปรากฏบนสื่อออนไลน์และภาพลักษณ์ที่เกิดขึ้นหลังจากท่องเที่ยว
ในจังหวัดภูเก็ต และ 5) เพื่อศึกษาความสัมพันธ์ระหว่างภาพลักษณ์การท่องเที่ยวและแนวโน้มใน
การเดินทางในอนาคต ทั้งนี้ การวิจัยได้แบ่งการดำเนินการเป็น 2 ขั้นตอน ประกอบด้วยการรวบรวม
ข้อมูลปฐมภูมิด้วยการเก็บแบบสอบถามจากนักท่องเที่ยวชาวจีน จำนวน 400 คน ณ ท่าอากาศยาน
นานาชาติภูเก็ต ดำเนินการวิเคราะห์ข้อมูลเชิงปริมาณเพื่อศึกษาอิทธิพลของการสื่อสารออนไลน์
แบบปากต่อปากและปัจจัยส่วนบุคคลต่อภาพลักษณ์การท่องเที่ยวของจังหวัดภูเก็ต ผลการศึกษา
พบว่าการสื่อสารออนไลน์แบบปากต่อปากและปัจจัยส่วนบุคคลอันประกอบด้วยอายุ ระดับ
การศึกษาและรายได้มีอิทธิพลต่อภาพลักษณ์การท่องเที่ยว ในขั้นตอนที่ 2 งานวิจัยได้ใช้โปรแกรม
Octoparse เพื่อรวบรวมข้อมูลที่นักท่องเที่ยวชาวจีนได้แสดงความคิดเห็นเกี่ยวกับจังหวัดภูเก็ตใน
Ctrip ซึ่งเป็นสื่อออนไลน์ด้านการท่องเที่ยวที่เป็นนิยมของนักท่องเที่ยวชาวจีน จำนวนทั้งหมด
21,511 ข้อความ เพื่อใช้ในการวิเคราะห์ข้อมูลเชิงคุณภาพด้วยโปรแกรม Nvivo งานวิจัยได้พบว่า
ข้อมูลเชิงปริมาณและเชิงคุณภาพได้สะท้อนให้เห็นว่านักท่องเที่ยวชาวจีนมีภาพลักษณ์เชิงบวกต่อ
จังหวัดภูเก็ตในหลายมิติ แต่ภาพลักษณ์ด้านราคาอาจจะมีความแตกต่างกัน ทั้งนี้ งานวิจัยได้นำเสนอ
ข้อเสนอแนะต่อการพัฒนาการท่องเที่ยวของจังหวัดภูเก็ตที่คาดว่าจะมีประโยชน์แก่ผู้ที่เกี่ยวข้อง

คำสำคัญ: การสื่อสารออนไลน์แบบปากต่อปาก ภาพลักษณ์การท่องเที่ยว จังหวัดภูเก็ต
นักท่องเที่ยวชาวจีน

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ABSTRACT

In this era of internet popularity, electronic word-of-mouth has become an important way for modern people to search for travel information. This research aims to examine the perception of Chinese tourists on the destination image of Phuket, the influence of electronic word-of-mouth (eWOM) on the destination image of Phuket, and the influence of demographic factors on the image of the destination. In addition, the study attempts to compare the destination image of Phuket from social media and the destination image from the post-trip stage, and to determine the relationship between the destination image of Phuket and future intention. The research of this article is mainly divided into two stages. In the first phase, a survey of Chinese tourists on vacation in Phuket was conducted to study the impact of demographic factors and electronic word-of-mouth on Phuket's image. Questionnaires were distributed to 400 Chinese tourists returning to China from Phuket International Airport. Results indicated that age, education, and income affect the destination's image among demographic factors. Furthermore, the study found that electronic word-of-mouth also affected the image of the destination. The second stage of this research is an online comment analysis. These online reviews were selected from Ctrip, and the "Octoparse" was used to collect a total of 21,511 valid reviews. Finally, these data were further analyzed by Nvivo. The results obtained from both methods were compared. It is found that the image of Phuket as written in electronic word-of-mouth is similar to the destination image of Phuket when studied quantitatively. Particularly, both methods provide complementary results and pointed out that Chinese tourists felt positive about Phuket. However, there is some difference between the destination image from the post-trip stage and social media on price issues and Phuket performances. In the end, this article provides suggestions to relevant stakeholders for the future development of Phuket's tourism industry.

Keywords: Electronic word of mouth, Destination image, Phuket, Chinese tourists

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Yujie Wu

CONTENTS

CONTENTS (Continued)

CONTENTS (Continued)

LIST OF TABLES

LIST OF TABLES (Continued)

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Background and Statement of the Study

Tourism is one of the world's largest economic sectors, providing a large number of jobs and exports and economic prosperity (Wttc.org, 2018). According to the statistics of the World Tourism Cities Federation and the Tourism Research Center of the Chinese Academy of Social Sciences, the total number of global tourists was 12.76 billion, of which 1.5 billion are outbound in 2018. Compared with last year, the number of global tourists this year has increased by 5.5%, and the number of international tourists has increased by 6%. The total global tourism revenue is US$5.54 trillion, which is equivalent to 6% of global GDP (WTTC, 2019). The country with the highest absolute number of international tourisms in 2018 is China. In 2017, the total number of Chinese tourists was 5.5 billion (WTCF, 2018). Thailand is the most popular country for outbound travel in China. At the same time, Chinese tourists are also the primary source of tourists in Thailand. According to the Ministry of Tourism and Sports statistics report in 2019, 10.6 million Chinese tourists visited Thailand in 2018.

On the other hand, with the development of the times, the Internet is inseparable from people's lives (Graham, 2014). In 2018, there are more than 4 billion Internet users worldwide, and more than 3 billion of them use social media. Among them, China, India, and the United States have far more Internet users than other countries (We Are Social, 2018). According to Facebook's data (2017), Facebook is popular among young users. Facebook users aged 13 to 17 have increased by 5% over last year. More importantly, the participation of seniors is more active. Facebook users over the age of 65 have increased by 20% over the previous year (Investor.fb.com, 2018). Not only has social media considerably changed people's lives, but it is now also used as an essential source of travel information (Kurnia and Suharjito, 2018).

In past studies, it was found that travel intention is one of the leading tourism research topics and an important determinant of whether people ultimately travel (Ramdan, Rahardjo & Abdillah, 2017). According to past research, travelers rely heavily on social media to search for travel information. Information is one factor that influences personal travel intentions (Chung & Koo, 2015). Especially in recent years, social media has a powerful effect. Many

Internet celebrities upload many tests, pictures, and videos on social media such as blogs, Weibo, and so on. They have affected many people, especially young people. They would recommend restaurants, hotels, and travel destinations. A large number of their fans will follow them (Glover, 2009; Fu, Ye & Xiang, 2016).

In January 2017, the Tourism Authority of Thailand planned to use social media's live streaming feature to promote its organization's activities (Thanakunjiraphat, 2018). Thai Tourism Director Yuthasak Supasorn said at the ASEAN Tourism Forum in Singapore that social media broadcasts would help promote the development of domestic and international tourist markets (TAT Newsroom, 2018). Yuthasak Supasorn would also use social media live broadcasting as the primary channel to promote Thailand's tourism industry. The sharing of influential people and experts in the media would attract more tourists to Thailand. Digital technology and social media would help the Tourism Authority of Thailand reach out to target customers, especially young people and female tourists (TAT Newsroom, 2018).

On July 5, 2018, a serious shipwreck occurred in Phuket. In the shipwreck, 47 Chinese tourists died. The Chinese government also reminded Chinese tourists who are leaving the country to pay attention to safety and particularly emphasized the Phuket shipwreck. During the two weeks of the shipwreck, 7,300 Phuket hotel rooms were canceled by Chinese tourists ("Chinese visitors to Thailand drop after Phuket boat tragedy," 2018). The number of Chinese tourists in Thailand fell by 12% in August, and the number of visitors during the Golden Week holiday in China only increased by 3% (Tanakasempipat,2018; Mueanhawong,2018). In addition, Vietnam, the Philippines, and Myanmar have gradually opened up their tourism markets to compete with Thailand. Plus, the Thai baht continues to strengthen. This has led to a drop in Chinese tourists to Thailand (Thaiger, 2019).

In short, tourism is an essential source of income. This is particularly the case for Phuket as one of the island's most important leading industries is tourism. The rise of tourism has also provided many jobs for residents of Phuket. As the largest source of tourists, Chinese tourists have also brought many benefits to Phuket. However, a series of security issues, the emergence of other competing countries, and other factors have led to a decrease in Chinese tourists. Therefore, Thailand, especially Phuket, should find a way to attract Chinese tourists again. At the same time, with the rise of social media in China, Phuket will have the opportunity to make full use of social

media's power to influence Chinese travelers' impression of Phuket and attract more Chinese tourists.

1.2 Research Objectives

1.2.1 To determine the destination image of Phuket from Chinese tourists' perception.

1.2.2 To investigate the level of influence of electronic word-of-mouth affecting Chinese tourists' destination image of Phuket.

1.2.3 To examine whether personal profiles affect the destination image of Phuket.

1.2.4 To compare the destination image of Phuket from social media and the destination image from the post-trip stage.

1.2.5 To determine the relationship between the destination image of Phuket and future intention.

1.3 Research Questions

1.3.1 What is the destination image of Chinese tourists in Phuket?

1.3.2 How do electronic word-of-mouth influence Chinese tourists' image of Phuket?

1.3.3 How do personal profiles affect the destination image of Phuket?

1.3.4 What is similarly or difference between the destination image of Phuket as perceived by Chinese tourists and those posted on social media?

1.3.5 How does the destination image of Phuket influence future intention?

1.4 Hypothesis

1.4.1 Destination image of Phuket is perceived differently by different groups of tourists.

1.4.2 Important level of electronic word-of-mouth will influence the image of Phuket.

1.4.3 The destination image of Phuket perceived by tourists is similar to that posted on social media.

1.4.4 Destination image of Phuket will influence future intention.

1.5 Conceptual Framework
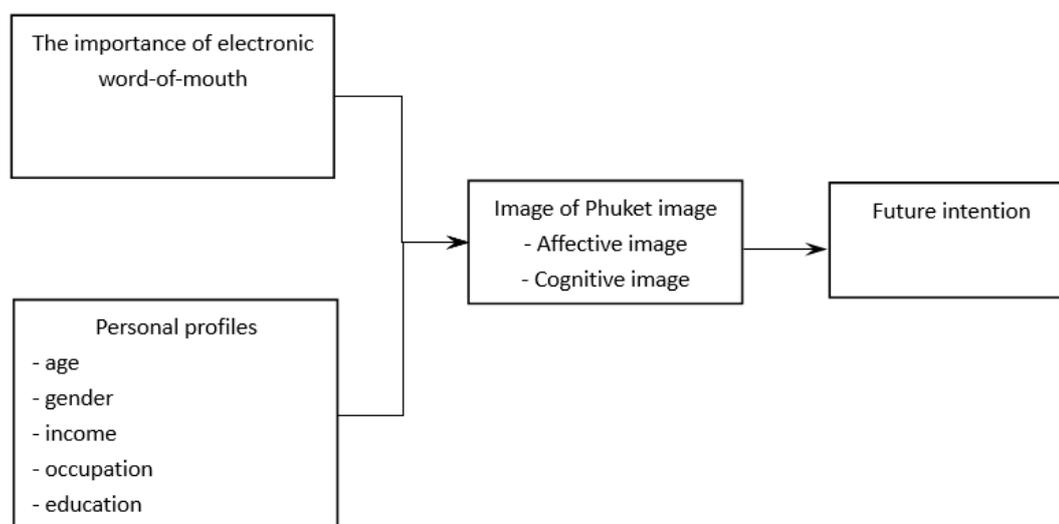
1.6 Definitions of Terms

Electronic word-of-mouth— Electronic word-of-mouth (e-WOM) is any positive or negative statement of the relevant product or company information provided to many people via the Internet by potential, actual, or prior consumers (Hennig-Thurau et al., 2004).

Affective image— Affective image refers to the feeling of tourists to the tourist destination (Baloglu & McCleary, 1999).

Cognitive image—Cognitive image is the perception of tourists after they evaluate or understand the characteristics of a given tourist destination (Baloglu & McCleary, 1999).

Future intention— The intention is that tourists are clearly aware of what they want to do, and they have plans in their hearts. (Baker & Crompton, 2000).

Overall destination image—The sum of a person's beliefs, impressions, and thoughts of a destination (Crompton, 1979).

CHAPTER 2

LITERATURE REVIEW

2.1 Tourism

Tourism is defined by the United Nations World Tourism Organization as activities for people who travel or stay for at least one night and not more than one year outside of their usual environment for business, leisure, or other purposes. In recent years, with the significant increase in the number of international tourists, the number of international tourists worldwide reached a record 1.4 billion in 2018, an increase of 6% compared to last year (Roser, 2019).

In addition, in the first half of 2018, the primary purpose of international tourists for outbound tourism is "leisure, entertainment and vacation," which accounts for 55% of all international tourists, followed by "visiting relatives and friends," accounting for about 23%, then 'business and professional,' about 16%. Other purposes include education, religion, and health, only 6% (National Statistics Office, 2019).

By attracting international tourists, the tourism industry continues to accumulate foreign exchange earnings. It provides many employment opportunities and infrastructure improvements, making a significant contribution to the economic destination's growth. Therefore, in many countries, tourism not only promotes export trade but also promotes economic growth. Song & Li (2019) also found that tourism has strong sustainability and anti-risk capabilities as one of the most promising industries in recent years. At the same time, the development of tourism is of great significance to stimulate consumption. According to a recent UNWTO (2019) report, international tourism revenues increased by 4%, creating a record of 1.7$ trillion in revenue.

In China, the total number of outbound tourisms 291 million passengers, an increase of 7.8% in 2018; annual tourism the total revenue was 5.97 trillion yuan, an increase of 10.5%, the number of domestic tourists 5.539 billion passengers, an increase of 10.8% over the previous year (the Ministry of Culture and Tourism of the People's Republic of China, 2019). Over the past year, the annual national tourism was accounted for 11.04% of GDP. Mafengwo (2019) recently released the 2019 Global Tourism Consumption Report, which shows that 56% of federal

tourism spending accounts for more than 20% of total living expenses. In 2018, the number of tourists in China reached 5.5 billion, and the annual per capita travel was four times. China entered the era of mass tourism, and outbound travelers are also young Chinese aged between 18-30 years old.

Nowadays travel has become very simple. The emergence of the Internet provides visitors with many convenient services, such as better information systems and a wealth of choices. Its emergence has created many new alternatives, as well as more customized services. Visitors can book travel packages directly and book travel, accommodation, meals, or short trips directly online (Eugenio-Martin & Inchausti-Sintes, 2016). In particular, online travel agents (OTA) will offer a variety of discounts during the tourist season (Sharan, 2020). Secondly, Global positioning system (GPS) positioning technology allows them to reach their destination more easily and conveniently. Even if people travel abroad, they do not have to worry about foreign currency. When tourists arrive at their destination, they can withdraw money from ATMs at a reasonable exchange rate, and most stores support credit card spending (Fund, 2019). With the development of the economy worldwide, there are many ways for tourists to travel, such as airplanes, trains, cruise ships, and automobiles. Besides, low-cost airlines also save travel costs for tourists.

2.2 Travel Information

For decades, many scholars have studied how visitors search and use information. In the tourism industry, the source that has become an increasingly dominant model for travelers is the Internet (Xiang & Gretzel, 2010). Research shows that the choice of tourist destination is inseparable from information search (Jacobsen & Munar, 2012). However, having social media presence has become an industry norm (Pesonen, 2011), and most destinations have social accounts on social media, and they can use multiple social software at the same time (such as Facebook, Wechat, etc.).

Tourism-related information search has become a relatively mature research topic in the tourism industry (Jacobsen & Munar, 2012). To reduce risks, visitors will search or learn a lot of information through different channels before finalizing the destination and destination (Jacobsen & Munar, 2012). Gursoy & McCleary (2004) proposed two types of information available to visitors: external and internal. They also found that the increased time required to obtain

information may cause tourists to search for information elsewhere. Information can be divided into many different types. However, Vogt and Fesenmaier (1998) confirmed that the most important type of information visitors usually seek, is functional information. The main reason tourists collect this functional information is to plan their itinerary, and other types of information are also needed. The information needs depend on the visitor's travel location. Since visitors cannot obtain or use internal information about the destination, more information searches are required to go to a new destination without prior experience (Gursoy & McCleary, 2004). According to their familiarity with the goal, visitors can combine various available information sources (Fodness & Murray, 1999), and visitors also have significant differences in information search behavior (Fodness & Murray, 1997).

Types of Information

Everything is changing now, and people are living in the age of Web 2.0 and social media. According to existing literature, social media has dramatically changed the way people post and search for information (Xiang & Gretzel, 2010; Öz, 2015). Recent literature named comments posted on social media as user-generated content (UGC) or consumer-generated media (CGM), which are very important for generating and obtaining travel-related information (Callarisa Fiol, Moliner Tena, Narangajavana, Rodríguez Artola & Sánchez García, 2017). In previous research, some scholars mentioned that more and more people use social media; UGC will generate more electronic word of mouth (Jacobsen & Munar, 2012).

Social media democratizes communication and allows users to post comments, experiences, and assessments (Jacobsen & Munar, 2012; Buhalis & Law, 2008). These user-generated content (UGC) and opinions significantly influence other users or visitors (Xiang & Gretzel 2010). And UGC is more credible than the destination's official information because it comes from other users' travel experiences that have no vested interest in the goal (Jacobsen & Munar 2012). Besides, when the content comes from acquaintances or family through social media, the influence of word-of-mouth will significantly affect opinions (Ladhari & Michaud, 2015; Munar & Jacobsen, 2013). They use user-generated content to obtain information and organize travel, and the experiences of others also influence their travel experience (Lim et al., 2012) and their travel-related decisions. Nowadays, with mobile technology development, the travel experience starts from searching for information and continues until the end of the trip.

User-generated content on social media platforms allows people to generate their content to communicate with other users (Drews & Scheme, 2010). UGC contains different content types, such as text, photos, audio, video, and movies (Vickery and Wunsch-Vincent, 2007). To some extent, information about the UGC will be recommended by family, friends, and other "like-minded souls" (Zeng & Gerritsen, 2014). In addition, as the UGC on social media is increasingly recognized as an important information resource, the UGC can support and help people make travel plans or ultimately influence their travel-related decisions, especially in terms of travel destinations (Nezakati et al., 2015; Xiang & Gretzel, 2010; Zeng & Gerritsen, 2014). Visitors often seek credible and reliable information provided by other people (Sigala et al., 2012). Therefore, the role of user-generated content providers in publishing travel experiences is crucial. These people often invent content that helps other users minimize decision-making risk (Nezakati et al., 2015). In other words, trust is a variable that is important when people search for and refer to travel information. People are very concerned about the information's content, so if the information is positive, it can encourage people to have positive expectations about the destination. Conversely, harmful content may cause a negative impact or expectations on the destination. Finally, research shows that social media use is a good indicator of user-generated content motivation, and UGC is the central premise of UGC trust (Callarisa Fiol, Moliner Tena, Narangajavana, Rodríguez Artola, & Sánchez García, 2017).

2.3 Social Media

Social media is the new media. It is known as a communication mode that uses digital technology, network technology, the Internet, satellites, broadband local area networks, wireless communication networks, and other channels, as well as mobile phones, computers, digital televisions, and other terminals to provide information and information and provide entertainment services to users. This new media is also called digital new media (Neese, 2016). Social media can also be broadly defined as a set of Internet-based applications based on the ideas and technologies of Web 2.0 and allows users to create and exchange content in different ways (Kaplan & Haenlein 2010).

Social media is defined as an Internet-based platform that facilitates communication (Buhalis & Law 2008; Jacobsen & Munar 2012). For the masses, new media is

more convenient (Murphy, 2010). People can not only use social media to search for travel information or exchange ideas during the travel plan but also share their experiences during or after the trip (Banerjee & Chua, 2016; Cezar & Ögüt, 2016; Cox et al., 2009; Dijkmans, Kerkhof, & Beukeboom, 2015; Fotis, Buhalis&Rossides, 2012). What is important is that their content is public (Kaplan and Haenlein, 2010). Visitors can not only consult others who have experienced the same or similar trips but also exchange ideas with others about future trips (Munar &Jacobsen, 2014; Zeng & Gerritsen, 2014). These advantages provide tourists with many conveniences, such as allowing tourists to use social media as a search engine to obtain travel information and plan their itinerary before traveling.

In the past, social media can be divided into six types based on purpose and function. Still, as the application continues to update, the division between different social media types is gradually blurred (Kaplan &Haenlein, 2010). There is much social software that people use today, such as Facebook (online social network), Instagram (a photo-sharing application), Twitter (a microblogging application), TripAdvisor (Review website), and so on (Gundecha P, Liu H, 2012). Different types of social media have unique architecture, culture, and norms (Dijck, 2013). Bronner & Voorveld, van Noort, Muntinga (2018) found that each digital platform has a unique experience and similarities. And all social media platforms have their advantages and disadvantages in the various experiences provided to users.

As early as 2016, social media began to replace traditional media as one of the primary sources of information (Jepsen, 2006). There are many travelers who will write their travel experiences as travel notes or write reviews on social media after they have traveled. These travel notes tell you the details of their trip, such as travel destinations, hotels, restaurants, transportation (Meng & Han, 2018). And the United Nations World Tourism Organization (UNWTO) proposes that effective use of social media can promote travelers' communication.

Based on past research findings, 65-80% of travelers search for travel-related information on the Internet before traveling (Collie,2014; Trend, 2013), which is why social media is becoming more and more popular in the tourism industry.

On social media, information is available in different forms, such as text, pictures, and video. Among them, the video has become an essential resource for conveying destination information in the context of mobile technology transformation (Huertas et al., 2017). Tourists'

online reviews are considered to be authentic and useful, and researchers also believe that that social media content is more trustworthy than official travel sites or mass media ads because they are independent (Barreda & Bilgihan, 2013; Park & Nicolau, 2015; Schuckert et al., 2015). These comments are the result of other users' travel experiences, and they do not get any benefit from the destination (Jacobsen & Munar 2012).

2.4 Electronic Word of Mouth (E-WOM)

Travelers often collect different forms of information in various ways early in the travel decision-making process (Jeng & Fesenmaier, 2002). This information can be suggestions from family, friends, and other companion groups, which can help travelers help when planning a destination trip (Goldsmith & Pan, Litvin, 2008). Word of mouth (WOM) is considered to be one of the most influential sources of information consumers can request when planning a trip, and it can also be used as an example of a suggestion for something (Burgess, Cox, Sellito & Buultjens, 2009). However, traditional word-of-mouth usually consists of face-to-face conversations between consumers about product and service experience (Kwon & Raab, 2010), and word-of-mouth helps spread information about products and services. Compared with more commercial sources (such as accommodation operators or travel agencies), consumers are more affected by WOM (Litvin et al., 2008). WOM reduces uncertainty and perceived risk (Murray, 1991), so WOM plays a vital role in the consumer's decision-making process. WOM is especially important for hotel service providers who provide intangible services, experience, or reputation (Ng, David & Dagger, 2011). In hotel and travel services, customers rely to no small extent on the advice of others who have experienced the service (Cox, Burgess, Sellitto & Buultjens, 2009; Kinard & Capella, 2006).

With the advent of the Internet, people can quickly obtain destination information from other people. Simultaneously, the latest developments in electronic communication technology have led to the rise of electronic word-of-mouth, enabling individuals to use e-mail, blogs, and the web. Electronic communication channels such as chat share their views and experiences with others (Blal & Sturman, 2014). Electronic WOM is very useful on the Internet, and in offline environments, the number of electronic WOMs is much richer than traditional WOM (Lee, Park, & Han, 2008). Traditional word-of-mouth is defined as a personal communication between people in non-commercial entities, while eWOM includes two types of communication:

personal WOM and commercial WOM. These two types of eWOM each have a different non-commercial or commercial online information platform provider. In the first case, individuals use non-commercial personal channels to share information; in the second case, individuals share information through commercial media (such as company websites) (Cox et al., 2009). Jeong & Jang (2011) pointed out that the main difference between the word-of-mouth and electronic word-of-mouth is the media used: word-of-mouth is usually face-to-face, while electronic word-of-mouth is online. Web-based consumer opinion platforms (social media, review sites) are the most widely used electronic word-of-mouth format, allowing consumers to read other consumers' experiences and comments and write their opinions.

More importantly, user-generated content (UGC) is one of the essential information sources for web users (Forman, Ghose & Wiesenfeld, 2008) and is considered a new form of eWOM (Hills & Cairn Cross, 2011; Litvin et al., 2008; Yoo & Gretzel, 2011), refers to the negative or positive comments made by previous or actual consumer posts on social media (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004).

UGC is also known as consumer-generated content (CGC), the public's original content (not professionals) on the Internet or social media. This is an essential tourist source when planning trips and making decisions (Arriga & Levina, 2008); Daugherty, Eastin, and Bright, 2008). Rodgers and Wang (2011) pointed out that according to the definition of CGC (that is, Internet content generated and published by everyday consumers rather than communication professionals or media) and the characteristics of eWOM, it is a potential, actual or previous customer who publishes any positive or negative comments about the product. (Henning–Thurau et al., 2004), so electronic word-of-mouth can be regarded as a specific CGC type. Therefore, based on previous researchers' findings, it can be concluded that UGC contains UGC, which can be used as a form of eWOM generation.

In simple terms, eWOM can be divided into two types. The first type is informational-oriented contexts, which is the feedback from consumers on products or services provided by e-commerce websites or third-party comment platforms. For example, consumers write some comments after purchasing goods online. The second type is emotionally-oriented contexts, which are the opinions and experiences consumers share with friends, family, or strangers on social

media. This type of electronic word of mouth is usually a mixture of positive and negative emotions and information (Rodgers and Wang, 2011).

Information giving and seeking behavior is defined as generating and triggering electronic word-of-mouth (Fong & Burton, 2006). In other words, when people express opinions on products or services on the Internet, electronic word-of-mouth is created. Visitors typically use social media to plan their journeys during the travel search phase, so the source of credibility information in social media is a key factor in determining their use of information (Buhalis, Leung, Law & van Hoof, 2013). Most travel information content affects cognitive or emotional images (Kim, Lee, Shin & Yang, 2017).

However, eWOM is somewhat different from traditional WOM. It is usually from strangers. Because electronic word-of-mouth is based on the network rather than face-to-face, it lacks the richness and vividness of some languages (Jeong & Jang 2011). In this case, people have some concerns about the source reputation of electronic word-of-mouth (Kelman & Hovland, 1953), readers are not familiar with the background of reviewers (for example, knowledge and motivation), which means that people's reaction to review will largely depend on their overall attitude towards the information and the number of reviewers. To some extent, people will infer the credibility of the information based on the situation. In response to the potential uncertainty of the credibility of the source of comments, some social media require users to provide some personal information at the time of registration to create a network profile (such as personal information or photos, places visited, etc.) so that people can "recognize" Comment the creator or at least make some inferences. This can promote perceived "contact" between participants (Weitzl, 2017).

Compared with text content, social networks' visual content is more valued, such as photos, videos, or live video. The study also found that people are more likely to share pictures or videos with acquaintances on social media (Munar & Jacobsen, 2014). Huertas (2018) again proves that live video and stories could convey more emotions, authenticity, and travel experiences.

People believe that the more credible information is, the more useful it is to make informed decisions (Cheung et al., 2009). So, if people find that the comments' information is credible, valuable, up-to-date, useful, complete enough, and relevant to the information they need, they will trust the word on social media more and take it seriously as a reference. The information is real, not from the information provided by the biased person or the merchant himself. In

particular, experienced users have the ability to distinguish between trusted messages. Therefore, the level of expertise or experience and the extent to which electronic word of mouth affects people (Corbitt, Thanasankit, & Yi, 2003). The higher the quality of the information contained on social media, the more social media is considered trustworthy and has more significant influence related to people's behavior (Filieri, Alguezaui, & McLeay, 2015). Trust can predict the adoption of information in social media, which will promote the development of electronic word-of-mouth because past studies have found that the usefulness and credibility of information can indicate the adoption of information (Corbitt, Thanasankit & Yi, 2003).

2.5 Destination Image

The destination image is considered one of the well-explored research issues, and the term is defined by various scholars. For example, Lawson and Baud Bovy (1977) described a destination image as the expression of all objective knowledge, impressions, prejudices, imagination, and emotional thoughts that an individual or group may have in a specific location. However, most researchers use the destination image defined by Crompton (1979) when studying destination images: the sum of a person's beliefs, thoughts, and impressions of the destination.

According to the original image concept of Gunn & Taylor (1973), organic images are formed by general information such as periodicals, newspapers, schools, children's geography, and history books, while inductive images are created by tourism information sources (such as magazines and tourism promotion literature), articles, guides, Internet and TV promotions. Over the years, various researchers have further developed Gunn & Taylor's (1973) image change concept and found that the target image is primarily affected by external stimuli (Gartner, 1986; Chon, 1991; Baloglu & McCleary, 1999; Beerli & Martín, 2004). Besides, Crompton and Fakeye (1991) also found that potential travelers' destination image may change when exposed to travel information. There is a complicated image stage in changing the destination image, which is generated by actually visiting the destination. Based on the crucial role of communication in image formation and change, researchers studied the relationship between destination images and travel information, especially the relationship with image formation (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Crompton & Fakeye, 1991; Gartner, 1994; Choi et al., 2007; Prebensen, 2007). These studies show that providing more travel information can improve the destination image.

Gartner (1994) proposed eight sources of information that may affect the formation of destination images.

Table 2.1 Factors that Affect the Image of Destination

Factor	Example
Overt Induced I	Traditional advertising form
Overt Induced II	Information received from the wholesaler
Covert Induced I	The use of a recognizable spokesperson
Covert Induced II	Newspaper and travel article
Autonomous	Movies and TV shows
Unsolicited Organic	Information obtained from experienced travelers in a passive situation
Solicited Original	Word-of-mouth publicity through inquiry
Original	Actual visitation

Source: Gartner, 1994

According to Dicher (1985), a tourist destination's image is an overall impression of the destination. This general impression is formed by a combination of cognitive evaluation and emotional evaluation of the destination. More specifically, Baloglu and McCleary (1999) divided images into three types: "cognition," which points to knowledge and beliefs about the destination; "affection," which refers to emotions about the destination; and "the whole" picture, this is a combination of the two. They found that the type and variety of information sources are the main factors affecting cognitive images. They use four types of information sources to measure:

- Professional advice (travel agencies, travel agencies, and airlines)
- Word of mouth (friends, relatives, and social clubs)
- Advertising (print or broadcast media)
- Books/movies/news

From these information resources, it has been found that word-of-mouth and advertising have a significant positive impact on the overall image.

However, each person is unique to the image of a specific place. Stabler (1988) divides the factors that affect the image formation of consumers' destinations. According to Gunn (1972), they are motivation, perception, psychology, experience, rumors, tourist marketing, media (TV, newspapers, books, etc.), education, socioeconomic characteristics (income, occupation, age, etc.). The formation of the target image is divided into three stages. The first is the organic image, the second is the induced image, and the last is the modified generated image. Organic image refers to the mental image that people accumulate in a place in their lives. An inductive image refers to the modification of an image through research before traveling. The modified guidance image is the destination image after the traveler arrives at the destination.

When people discuss a country, the image concept is defined as a description of a particular country, or it can be an image based on the country's information (Souiden, Ladhari & Chiadmi, 2017). The destination's image is defined as an attitudinal composition that includes an individual's understanding of the individual at the destination, which provides for personal knowledge or beliefs, or feelings and impressions of the destination. In other words, the destination image can be divided into two aspects, one is the cognitive image, and the other is the affective image (Baloglu & McCleary, 1999). There is a strong connection between the cognitive image and the content and quantity of the information received by the recipient (Gartner, 1994). Kim, Lee, Shin & Yang's (2017) research also proves that the content hints of most travel information will affect the cognitive or affective image. And affective images are determined by people's emotions, which are related to the motivations that determine what people want from travel (Gartner, 1994).

In tourism literature, some researchers conducted a series of studies on social demographics, including cultural differences (Matzler, Strobl, Stokburger-Sauer, Bobovnicky & Bauer, 2016), age (Lee, Cho & Ahn, 2012; Smith & MacKay, 2001), gender (MacKay & Smith, 2006) and demographics (Mohsin & Ryan, 2004; Dodd & Bigotte, 1997). Among them, MacKay & Smith (2006) found that travelers' age plays a crucial role in forming destination images. Kim, Malek, Kim & Kim (2017) also found similar empirical findings. Han et al. (2009) and Namkung & Jang (2009) found that older tourists are more likely to rely on existing auxiliary information, such as familiar people, travel agencies, before traveling. Their research also proves that age differences can seriously affect tourists' cognitions, attitudes, and purchasing behaviors. However, in terms of gender, female tourists tend to have a more positive destination image. As electronic

word-of-mouth affects women, especially young women, younger women prefer to share their travel experiences on social media (Assaker, Hallak, Assaf & Assad, 2015). According to the previous literature, the hypothesis is proposed as:

H1: The destination image of Phuket is perceived differently by different groups of tourists.

2.6 Effects of Social Media on Destination Image

The destination image is often difficult to assess before consumption because it is intangible and requires people to experience it themselves (Hwang, Park, & Woo, 2018). Therefore, people obtain the information of the destination by reading online comments before traveling to increase the image of the destination and their clarity of the destination. (Filieri et al., 2015). More importantly, social media recommendations are the most popular among travelers and significantly impact their decision-making (Barreda & Bilgihan, 2013; Berezina, Bilgihan, Cobanoglu & Okumus, 2015). Besides, Camprubí et al. (2013) proposed that tourists are a new role of destination image agency and found that current tourists have spontaneously reacted through blogs, social media, and so on. Spontaneous reactions play a positive role in the formation of the destination image. Consumers use social media to post their stories, comments and comments, and even their pictures and movie clips. Travelers focus on the destination and use social media to share their thoughts about the destination. These comments may influence destination choice: not only relatives and friends but also other potential travelers around the world (Xiang & Gretzel, 2010).

Past literature provided strong empirical evidence that media is an important factor influencing destination images. For example, in a study by Mercille (2005), the media influenced tourists' perceptions of Tibet. Also, in the report of Kladou and Mavragani (2015), social media also played an essential role in influencing Istanbul's image. Having recognized the importance of social media on destination image, tourism organizations in many countries and regions began to manage various social media to improve their tourism destination image (Kim, Lee, Shin & Yang, 2017). Buhalis (2000) pointed out that the destination image is a decisive factor in the process of the visitor's decision to travel. So, establishing a positive destination image determines whether the place can attract visitors (Ahmed, 1991). Destination images can affect visitor satisfaction and

behavioral factors such as travel destination choices, a follow-up assessment of destinations, and future behavior intentions (Wang & Hsu, 2010).

In addition, videos on social media show visitor activities and behaviors better than photos and produce more substantial emotional experiences, which are very suitable for other social media users' communication destinations (Míguez-González et al., 2016). Besides, compared with other forms of communication, videos can better reflect the destination attitude and brand image and increase the willingness to visit (Huang et al., 2010; Lee and Gretzel 2012; Kim et al., 2014). Therefore, video is an essential creator of images (Míguez-González et al., 2016). At the same time, social media and various applications that allow sharing have increased. Many social media and their applications that will enable videos to be shared on the web are continually being developed and updated. According to previous literature, this hypothesis is proposed as:

H2: Important level of electronic word-of-mouth will influence the image of Phuket.

H3: The destination image of Phuket perceived by tourists is similar to that posted on social media.

2.7 Future Intention

The intention is that tourists are aware of what they want to do, and they have plans in their hearts. In terms of tourism, some researchers defined travel intentions as ideas or possibilities for traveling to a destination (Baker & Crompton, 2000). With the idea of traveling, there will be a follow-up trip. Travel intention can also serve as a guide to guide the occurrence of a trip and make your vacation more perfect (Schwimer, 2018). Therefore, individual travel intentions play an important role in the selection of destinations.

Based on Jang, Bai, Hu & Wu (2009), travel intention can be one of the behavior intentions, and they can be understood in the same theoretical background. Behavior intention can represent a plan for a person's future actions. It can be defined as the probabilistic behavior of principles and behavioral transformations or the possibility of converting subjective ideas into actual actions (Blackwell, Miniard & Engel, 2006).

The intention of travel is based on a mental process, which can be influenced by the image of the destination and as a motivation for behavior (Jang, Bai, Hu & Wu, 2009). The path

model formed by Baloglu's access intention also confirms this idea. According to the path model developed by Baloglu's access intention, there are three factors that determine the travel intention. They are the travelers' perceptions or emotions, the sources of information used by travelers, and the motivation of travel, and the perception and feeling of the traveler refer to the image of the travel destination (Baloglu,2000). Baloglu's research has not found that the type and number of external sources of information received by travelers directly or indirectly affect their travel. A lot of researchers in the past have studied the impact of online resources on travelers. One is the impact of e-WOM on the tourism industry (Litvin, Goldsmith and Pan, 2008; Reza Jalilvand and Samiei, 2012). However, in addition to electronic word of mouth, people can easily search for many other types of online information sources. Therefore, when someone is planning a trip, searching for travel-related information from social media becomes more critical. Social media's influence has also become an essential topic in the tourism industry (Xiang & Gretzel, 2010).

Travelers' intentions may also be the result of their perceptions from past travel experiences, and this would contribute to motivation to travel among tourists. At the same time, because tourists' mentality will significantly affect their future travel, travel motivation is considered to be an effective predictor of travel behavior. This result shows that it is imperative to measure tourists' views and determine the factors influencing travelers' travel intentions (Boo, Busser & Baloglu, 2009). Hunt (1975) earlier proved that destination image plays a vital role in increasing tourists' number. Today, many studies have confirmed that the destination's image has a significant impact on tourists' behavior at different stages of the tourism industry. The influence of destination images on the travel intention of potential tourists can be understood from two perspectives. First of all, due to the intangible characteristics of tourism products, potential tourists cannot experience local tourism products in person before going for a little tour and bear a greater risk of purchase. Therefore, the destination image is regarded as a true reflection of the tourist destination to a certain extent, affecting potential tourists' decision whether to travel where to travel (Liu, 2013). Chen & Kerstetter (1999) found that people who intend to travel to a certain point have a more positive evaluation of certain aspects of the destination image than those who do not plan to travel. Some scholars have also confirmed the positive correlation between tourism intention and the perception of destination image (Zhang, Liu & Cai, 2011; Bai, Chen & Zhao, 2012). Secondly, the image of the destination will affect the travel experience of tourists, and the results of the

tourists' own travel experience will influence the behavior of tourists after the trip, such as revisiting intentions, positive word of mouth, and recommending intentions (Chen & Tsai, 2007; Wang & Hsu, 2010).

Therefore, in this research, the hypothesis was proposed as follow:

H4: Destination image of Phuket will influence future intention.

2.8 Growth of Chinese Tourism and Social Media in China

China is the world's most populous country, and the number of people departing the country reaches more than 100 million per year. According to Ctrip's (2019) report, the number of outbound tourists from Chinese citizens reached 149.72 million in 2018, an increase of 14.7% over the same period of the previous year.

Based on data released by relevant destination countries and Ctrip online booking data, the top 20 destination countries most popular among Chinese tourists in 2018 are Thailand, Japan, Vietnam, Singapore, Indonesia, Malaysia, the USA, Cambodia, Russia, Philippines, Australia, Italy, United Arab Emirates, Turkey, United Kingdom, Maldives, France, Germany, Spain, and Sri Lanka. In this report, the most popular island destination in 2018 was Phuket.

In a report from the WTCT (2018), the average age of Chinese outbound tourists was 35 years old, and the proportion of women was higher than that of men. In the survey, Chinese outbound tourists accounted for 56.75% of 31-40 years old and 23.18% under 30 years old. Tourists aged 31-40 are more interested in parent-child tours and prefer to book tours through the travel website. However, tourists under the age of 30 prefer to travel with friends, classmates, or colleagues, or called "small group tours," and choose closer destinations.

It is crucial for Chinese outbound tourists to conduct information inquiry and travel strategies before travel. In the actual travel, Chinese tourists' schedule will largely refer to the plan made before the trip. In the WTCF (2018) survey, more than 60% of tourists said they would largely refer to reviews, and even more than 20% of tourists said they would take full refer to reviews. Chinese tourists search for 4-5 different destinations before outbound travel. Attractions, meals, city features, geographic location, and shopping are important aspects, followed by accommodation, transportation, and safety factors. About one-third of visitors also search for information about entertainment, history, and geographic information. Inquiring about the sight-

seeing information is the most time spent on Chinese tourists, followed by city-specific information and shopping information. Compared with previous years, Chinese tourists pay more attention to the inquiries about the city's characteristic information to better experience the destination's unique culture during the trip.

Chinese tourists will get information through various channels before they travel. According to a survey (WTCF, 2018), Chinese tourists use 3-4 information inquiry channels per capita. More than 80% have accounts on multiple social media platforms (Chiu, Lin & Silverman, 2012). Channels for querying information at different ages are also different. People under the age of 40 are used to searching for information through social media and search engines. Tourists over the age of 50 are used to getting information from travel agencies.

More importantly, Chinese tourists are most concerned about the accuracy, practicality, and richness of information. With the rapid development of the Internet in China, people demand that travel information be more accurate, timely, and practical. In this survey (WTCF,2018), 57.76% and 55.53% of the visitors respectively indicated that the main concern is whether the information is accurate and practical. In addition, nearly half of the visitors will also pay attention to whether the information is rich. In the era of information popularization, Chinese tourists are paying more and more attention to and demand for tourism information. For social media and travel websites, it is increasingly important to filter information effectively. Yu, Asur, and Huberman (2011) explained that the information provided by an official account (a verified account) representing a well-known public figure or organization could gain more attention and followers.

After nearly a decade of development, Chinese social media sites have even been seen as the first tool for Internet users to access information (Chiu, Ip & Silverman, 2012). Gao (2014) emphasizes that WeChat, Sina Weibo, and QQ are the most popular platforms for Chinese social media users today. Therefore, the three most popular Chinese social media platforms are described below.

2.8.1 Sina Weibo

Sina Weibo was launched in August 2009 (Yu et al., 2011), which combines the service features of Facebook and Twitter (Chiu, Lin, & Silverman, 2012). It provides three languages, and there are simplified Chinese, traditional Chinese, and English. For Sina Weibo,

users can post up to 140 characters, and these messages are called "posts" and are broadcast in real-time and become part of the public stream (Zhou & Pan, 2016). After that, Weibo changed the limit of 140 characters to a microblog post where users can post 2000 Chinese characters or less. Until January 2016, Weibo removed the limit on the number of words in any original post, while 2000 Chinese characters limited forwarding and social comments. In addition, users can send messages to other users, conduct live broadcasts, purchase and sell products, conduct polls, play games, upload short videos via Weibo (China Internet Watch, 2017). Weibo also has other features, such as allowing users to follow other people, commenting on content posted by others, forwarding content posted by others to their Weibo page, or directly click "like" on someone else's post (Yu et al., 2011). In addition, users can use the "@username" to mention or remind someone of the format, adding a hashtag with the "#hashname#" format (Guan et al.,2014). Of course, users can follow other users and celebrities, enterprises, and government agencies on Weibo. If people want to use Weibo, they need to register before they can log in. Users can only browse some of the Weibo posts published by authenticated users. In addition, unregistered users cannot access and comment on other people's Weibo. Weibo users can be divided into several types, first with authenticated individual users with orange V icons, followed by organizations or companies with blue V icons, and paid VIP members with additional features. And the popular verified individual user can get the golden V mark (China Internet Watch, 2017). In the Weibo network, users' behaviors, such as sharing content and publishing posts, have a concentrated influence on others. Besides, other users' social comments, forwarding, and other actions also promote the dissemination of information. If more users repost the content in Weibo, the information will be distributed more widely, and more users will see the content. If more users comment on the range in Weibo, other people are interested in the information. The more comments, the higher the user's attention to the information. (Hlee, Cheng, Koo & Kim, 2017). Sina Weibo is mainly an open platform for information dissemination based on social relationships. Users primarily understand news information and hotspots, interest information, and the content of interest is relatively open. Social relationships focus on strangers' socialization (CNNIC, 2017).

2.8.2 Wechat

Wechat was originally an instant messaging application and was extended by the social networking feature under WeChat moment (China Internet Watch, 2017). WeChat is an all-

in-one messaging application that supports voice, video messaging, text messaging, images, and group chat (Jin & Zhirui, 2017). In addition, games, online shopping, and financial services are available (DeGennaro, 2019). Also, users can find new nearby friends via WeChat (WeChat.com., 2019). As of 2019, it has more than 10 billion active users (Trustdata, 2019), making it the most popular social media in China. Almost half of the users use WeChat for 90 minutes a day. Each WeChat user has an average of 194 friends. When the user launches the WeChat app, if there is a follow-up friend's status update, 61.4% of the WeChat users will visit the friend circle. More than 50% of people use WeChat for more than 1.5 hours a day; more than one-third of people use WeChat for more than 4 hours a day (China Internet Watch, 2016). Compared with Weibo users, WeChat users have more contact with family, friends, colleagues, and business partners. WeChat posts on WeChat are only visible to related users (China Internet Watch, 2017). WeChat Moments has always been viral among users. Because WeChat provides users with a private space, only users who have joined the friend list can view and comment on Moments' posts. WeChat users can also add contacts from the mobile phone contact list to WeChat. WeChat is now deeply rooted in the daily lives of Chinese people (Lien & Cao, 2014).

2.8.3 Tencent QQ

Tencent developed Tencent QQ and WeChat. It is an instant messaging application. It is the most popular form of online communication in China before the release of WeChat. It is similar to WeChat providing users with various services, such as shopping, music, games, voice chat, group chat, and movies. As of May 2019, QQ has more than 600 million active users (Trustdata, 2019). The social services derived from QQ is Qzone. It's a lot like Facebook's personal page, and users can share text, photos, and videos. QQ and Qzone have more entertainment features than WeChat. QQ supports animated selfie filters, personalized avatars, photo retouching, and many other entertainment-oriented features. Typical users may decorate their own Qzone, check the number of visitors, play online games, read online books, follow interesting groups/themes, watch short videos and live videos. In social relationships, are more acquainted with acquaintances, tend to share personal information to promote interaction between friends, enhance mutual feelings (CNNIC, 2017).

2.8.4 Other Social Media in China

The tourism community website is an important platform for tourism social media. The two most famous websites in the Chinese tourism community are mafengwo.com and qyer.com, which have developed into tourism strategy websites since the PC era. Founded in 2004, Qyer.com is China's largest outbound travel community, providing users with value-added products related to outbound travel, such as core products such as travel assistants, forums, Q&A, destinations, travel tips, and more. Through community-based platforms and UGCs, as well as easy communication. These sites can also help users make travel plans and provide effective travel tips and information for outbound visitors. Before traveling abroad, Chinese tourists will use Mafengwo, Qyer, and Ctrip, China's leading review sites, to study destinations, restaurants, hotels, and shops. Like TripAdvisor, the pages on these sites list popular attractions and rankings, detailed travel information, accommodation, short-term itineraries, and long-term itinerary recommendations. Mafengwo.com is a collaborative and shared travel platform that provides travel enthusiasts with a great travel strategy for more than 80,000 destinations around the world and offers a variety of travel information, including destination descriptions, beautiful pictures, and travel instructions, transportation, delicious food, and shopping. It provides a platform for visitors to exchange and find opportunities to travel and exchange photos (Li, 2016). As a travel social media, Mafengwo registered more than 130 million users in 2018. Users can browse the latest travel information, travel questions and comments, and book hotels and itineraries. Unlike other online travel agents, Mafengwo is popular because of its social aspect. Because users can share their travel information and publish content for other users to discuss and vote. Today, Mafengwo has more than 1 million user-generated travel guides and a large number of comments (DeGennaro, 2019). The younger generation is more likely to use horse cells because it better understands young people's preferences and makes complex travel decisions, bookings, and experiences simple, efficient, and convenient. Mafengwo is a travel social networking site, a data-driven platform, and a new type of travel e-commerce.

Besides, there are three social media that have been popular with many young people in recent years. They are Little Red Book, Dianping, and Tiktok. The little red book is an emerging social media and content sharing platform that encourages users to share travel articles and popular product reviews and post short videos and photos of travel experiences (Chan, 2019).

As of January 2019, there were more than 200 million registered users of the Red Book, about 90% were women. Like Weibo, users can follow the influencers whose recommendations they trust and save content like Mafengwo and Qyer for future reference. The platform encourages users to post in-depth reviews, including a combination of written content, videos, and photos, called "Notes." Other users can post comments in "Notes" to exchange information and share their tips. According to the content published by the little red book, Chinese travelers may be inspired to travel overseas, and users can save their favorite posts, which means that travelers can refer back to these posts when they arrive (Liu, 2019). Although the platform is not as influential as Mafengwo, Weibo, and WeChat, its popularity is soaring in providing recommended travel. It may become a significant source of travel tips for Chinese outbound tourists.

As a travel consulting platform, Dianping.com has 4.4 million shops, restaurants, bars, cinemas, and other places in nearly 200 countries and regions in China and overseas, making it a useful travel resource similar to TripAdvisor. However, Chinese tourists will mainly use Diaping to narrow down popular dining options. Not only can click screen users post comments, but they can also filter restaurants by food and popular food, find per capita prices, and view the details of the restaurant's "flavor," "environment," and "service" scores. Many reviewers also post billing images to provide a cost reference to other users (Chinatravelnew, 2017). Like TripAdvisor, the more comments users post, the higher the community's evaluation and the impact on the platform. The positive comments of the highly acclaimed commentators on the restaurant may be a valuable boost to attracting more Chinese guests. Although Dianping is similar in TripAdvisor's function, it provides a deeper breakdown of the restaurant's quality. It is an important platform for Chinese tourists to consult when choosing a different restaurant, hotel, and store at their destination.

TikTok is a short video social software that has emerged in recent years and is one of the top live broadcast applications in China (Katie,2019). Users can use this software to select songs, take 15-second movies, form their MV works, and share them with friends or fans (YANG & KUANG, 2018). According to Tik Tok's "2019 Vibrato Big Data Report", as of December last year, the number of active daily users of the vibrato in Japan exceeded 250 million and 500 million respectively. Based on the huge flow of the vibrato platform, the industry has a saying: "In the vibrato, a 15-second video can make a city known to the public." Based on this, in recent years, Tik Tok has been creating celebrity destination.

2.9 Online Review Analysis

Travel is a way of life for people, and emotions run through the interaction of tourism. As mentioned earlier, Web 2.0 enables Internet users to post their opinions on various social media platforms (Power & Phillips-Wren, 2011). They generate a lot of text data. Visitors' online reviews are obtained as a different method from traditional questionnaires and interviews. Social media is a rich data source reflecting customer experience and product evaluations, used to study many issues related to tourism (Schuckert, Liu & Law, 2015), such as tourist satisfaction, service quality evaluation (Bogicevic, Yang, Bilgihan & Bujisic, 2013), pictures of tourist destinations, etc. (Garay & Cànoves, 2016). In recent years, social media has continuously generated various data, such as posts, photos, videos, etc. (Miah et al., 2017). Users continue to create data called a new concept of big data. Storey & Song (2017) uses five Vs. to define big data. They are quantity (large amounts of data), type (structured and unstructured data), speed (data generation rate), accuracy (data quality), and value (data usefulness) (Jukić, Sharma, Nestorov & Jukić, 2015). Therefore, in the context of the big data era, tourists' relevant information through the mobile Internet has become the main source of tourism big data research. Analysis of these comments contains tremendous commercial and social value and has great significance.

However, these subjective commentary texts grow exponentially every day and are difficult to collect, process, and analyze by manual methods (Hu and Liu, 2012). Big data only provides value when unlocked for analysis (Wang, Kung & Byrd, 2018). But since manually extracting large amounts of content from the web is very difficult and time-consuming, it is increasingly popular to automatically obtain opinions/content from multiple sources on the network (Johnson, Sieber, Magnien & Ariwi, 2012). Therefore, the use of computer technology to automatically analyze these subjective texts' sentiment has become a hot topic in data mining research, and the research direction of this hot spot is text sentiment analysis. Text sentiment analysis, also known as opinion mining, refers to analyzing and excavating subjective information in the text that expresses emotions, opinions, and positions and judges their emotional direction. It involves many fields such as natural language processing, computational linguistics, machine learning, and information retrieval. The biggest challenge for applications processing data is how

to extract knowledge from massive amounts of data (Silva et al., 2015). The technology that derives value from these big data sets is called BDA (Big Data Analysis). BDA involves activities such as storing captured data, capturing data, and then analyzing the data for decision making (Miah et al., 2017). The challenge in BDA is to store and process these massive data sets. The power of traditional systems is not enough to handle big data.

As the emotional analysis of the Internet, texts have gradually received people's attention. With the support of technologies such as emotional computing, deep excavation of the emotions contained in big tourism data has become a new direction of tourism research (Xu, 2018). The task of opinion mining and sentiment analysis is to extract opinions from user-generated content using various algorithms using data mining techniques (Hu and Liu, 2012). Once the algorithms for opinion mining and sentiment analysis are finalized, the results can be obtained from massive amounts of data with little effort (Pang and Lee, 2008). Technically, opinion mining is also called sentiment analysis, which divides the text into different emotions or feelings (Pang&Lee, 2008). In the application of sentiment analysis, 'user comment analysis and decision making' is one of the most frequently used application points of sentiment analysis technology.

With the continuous development of social media analytics technology, relevant research continues to grow, computational linguistics, integrating web crawling, machine learning, and statistics to capture, analyze, and interpret big Internet data, tracking hot topics, general sentiment based on business goals, and Views and beliefs about products (Xiang, Du, Ma & Fan, 2017). Among them, LDA (Latent Dirichlet Allocation), as an automatic text classification model, can well link different texts through implicit topics and mine hidden information containing a large number of incomplete web reviews (Li, Xie, Zhang, Hao & Xiang, 2017), is currently widely used in online comment analysis. For example, Bi et al. (2019), Guo et al. (2017), and Xiang et al. (2017) used LDA as a method for their analysis of texts in their research. In addition to LDA, there are other methods such as DIRT_LPAwb+algorithm, ICTCLAS (Institute of Computing Technology, Chinese Lexical Analysis System), IBM Watson Explorer Content Analytics (WCA), etc., which are used as a tool for researchers to study text (Taecharungroj & Mathayomchan, 2019). These all show the importance of information technology and social media in the tourism industry.

CHAPTER 3

METHODS

3.1 Online Comments Analysis

Travel websites provide visitors with many travel services while opening up a comment section for each attraction. For visitors, the online commentary is one of the most common ways to express opinions and satisfaction, and potential visitors spend a lot of time reading online reviews to assist with travel decisions (Zhu & Zhang, 2010). Therefore, it is necessary to conduct a content analysis on the online comment information contributed by the group and nine hidden value information to reference other tourists to choose a destination.

3.1.1 Date Collection

The content published by tourists on the virtual tourism community platform is an accurate portrayal of their travel experience. The joy, anger, and experience on the journey are fed back in these comments and are time-sensitive. It is a high-quality material for the emotional analysis of researchers. This article selects Ctrip's online text comments on Phuket as the data source material. Ctrip.com is the top ten tourism virtual community website and well-known online platform in China. It has a large number of users and high visibility. Its online travel text reviews, travel notes, and strategy guides are more abundant than other tourism virtual communities. Travel notes published by tourists in the virtual tourism community are not included in the study's scope. Compared with travel notes in the virtual tourism community, online travel reviews are concise, time-sensitive, and sufficient. Based on the considerations above, only the content of travel online text reviews published by tourists is analyzed.

In the process of acquiring text review data, the " Octoparse" collector was used to collect online text review data of Phuket Tourism. The "Octoparse" collector is a kind of "tool" collection software. It mainly collects data by simulating the user's webpage operation habits. The user sets the collection rules to collect related data. The review information collected this time includes mostly the content of the review and the review time. A total of 35,000 comments on Phuket were collected on Ctrip.

3.1.2 Travel Online Review Text Preprocessing

It can be seen in Table 3.1 that the Ctrip travel community had the largest number of online comment texts in 2016, at 7,376, and then decreased year by year. The sample size of online review texts in different years reflects tourists' behavior habits using travel apps and the number of tourists who travel to Phuket. It is not difficult to see that the number of tourists traveling to Phuket has been decreasing every year since 2017.

First, the acquired data is imported into EXCEL. In order to ensure the reliability of the data and the authenticity of the research, the sampled data is pre-processed. The pre-processing of text review data in this study mainly includes four aspects: year selection, text deduplication, sentence compression, and short sentence deletion.

(1) Year screening

In this study, the data intercepted from Ctrip in November 2019. In order to obtain the latest data, the data from 2016 to October 2019 were selected.

(2) Text deduplication

The purpose of performing the text deduplication operation is to remove duplicate parts in the obtained text comment data. Some tourists may directly quote other tourists' comments for reasons such as saving time when posting comments. For researchers, these repeated comments are not meant for research.

(3) Statement compression

Compress the repeated and continuous words in the comments. That is, delete words that are repeated in a comment.

(4) Delete short sentences

The number of online comments posted by tourists on travel communities and websites varies in length, ranging from hundreds of characters to a few names and even a few emoticons. Theoretically, the more concise the comments, the better, but the statements with fewer characters generally contain less information. To express some relevant meanings, a corresponding number of characters must be required. Comments with too few characters are not of research value. Therefore, consider deleting these meaningless text comment data. In the process of deleting short sentences, the determination of the lower limit of the number of characters is very important. In

this paper, eight characters are used as the dividing line. The comments lower than eight characters are excluded, and the comments higher than eight characters are retained.

After the above four steps of text preprocessing, 21,511 valid comments were finally obtained, as shown in Table 3.1

Table 3.1 The Number of Comments

Year	2016	2017	2018	2019 (Jan-Oct)
Comments	7369	6496	4122	3524

3.2 Questionnaire

3.2.1 Population of the Study

In order to test the previously proposed hypotheses and conceptual frameworks, the study also used a questionnaire survey method.

This research is aimed at Chinese tourists who come to Phuket for travel. According to the Ministry of Tourism and Sports report, about 3 million Chinese tourists come to Phuket every year.

According to Yamane's (1973) formula is shown as below:

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

$$n = \frac{3,000,000}{1 + 3,000,000(0.05^2)}$$

$$n = 399.94$$

Where

n = sample size

N = Population

e = Allowed error (%)

The result of this calculation is 399.94, so the sample size of the study is 400.

3.2.2 Sampling Method

In research, gender groups are used to establish quotas for research samples.

According to Ctrip's outbound travel orders, there are 53% of females and 47% of males choose to travel abroad in the first half of 2018("Travel big data," 2018).

Hence, the questionnaire was sent to 212 Chinese females and 188 Chinese males who come to Phuket for travel.

3.2.3 Data Collection

Quantitative research methods were used in this study, and questionnaires were used to collect data at Phuket international airport. The sample was 400 Chinese tourists who visited Phuket more than three days, while the period on January 2020.

3.2.4 Research Instrument

The questionnaire was developed based on past research through literature review, conceptual framework, and hypotheses. It was created in the English language and then translate into Chinese. Before carrying out questionnaires, face validity was conducted to test for questionnaires with three professional MBA lecturers related to this research.

This questionnaire consists of five parts. The first part is general information inquiries about the respondents' travel experience and experience using social media.

The second part is about the source of information based on Shi's (2015) research. And based on a previous study by researchers to ask questions to measure the importance of e-WOM in social media to Chinese tourists.

Table 3.2 The Variables of Information Sources

Variables	Instruments	Sources
Information source; QQ, Wechat, Weibo, Ctrip, Dianping, Mafengwo, Little Red Book, Tiktok	Checklist (the Chinese tourists can select more than one answer)	- Alonso-Almeida, Borrajo-Millán & Yi (2019) - Shi (2015)

Table 3.3 The Variable of E-WOM

Variables	Instruments	Sources
1. I find the comments about Phuket on social media trustworthy.	Likert Scale 5= Strongly agree	- Kim, Lee, Shin & Yang (2017)
2. Comments on the social media are objective when commented by Chinese people.	4= Agree 3= Neutral 2= Disagree	- Erkan & Evans (2016) - Shi (2015)
3. I find online comments about Phuket very convincing.	1= Strongly disagree	
4. The information about Phuket available on social media are credible.		
5. Comments about Phuket on the social media are accurate.		
6. I consider the information about Phuket before travelling.		
7. I frequently gather online comments about Phuket before making a decision.		
8. I always read online comments about Phuket before I travel.		
9. Pictures about Phuket on social media are important when I consider Phuket for my holiday.		
10. Comments in words about Phuket on social media are important for my decision.		
11. Videos about Phuket on social media are important for my decision.		

The third part explains how Chinese tourists feel about Phuket based on the affective and cognitive image.

Table 3.4 The Variables of the Phuket Destination Image

Variables	Instruments	Sources
Cognitive	Likert Scale	-Fu, H., Ye, B., & Xiang, J.
Phuket has many beautiful beaches.	5= Strongly agree	(2016)
Phuket has pleasant weather.	4= Agree	-Jeong, Holland, Jun & Gibson
Phuket offers a wide variety of outdoor activities.	3= Neutral	(2011)
Phuket has many cultural and historical sites.	2= Disagree	- Souiden, Ladhari & Chiadmi
Phuket offers many water-related leisure activities.	1=Strongly disagree	(2017)
Phuket offers a lot of things to do in the evening.		- Jeong, Holland, Jun & Gibson
It is safe to eat local food in Phuket.		(2011)
Local food in Phuket is tasty and delicious.		
Food and beverage prices in Phuket are affordable.		
Phuket offers a variety of restaurants.		
There is a variety of food and beverage to try in Phuket.		
Seafood in Phuket is fresh and delicious.		
People in Phuket are friendly.		
Phuket offers good local transportation.		
Roads in Phuket are safe to drive.		
Phuket has a few of natural disasters.		
Trip to Phuket is value for money.		

Table 3.4 Continued

Variables	Instruments	Sources
There is a wide range of accommodation services in Phuket.		
Phuket offers a wide range of accommodation choices with different pricing.		
There is a good free Wi-Fi for tourists in Phuket.		
There is no communication problem when communicating with Thai people when traveling in Phuket.		
Phuket has a high standard of living.		
Phuket is a safe place to visit.		
Affective		- Kim, Lee, Shin & Yang (2017)
Phuket is pleasant.		- Baloglu & McCleary (1999)
Phuket is relaxing.		
Phuket is exciting.		

The fourth part is to know if Chinese tourists will revisit Phuket or recommend Phuket to others.

Table 3.5 The Variables of Future Travel Intentions

Variables	Instruments	Sources
1. I will Phuket to others.	Likert Scale	- Fu, H., Ye, B., & Xiang,
2. I intend to visit Phuket in the future.	5= Strongly agree	J. (2016)
3. I will say positive about Phuket to	4= Agree	- Chen & Tsai (2007)
other people.	3= Neutral	- Liu (2013)
	2= Disagree	

1= Strongly disagree

The fifth part showing personal information, was adopted from Promsivapallop and Kannanvakun (2019). The nominal and ordinal scales were used to ask about Chinese tourists' gender, age, education, income, occupation, and region.

3.2.5 Item Objective Congruence (IOC) Test

This instrument was check for its IOC by three professors of the Faculty of Hospitality and Tourism, Prince of Songkla University.

3.2.6 Data Analysis

Data were analyzed using Statistical Package for the Social Sciences (SPSS) and test the conceptual framework. The program used to analyze the statistics, including descriptive statistics, means, factor analysis, correlation analysis, one-way ANOVA, regression analysis, and independent-sample T-test.

First, the data was subject to descriptive statistics to analyze the basic information of the interviewees, the importance of e-WOM, the image of Phuket, and future intentions. Among them, factor analysis is also used when studying the image of Phuket.

Secondly, independent-sample T-test and one-way ANOVA are used to test the hypothesis, which aims to test the relationship between demographic variables and the image of Phuket.

Third, the relationship between e-WOM important level and Phuket image wass tested through correlation analysis.

Finally, regression analysis was conducted to explore the relationship between the image of Phuket and future intention.

CHAPTER 4

RESULTS

This chapter mainly focuses on the result from the questionnaire survey and the electronic word-of-mouth data of Ctrip's Phuket image. The questionnaire was distributed to Chinese tourists waiting for take-off at Phuket Airport to consider the image of Phuket during their visit to Phuket and their use of social media. A total of 400 questionnaires were collected in January 2020. And a total of 35,000 comments on Phuket were collected on Ctrip. The comments from 2016 to October 2019 were finally selected.

4.1 Findings

The results from the questionnaires were divided into five parts. These include general information about travel experience and online research experience of respondents, e-WOM in social media, Phuket image, future travel intention, and respondents' personal information.

4.1.1 Personal Profiles of Respondents

All demographic information on gender, age, education, monthly income, occupation, and place of residence is analyzed by frequency analysis and shown in Table 4.1

Table 4.1 Personal Profiles of Respondents

	Personal Profiles		**Frequency**	**Percentage (%)**
Gender	Male		188	47.00
	Female		212	53.00
		Total	400	100

Table 4.1 Continued

	Personal Profiles		Frequency	Percentage (%)
Age	18-24		82	20.50
	25-34		174	43.50
	35-44		80	20.00
	45-54		42	10.50
	55-64		20	5.00
	65 or above		2	0.50
		Total	400	100
Occupation	Business Owner		13	3.30
	Administrative/Managerial		51	12.80
	Self-employed		82	20.50
	Government		49	12.30
	Technician/Professional		72	18.00
	Student		60	15.00
	Housewife		10	2.50
	Retiree		27	6.80
	Employee		36	9.00
		Total	400	100
Region	Northwest China		15	3.80
	North China		51	12.80
	Northeast China		15	3.80
	East China		155	38.80
	Central China		47	11.80
	South China		62	15.50
	Southwest China		55	13.80

Total   400   100

Gender

Table 4.1 shows that 47% of the 400 Chinese tourists were male, and there was 53% female.

Age

Regarding the age of the respondents, 20.5% of the respondents are 18-24, 43.5% are 25-34, 20% are 35-44, 10.5% are 45-54, 5% are 55-64, 0.5% are 65 years old or above.

Education

There are 13.75% of respondents with a high school education or below, 63.5% are bachelor's degrees, and 22.75% are master's degrees or higher levels.

Monthly income

According to monthly income, there are 39.5% of respondents have a monthly income below ¥5000, 38.25% of respondents have a monthly income between ¥5000 to ¥7999, and 22.25% have a monthly income of ¥8000 or higher.

Occupation

Regarding the occupation of the respondent, there are 3.3% business owner, 12.8% administrative/managerial, 20.5% self-employed, 12.3% government, 18% technician/professional, 15% student, 2.5% housewife, 6.8% retiree and 9% employee.

Region

Since China is a vast country, tourists come from many different cities. Therefore, China is divided into seven regions according to geography. Of the 400 respondents, 3.8% were from Northwest China, 12.8% were from North China, 3.8% were from Northeast China, 38.8% were from East China, and 11.8% were from Central China, 15.5% of respondents from South China, 13.8% of respondents from Southwest China.

4.1.2 Travel Experience

Table 4.2 General Information About the Number of Times Overseas Travel

Travel experience	Mean	STD.
Number of overseas travels last three year	2.46	2.269
Number of times visiting Phuket	1.49	1.458
Average length of stayed at Phuket (days)	7.52	9.027

As shown in Table 4.2, the average number of Chinese tourists abroad is about twice in three years. The average number of visits to Phuket by Chinese tourists is about 1.5 times, and Chinese tourists spent an average of eight days in Phuket.

4.1.3 Online Search Experience

Table 4.3 Average Time Searching for Information on Social Media before Deciding to Choose Phuket

Online search experience	Mean	STD.
Number of days search information about Phuket on social media before deciding choosing Phuket	5.23 days	6.615
Hours spent on social media each day	3.24 hours	2.230

Table 4.3 shows that Chinese tourists searched on social media for an average of 5 days before choosing Phuket as their travel destination. Chinese tourists spent an average of 3 hours per day on social media.

Table 4.4 Frequency of Online Search

Online search experience	Always	Often	Sometimes	Rarely	Never
Checked or read word of mouth information on the Internet before choosing a holiday destination.	21.8 %	33.8 %	32.5 %	10.0 %	2.0 %
Posted travel experiences and comments on the Internet.	8.0 %	19.3 %	44.0 %	17.8 %	11.0 %
Check of refer to online information before traveling.	21.5 %	33.0 %	35.0 %	8.8 %	1.8 %

Table 4.4 shows that most Chinese tourists often checked or read word-of-mouth information on the Internet before choosing a holiday destination and sometimes checked of refer to online information before traveling. And most of them sometimes posted their travel experiences and reviews on the internet.

4.1.4 Type of Information Sources

Table 4.5 Sources of Information for Chinese Tourists

Sources of Information	N	Frequency	Rank	Percentage (%)
Ctrip	400	233	1	58.30
Dianping	400	183	2	45.80
Weibo	400	165	3	41.30
Wechat	400	143	4	35.80
Mafengwo	400	100	5	25.00
Little Red Book	400	88	6	22.00
Tiktok	400	84	7	21.00
QQ	400	40	8	10.00
Fliggy	400	5	9	1.30
Tuniu	400	4	10	1.00

Table 4.5 shows that about 58.3% of respondents use Ctrip to plan their trip, followed by Dianping (45.8%), Weibo (41.3%), Wechat (35.8%), Mafengwo (25%), Little Red Book (22%), and Tiktok (21%). Other social media were Fliggy (1.3%) and Tuniu (1%).

4.1.5 Measurement Scale on Reliability Analysis

Reliability is described as the consistency of conceptual measures (Bryman and Bell, 2011). This study uses internal reliability because it has a different structure with multiple measures. Cronbach's alpha is one of the most commonly used techniques for testing internal reliability (Hair et al., 2010). Researchers believe that the ideal Cronbach alpha is over 0.70 (Hair et al., 2010). Table 4.6 shows the summarize of reliabilities.

Table 4.6 Cronbach's Alpha Rule of Thumb

Value	Strength of Association
≥ 0.90	Excellent reliability
0.70-0.90	High reliability

0.50-0.70	Moderate reliability
below 0.50	Low reliability

Source: Hinton et al.,2014

Table 4.7 Reliability Analysis

Variables	Number of items	Cronbach's Alpha value	Strength of Association
Important of e-WOM	11	0.948	Excellent Reliability
Future intention	3	0.914	Excellent Reliability

The first variable is related to the importance of e-WOM, which includes 11 items, and the second variable covered future intention, including three items. As shown in Table 4.7, their reliability is above 0.9. So, according to Cronbach's alpha rule of thumb, 11 items of the importance of e-WOM met excellent reliability, and three items of future intention were at a superb reliability level.

4.1.6 Descriptive Statistics

Table 4.8 Importance of E-WOM in Social Media to Chinese Tourists

Factors	Mean	STD.
(1) Importance of e-WOM	**3.63**	**0.692**
Videos about Phuket on social media are important for my decision.	3.89	0.841
Comments in words about Phuket on social media are important for my decision.	3.87	0.835
Pictures about Phuket on social media are important when I consider Phuket for my holiday.	3.85	0.843
I consider the information about Phuket before travelling.	3.83	0.851
I always read online comments about Phuket before I travel.	3.80	0.869
I frequently gather online comments about Phuket before making decision.	3.76	0.866
I find the comments about Phuket on social media trustworthy.	3.46	**0.**889
Comments on the social media are objective when commented by Chinese people.	3.43	0.847
The information about Phuket available on social media are credible.	3.43	0.822
I find online comments about Phuket very convincing.	3.36	0.841

Comments about Phuket on the social media are accurate.	3.23	0.895

As Table 4.8 shows that the average importance of e-WOM is 3.63. It means that the importance of electronic word of mouth to Chinese tourists at an important level. Among them, the highest score is "Videos about Phuket on social media are important for my decision" (Mean=3.89, SD=0.841), followed by "Comments in words about Phuket on social media are important for my decision" (Mean=3.87, SD=0.835) and "Pictures about Phuket on social media are important when I consider Phuket for my holiday" (Mean=3.85, SD=0.843). The lowest score is "Comments about Phuket on the social media are accurate" (Mean=3.23, SD=0.895).

Table 4.9 Destination Image

Destination image	Mean	STD.
Phuket has many beautiful beaches.	4.52	0.596
Phuket has pleasant weather.	4.38	0.746
Phuket offers a wide variety of outdoor activities.	4.32	0.787
Phuket offers many water-related leisure activities.	4.31	0.667
There is a variety of food and beverage to try in Phuket.	4.09	0.691
Phuket offers a wide range of accommodation choices with different pricing.	4.09	0.639
There is a wide range of accommodation services in Phuket.	4.08	0.629
Seafood in Phuket is fresh and delicious.	4.07	0.746
Phuket offers a variety of restaurants.	4.06	0.691
People in Phuket are friendly.	4.03	0.711
Phuket is relaxing.	4.01	0.749
Trip to Phuket is value for money.	3.99	0.718
Food and beverage prices in Phuket are affordable.	3.98	0.849
Phuket offers a lot of things to do in the evening.	3.97	0.861
Local food in Phuket is tasty and delicious.	3.94	0.858
There is a good free Wi-Fi for tourists in Phuket.	3.93	0.748
It is safe to eat local food in Phuket.	3.93	0.796
Phuket is pleasant.	3.85	0.758

Destination image	Mean	STD.
Phuket has many cultural and historical sites.	3.84	0.970
Phuket is fascinating.	3.82	0.810
Phuket is exciting.	3.77	0.736
Roads in Phuket are safe to drive.	3.46	0.906

Table 4.9 Continued

Destination image	Mean	STD.
Phuket offers good local transportation.	3.45	0.992
Phuket is a safe place to visit.	3.43	0.749
Phuket has a high standard of living.	3.12	0.954
There is no communication problem when communicating with Thai people when traveling in Phuket.	3.11	1.144
Phuket has a few of natural disasters.	3.10	0.907
Overall	3.88	0.793

According to Table 4.9, the top five images of Chinese tourists on Phuket are "Phuket has many beautiful beaches" (Mean=4.52, SD=0.596), "Phuket has pleasant weather" (Mean=4.38, SD=0.746), "Phuket offers a wide variety of outdoor activities" (Mean=4.32, SD=0.787), "Phuket offers many water-related leisure activities" (Mean=4.31, SD=0.667), and "There is a variety of food and beverage to try in Phuket" (Mean=4.09, SD=0.691). Overall, Chinese tourists have a good impression of Phuket, but there are ten variables whose scores are lower than the overall impression average. The five with the lowest scores are "Phuket has a few of natural disasters" (Mean=3.10, SD=0.907), "There is no communication problem when communicating with Thai people when traveling in Phuket" (Mean=3.11, SD=1.144), "Phuket has a high standard of living" (Mean=3.12, SD=0.954), "Phuket is a safe place to visit" (Mean=3.43, SD=0.749), and "Phuket offers good local transportation" (Mean=3.45, SD=0.992).

Table 4.10 Future Intention

Factors	Mean	STD.
(1) Future intention	**3.64**	**0.749**
I will recommend Phuket to others.	3.78	0.772
I intend to visit Phuket in the future.	3.55	0.839

I will say positive about Phuket to other people	3.59	0.820

Table 4.10 reports the future intentions of Chinese tourists. As shown in Table 4.10, Chinese tourists are likely to recommend Phuket and travel to Phuket again.

Factor analysis of 27 items of target attributes to explore the principal component analysis of the basic dimensions of the overall data's target attributes. In order to confirm the number of factors, the eigenvalue of the factor must be greater than or equal to 1were retained for further analysis (Pallant,2013). Tabachnick and Fidell suggestion that check the correlation matrix to obtain evidence that the coefficient is greater than 0.3, that is, the loading value is greater than 0.3.

As reported in Table 4.11, 5 factors were finally determined. There are six items that have been removed due to demonstrated cross-loading. They are Phuket is pleasant, Phuket has a few of natural disasters, trip to Phuket is value for money, there is a wide range of accommodation services in Phuket, Phuket offers a wide range of accommodation choices with different pricing, and Phuket has many cultural and historical sites.

The five derived factors were named as (1) Food and beverage, (2) Relaxing atmosphere, (3) Public Facility, (4) Beaches and activities, and (5) Safe place and good stay. The consistency between the internal items of each factor is determined by calculating Cronbach's alpha value. The alpha value of each factor is satisfactory and can guarantee its reliability, ranking from 0.745-0.916.

Table 4.11 also shows the comparing mean among Chinese tourists about the destination image of Phuket. According to five-point Likert scale, the highest mean score on factor (4) Beaches and activities (Mean=4.38, SD=0.59), followed by the factor (1) Food and beverage (Mean=4.01, SD=0.61), followed by the factor (2) Relaxing atmosphere (Mean=3.86, SD=0.71), followed by factor (3) Public Facility (Mean=3.61, SD=0.72), and the lowest score on factor (5) Safe place and good stay (Mean=3.22, SD=0.84).

Factor 1: Food and beverage

Containing eight items in the factor of Food and Beverage, all items scored approximately four. Among them, the highest score is "There is a variety of food and beverage to

try in Phuket" (Mean=4.09, SD=0.69), and the lowest score is "It is safe to eat local food in Phuket" (Mean=3.93, SD=0.80). In general, Chinese tourists are satisfied with the food and drinks in Phuket.

Factor 2: Relaxing atmosphere

In factors of Cognitive image relaxing atmosphere, the results show that Chinese tourists' feelings towards Phuket were relaxing (Mean=4.01, SD=0.75), followed by fascinating (Mean=3.82, SD=0.81), and exciting (Mean=3.77, SD=0.74).

Factor 3: Public Facility

In factors of Public Facility, the results show that item "Phuket offers good local transportation" (Mean=3.45, SD=0.99) and item "Roads in Phuket are safe to drive" (Mean=3.46, SD=0.91) both had a similar score. And "There is a good free Wi-Fi for tourists in Phuket" (Mean=3.93, SD=0.75) got the highest score.

Factor 4: Beaches and activities

In factors of Beaches and activities, the results show that "Phuket has many beautiful beaches" (Mean=4.52, SD=0.60) got the highest score. "Phuket has pleasant weather" (Mean=4.38, SD=0.75), "Phuket offers a wide variety of outdoor activities" (Mean=4.32, SD=0.79), and "Phuket offers many water-related leisure activities" (Mean=4.31, SD=0.67) got a relatively lower score. Nevertheless, their scores are also very high.

Factor 5: Safe place and good stay

In factors of Safe place and good stay, the results show that "Phuket is a safe place to visit" (Mean=3.43, SD=0.75) got the highest score, followed by "Phuket has a high standard of living" (Mean=3.12, SD=0.95) and "There is no communication problem when communicating with Thai people when traveling in Phuket" (Mean=3.11, SD=1.15). Their scores are relatively low.

Table 4.11 Factor Analysis on the Destination Image of Phuket

Factor	Loading	Eigen value	%of variance explained	Cronbach's alpha	Mean	S.D.
Factor (1) Food and beverage		**8.50**	**40.48**	**0.912**	**4.01**	**0.61**
Phuket offers a lot of things to do in the evening.	0.924				3.97	0.86
It is safe to eat local food in Phuket.	0.888				3.93	0.80
Local food in Phuket is tasty and delicious.	0.848				3.94	0.86
Food and beverage prices in Phuket are affordable.	0.841				3.98	0.85
Phuket offers a variety of restaurants.	0.527				4.06	0.69
There is a variety of food and beverage to try in Phuket.	0.501				4.09	0.69
Seafood in Phuket is fresh and delicious.	0.497				4.07	0.75
People in Phuket are friendly.	0.370				4.03	0.71
Factor (2) Relaxing atmosphere		**2.73**	**13.00**	**0.916**	**3.86**	**0.71**
Phuket is relaxing.	0.885				4.01	0.75
Phuket is exciting.	0.874				3.77	0.74
Phuket is fascinating.	0.866				3.82	0.81

Table 4.11 Continued

Factor	Loading	Eigen value	%of variance explained	Cronbach's alpha	Mean	S.D.
Factor (3) Public Facility		**1.68**	**8.02**	**0.745**	**3.61**	**0.72**
Phuket offers good local transportation.	0.796				3.45	0.99
Roads in Phuket are safe to drive.	0.789				3.46	0.91
There is a good free Wi-Fi for tourists in Phuket.	0.637			0.868	3.93	0.75
Factor (4) Beaches and activities		**1.20**	**5.71**		**4.38**	**0.59**
Phuket has many beautiful beaches.	0.882				4.52	0.60
Phuket has pleasant weather.	0.849				4.38	0.75
Phuket offers a wide variety of outdoor activities.	0.820				4.32	0.79
Phuket offers many water-related leisure activities.	0.652				4.31	0.67
Factor (5) Safe place and good stay		**1.14**	**5.42**	**0.845**	**3.22**	**0.84**
There is no communication problem when communicating with Thai people when traveling in Phuket.	0.887				3.11	1.15
Phuket has a high standard of living.	0.850				3.12	0.95
Phuket is a safe place to visit.	0.695				3.43	0.75

Total variance explained	72.63

4.1.7 Evaluation of the Destination Image of Phuket Among Chinese Tourists based on Personal Factors

Table 4.12 ANOVA Tests for Comparison of Mean Scores of the Destination Image of Phuket Between Age Groups

Destination image of Phuket	Age	Mean	S.D.	ANOVA		
				F-value	P-value	Post Hoc
Food and beverage	(1)18-24 (n=82)	3.96	0.510	6.436	0.002*	2 > 3
	(2)25-44 (n=254)	4.08	0.595			
	(3)45 or above (n=64)	3.78	0.735			
Relaxing atmosphere	(1)18-24 (n=82)	3.88	0.653	12.164	0.000*	1 > 3
	(2)25-44 (n=254)	3.95	0.683			2 > 3
	(3)45 or above (n=64)	3.48	0.756			
Public Facility	(1)18-24 (n=82)	3.52	0.665	1.439	0.238	
	(2)25-44 (n=254)	3.66	0.741			
	(3)45 or above (n=64)	3.56	0.710			
Beaches and activities	(1)18-24 (n=82)	4.34	0.574	0.791	0.454	
	(2)25-44 (n=254)	4.41	0.581			
	(3)45 or above (n=64)	4.32	0.672			
Safe place and good stay	(1)18-24 (n=82)	3.26	0.787	7.026	0.001*	1 >3
	(2)25-44 (n=254)	3.30	0.792			2 > 3
	(3)45 or above (n=64)	2.86	1.001			

Remark: Significant valued at p<0.05

As shown in Table 4.12, the statistically significant differences were identified in the following characteristics of the destination image of Phuket performance:

- Food and beverage （F=6.436, p=0.002）
- Relaxing atmosphere （F=12.164, p=0.000）

• Safe place and good stay （F=7.026, p=0.000）

According to the report in Table 4.12, there were significant differences in characteristics: Food and beverage, Relaxing atmosphere, Safe place and good stay. The post hoc test shows that the 25-44 age group (Mean=4.08, 3.95 and 3.30 respectively) has a better impression of Food and beverage, Relaxing atmosphere and Safe place and good stay than those over 45(Mean=3.78, 3.48 and 2.86 respectively). And the 18-24 age group (Mean=3.88 and 3.26 respectively) also has a better impression of Relaxing atmosphere and Safe place and good stay than those over 45 (Mean=3.48 and 2.86 respectively).

Table 4.13 T-test for Comparison of Mean Scores of the Destination Image of Phuket Between
Gender

Destination image of Phuket	Gender	Mean	T-test	
			t-value	p-value
Food and beverage	Male (n=188)	3.97	1.215	0.271
	Female (n=212)	4.04		
Relaxing atmosphere	Male (n=188)	3.82	0.076	0.783
	Female (n=212)	3.90		
Public Facility	Male (n=188)	3.61	0.371	0.543
	Female (n=212)	3.62		
Beaches and activities	Male (n=188)	4.37	0.593	0.442
	Female (n=212)	4.39		
Safe place and good stay	Male (n=188)	3.19	3.526	0.061
	Female (n=212)	3.25		

Remark: Significant valued at $p < 0.05$

According to the report in Table 4.13, there is no statistically significant difference between genders in the destination image of Phuket was confirmed.

Table 4.14 ANOVA Tests for Comparison of Mean Scores of the Destination Image of Phuket

　　　　Between Different Education

Destination image of Phuket	Education	Mean	S.D.	ANOVA		
				F-value	p-value	Post Hoc
Food and beverage	(1) Below bachelor's degree (n=55)	3.68	0.635	9.294	0.000*	2 > 1
	(2) Bachelor's degree (n=254)	4.06	0.583			3 > 1
	(3) Higher than bachelor's degree (n=91)	4.05	0.624			
Relaxing atmosphere	(1) Below bachelor's degree (n=55)	3.60	0.784	4.464	0.012*	2 >1
	(2) Bachelor's degree (n=254)	3.90	0.686			3 >1
	(3) Higher than bachelor's degree (n=91)	3.91	0.695			
Public Facility	(1) Below bachelor's degree (n=55)	3.45	0.729	1.669	0.190	
	(2) Bachelor's degree (n=254)	3.64	0.695			
	(3) Higher than bachelor's degree (n=91)	3.61	0.785			
Beaches and activities	(1) Below bachelor's degree (n=55)	4.05	0.692	11.132	0.000*	2 >1
	(2) Bachelor's degree (n=254)	4.41	0.569			3 >1
	(3) Higher than bachelor's degree (n=91)	4.51	0.538			
Safe place and good stay	(1) Below bachelor's degree (n=55)	2.81	1.058	8.598	0.000*	2 >1
	(2) Bachelor's degree (n=254)	3.25	0.792			3 >1
	(3) Higher than bachelor's degree (n=91)	3.38	0.758			

Remark: Significant valued at $p < 0.05$

As shown in Table 4.14, the statistically significant differences were identified in the following characteristics of the destination image of Phuket performance:

- Food and beverage （F=9.294, p=0.000）
- Relaxing atmosphere （F=4.464, p=0.012）
- Beaches and activities （F=11.132, p=0.000）
- Safe place and good stay （F=8.598, p=0.000）

According to the report in Table 4.14, there were significant differences in characteristics: Food and beverage, Relaxing atmosphere, Beaches and activities, Safe place and good stay. The post hoc test shows that Chinese tourists with a bachelor's degree (Mean=4.06 and 3.90 respectively) and higher education (Mean=4.05 and 3.91 respectively) have a better impression of "Food and beverage" and "Relaxing atmosphere" than Chinese tourists with low education (Mean=3.68 and 3.60 respectively). Post hoc test also shows that Chinese tourists with a bachelor's degree (Mean=4.41 and 3.25 respectively) and higher education (Mean=4.51 and 3.38 respectively) have a better impression of "Beaches and activities" and "Safe place and good stay" than Chinese tourists with low education (Mean=4.05 and 2.81 respectively).

Table 4.15 ANOVA Tests for Comparison of Mean Scores of the Destination Image of Phuket Between Different Income Level

Destination image of Phuket	Income	Mean	S.D.	ANOVA		
				F-value	P-value	Post Hoc
Food and beverage	(1) Below 5,000 RMB (n=158)	3.96	0.617	2.245	0.107	
	(2) 5,000-7,999 RMB (n=153)	4.09	0.595			
	(3) 8,000 RMB or higher (n=89)	3.94	0.624			
Relaxing atmosphere	(1) Below 5,000 RMB (n=158)	3.69	0.710	8.344	0.000*	2 > 1
	(2) 5,000-7,999 RMB (n=153)	3.93	0.671			3 > 1
	(3) 8,000 RMB or higher (n=89)	4.04	0.710			
Public Facility	(1) Below 5,000 RMB (n=158)	3.55	0.660	1.967	0.141	
	(2) 5,000-7,999 RMB (n=153)	3.70	0.729			
	(3) 8,000 RMB or higher (n=89)	3.60	0.809			

Table 4.14 Continued

Destination image of Phuket	Income			ANOVA		
		Mean	S.D.	F-value	p-value	Post Hoc
Beaches and activities	(1) Below 5,000 RMB (n=158)	4.36	0.619	0.138	0.871	
	(2) 5,000-7,999 RMB (n=153)	4.39	0.578			
	(3) 8,000 RMB or higher (n=89)	4.40	0.587			
Safe place and good stay	(1) Below 5,000 RMB (n=158)	3.08	0.924	8.439	0.000*	3 > 1
	(2) 5,000-7,999 RMB (n=153)	3.19	0.767			3 > 2
	(3) 8,000 RMB or higher (n=89)	3.52	0.735			

As shown in Table 4.15, the statistically significant differences were identified in the following characteristics of the destination image of Phuket performance:

- Relaxing atmosphere （F=8.344, p=0.000）
- Safe place and good stay （F=8.439, p=0.000）

According to the report in Table 4.15, there were significant differences in characteristics: Relaxing atmosphere, Safe place and good stay. According to the Post hoc test, middle-income Chinese tourists (Mean=3.93) and high-income groups (Mean=4.04) have a better impression of the "Relaxing atmosphere" than low-income groups (Mean=3.69). And high-income Chinese tourists (Mean=3.52) have a better impression of "Safe place and good stay" than middle-income groups (Mean=3.19) and low-income groups (Mean=3.08).

Table 4.16 ANOVA Tests for Comparison of Mean Scores of the Destination Image of Phuket

Between Different Occupation

Destination image of Phuket	Occupation	Mean	S.D.	ANOVA		
				F-value	p-value	Post Hoc
Food and beverage	(1) Business Owner (n=13)	4.02	0.588	5.256	0.000*	2 > 8
	(2) Administrative/Managerial (n=51)	4.15	0.599			3 > 8
	(3) Self-employed (n=82)	4.15	0.591			4 > 8
	(4) Government (n=49)	4.10	0.552			5 > 8
	(5) Technician/Professional (n=72)	4.10	0.600			3 > 9
	(6) Student (n=60)	3.88	0.529			
	(7) Housewife (n=10)	4.04	0.295			
	(8) Retiree (n=27)	3.48	0.590			
	(9) Employee (n=36)	3.76	0.722			
Relaxing atmosphere	(1) Business Owner (n=13)	4.13	0.701	3.766	0.000*	1 > 8
	(2) Administrative/Managerial (n=51)	3.96	0.621			2 > 8
	(3) Self-employed (n=82)	3.91	0.681			3 > 8
	(4) Government (n=49)	3.71	0.667			5 > 8
	(5) Technician/Professional (n=72)	3.95	0.688			6 > 8
	(6) Student (n=60)	3.96	0.647			9 > 8
	(7) Housewife (n=10)	3.97	0.656			
	(8) Retiree (n=27)	3.25	0.683			
	(9) Employee (n=36)	3.81	0.885			
	(1) Business Owner (n=13)	3.44	0.843	1.753	0.085	

Public	(2) Administrative/Managerial (n=51)	3.78	0.707			
Facility	(3) Self-employed (n=82)	3.68	0.717			
	(4) Government (n=49)	3.71	0.648			

Table 4.16 Continued

Destination image of Phuket	Occupation	Mean	S.D.	ANOVA		
				F-value	p-value	Post Hoc
Public	(5) Technician/Professional (n=72)	3.66	0.748			
Facility	(6) Student (n=60)	3.48	0.627			
	(7) Housewife (n=10)	3.87	0.358			
	(8) Retiree (n=27)	3.37	0.753			
	(9) Employee (n=36)	3.43	0.875			
Beaches and activities	(1) Business Owner (n=13)	4.40	0.573	1.454	0.172	
	(2) Administrative/Managerial (n=51)	4.52	0.540			
	(3) Self-employed (n=82)	4.45	0.576			
	(4) Government (n=49)	4.46	0.521			
	(5) Technician/Professional (n=72)	4.36	0.577			
	(6) Student (n=60)	4.32	0.575			
	(7) Housewife (n=10)	4.28	0.617			
	(8) Retiree (n=27)	4.17	0.800			
	(9) Employee (n=36)	4.24	0.665			
	(1) Business Owner (n=13)	3.33	0.707	3.840	0.000*	2 > 8
	(2) Administrative/Managerial (n=51)	3.52	0.716			3 > 8
Safe place	(3) Self-employed (n=82)	3.23	0.857			5 > 8
and good	(4) Government (n=49)	3.07	0.767			6 > 8
stay	(5) Technician/Professional (n=72)	3.25	0.754			7 > 8
	(6) Student (n=60)	3.27	0.794			9 > 8
	(7) Housewife (n=10)	3.50	0.707			
	(8) Retiree (n=27)	2.51	1.099			

(9) Employee (n=36)	3.24	0.911

Remark: Significant valued at p＜0.05

As shown in Table 4.16, the statistically significant differences were identified in the following characteristics of the destination image of Phuket performance:

- Food and beverage （F=5.256, p=0.000）
- Relaxing atmosphere （F=3.766, p=0.000）
- Safe place and good stay （F=3.840, p=0.000）

According to the report in Table 4.16, there were significant differences in characteristics: Food and beverage, Relaxing atmosphere, Safe place and good stay. Comparing the mean score of occupation, retiree got the lowest score.

Table 4.17 ANOVA Tests for Comparison of Mean Scores of the Destination Image of Phuket
Between Different Region

Destination image of Phuket	Region	Mean	S.D.	ANOVA	
				F-value	p-value
Food and beverage	Northwest China (n=15)	3.97	0.556	0.400	0.879
	North China (n=51)	3.95	0.593		
	Northeast China (n=15)	3.89	0.739		
	East China (n=155)	4.03	0.618		
	Central China (n=47)	3.95	0.541		
	South China (n=62)	4.01	0.668		
	Southwest China (n=55)	4.08	0.602		
Relaxing atmosphere	Northwest China (n=15)	4.13	0.743	0.630	0.706
	North China (n=51)	3.78	0.699		
	Northeast China (n=15)	3.84	0.700		
	East China (n=155)	3.87	0.735		
	Central China (n=47)	3.85	0.708		
	South China (n=62)	3.80	0.692		
	Southwest China (n=55)	3.92	0.663		
Public Facility	Northwest China (n=15)	3.60	0.838	0.339	0.916

North China (n=51)	3.50	0.634	
Northeast China (n=15)	3.49	0.677	
East China (n=155)	3.63	0.759	
Central China (n=47)	3.64	0.655	

Table 4.17 Continued

Destination image of Phuket	Region	Mean	S.D.	ANOVA	
				F-value	p-value
Public Facility	South China (n=62)	3.65	0.716		
	Southwest China (n=55)	3.65	0.759		
Beaches and activities	Northwest China (n=15)	4.12	0.610	0.158	0.987
	North China (n=51)	4.34	0.543		
	Northeast China (n=15)	4.28	0.626		
	East China (n=155)	4.39	0.587		
	Central China (n=47)	4.38	0.566		
	South China (n=62)	4.39	0.659		
	Southwest China (n=55)	4.42	0.627		
Safe place and good stay	Northwest China (n=15)	3.60	0.910	1.712	0.117
	North China (n=51)	2.95	0.879		
	Northeast China (n=15)	3.00	0.797		
	East China (n=155)	3.27	0.856		
	Central China (n=47)	3.23	0.882		
	South China (n=62)	3.20	0.710		
	Southwest China (n=55)	3.30	0.856		
Safe place and good stay	Northwest China (n=15)	3.60	0.910	1.712	0.117
	North China (n=51)	2.95	0.879		
	Northeast China (n=15)	3.00	0.797		
	East China (n=155)	3.27	0.856		
	Central China (n=47)	3.23	0.882		
	South China (n=62)	3.20	0.710		
	Southwest China (n=55)	3.30	0.856		

Remark: Significant valued at $p < 0.05$

According to the ANOVA test results in Table 4.17, there is no statistically significant difference between the region in the destination image of Phuket confirmed.

4.1.8 Explore the Relationship Between E-WOM Important Level and the Destination Image of Phuket by Using Correlation Analysis

Correlation analysis can be used to verify the linear relationship between the two variables. From the correlation coefficient r, scholars can know whether the two variables are in a linear relationship, the strength of the linear relationship and whether it is positive or negative. If r is close to 0, the two variables have no linear correlation. If r is close to 0, the two variables have no linear correlation (Pallant,2013). Lachenbruch & Cohen (1989) proposed that when r is between 0.1-0.29, the linear correlation between the two variables is small. When r is between 0.30-0.49, the linear correlation between the two variables is medium. When r is between 0.5-1.0, the linear correlation between the two variables is large.

Table 4.18 Result of Correlation Analysis Between E-WOM Important Level and the Destination
Image of Phuket

Destination image of Phuket	E-WOM important level
Food and beverage	.478**
Beaches and activities	.468**
Relaxing atmosphere	.440**
Safe place and good stay	.353**
Public Facility	.248**

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

Table 4.19 Summary of the Correlation Analysis Between E-WOM Important Level and the
Destination Image of Phuket

Destination image of Phuket	E-WOM important level
Food and beverage	Medium

Beaches and activities	Medium
Relaxing atmosphere	Medium
Safe place and good stay	Medium
Public Facility	Small

Table 4.18 shows the result of correlation analysis between the e‑WOM important level and the destination image of Phuket. And Table 4.19 summarizes the correlation analysis between the e‑WOM important level and the destination image of Phuket.

As shown in Table 4.19, most of them indicate a medium relationship, except for the relationships between public facilities and E‑WOM important levels, which indicate a small relationship.

4.1.9 Explore the Relationship Between the Destination Image of Phuket and Future Intention by Using Regression Analysis

Table 4.20 Result of Linear Regression Analysis Between the Destination Image of Phuket and Future Intention

Destination image of Phuket	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
Food and beverage	-0.01	0.07	-0.01	-0.13	0.90
Relaxing atmosphere	0.53	0.04	0.50	11.87	0.00*
Public Facility	0.02	0.04	0.02	0.39	0.70
Beaches and activities	0.15	0.06	0.12	2.41	0.02*
Safe place and good stay	0.23	0.04	0.26	6.31	0.00*
Adjusted R^2	0.513				
F	85.153				
p	0.000				
df	5/394				
Durbin‑Watson	1.894				

a. Dependent Variable: Future intention   Significant valued at $p < 0.05$

In order to test whether the destination image of Phuket will affect the future intention, a multiple regression method was used. The results are reported in Table 4.20. According to all conditions of the multiple regression hypothesis proposed by Pallant (2013), including linearity, normality of the scale, multicollinearity, outliers, and case observations, these conditions are not involved in any regression model. Table 4.20 reports multiple regression results of the destination image of Phuket factors as predictor variables for future intention as a dependent variable, regression for Chinese tourists. The model was significant, with 51.3% of the total variance is explained (Adjusted $R^2 = 0.513$, F $=85.153$, p < 0.01) for the Chinese tourists.

Three destination image of Phuket factors were noted to provide a significant contribution to explaining Chinese tourists' future intentions. These were the relaxing atmosphere factor ($\beta=0.53$, t$= 11.81$, p < 0.01) followed by the beaches and activities factor ($\beta=0.15$, t$= 2.41$, p < 0.05) and the safe place and good stay factor ($\beta=0.23$, t$= 6.31$, p < 0.01). While they all had a positive influence on future intentions.

4.2 Research Findings-Qualitative Method

4.2.1 Analysis of Tourists' Online Reviews based on Semantic Network

The higher the frequency of words appearing in the comments, the greater the tourist's recognition of the word, and the extraction of high-frequency words are mostly used in tourism image perception. Use Nvivo software to perform word frequency statistics on the integrated data, the results extract the top 60 high-frequency words, as shown in Table 4.21.

Table 4.21 High-Frequency Words

Word	Frequency	Word	Frequency	Word	Frequency
Beach	10615	Lively	1357	Quiet	734
Phuket	5983	Environment	1195	Diving	711
Very	5367	Item	1132	Sights	706
Good	4199	Price	1048	Swimming	680
Show	3934	Recommend	1043	Spa	660
Compare	3015	Clean	1007	Things	646
Scenery	3087	Photograph	997	Wonderful	640

Special	2680	Elephant	993	Night market	616
Place	2675	Bar	987	Patong	595
Feeling	2590	Sand	982	Enjoy	594
A lot of	2578	Clear	957	People	593
Beautiful	2518	Night	952	Temple	581

Table 4.21 Continued

Word	Frequency	Word	Frequency	Word	Frequency
Seawater	2385	Time	928	Water	568
Worth	2337	Convenience	909	Restaurant	564
None	2209	Service	906	Super	545
Hotel	1984	Cheap	851	First	527
Suitable	1861	Experience	844	Play	512
Like	1781	Vacation	780	Friend	501
Tourist	1600	Comfortable	762	Interesting	485
Racha island	1510	Seafood	735	Island	481

Figure 4.1 Word Cloud

In the online text shown in Table 4.21, it can be seen that the two words "Beach" and "Phuket" are ranked first and second. The beach has become a symbol of Phuket and more representative of Phuket. At the same time, many tourists also mentioned sea water and sand in their comments. Tourists' impressions of seawater and sand are described by two high-frequency words: "clear" and "clean." Chinese tourists also pay more attention to water activities such as diving and swimming. The fifth-ranked high-frequency vocabulary is the high-frequency vocabulary "performance." Most Chinese tourists come to Phuket to watch a show, such as an elephant show or a shemale show. As can be seen from the high-frequency keywords at the back, the three keywords of "special," "wonderful," and "interesting" describe the emotions of those tourists who give comments. There are many small islands around Phuket, but "Racha island" is the only one of the 80 high-frequency words. This shows that one of the islands frequented by Chinese tourists on Racha island. It can also be seen from the high-frequency words that things on Phuket are cheap for Chinese tourists. The two high-frequency vocabularies ranked 29th and 32nd are "bar" and "evening." These two high-frequency vocabularies can bring out the attention of many Chinese tourists to Phuket night activities. Overall, Chinese tourists' impression of Phuket is "good" and "worth."

In order to further explore the specificity between each high-frequency vocabulary, this study chose Nvivo, a text-mining tool. Nvivo has its Chinese language library, which identifies and categorizes similar words. The principle is to summarize different points, and similar points are summarized on the same topic, as shown in Table 4.22

Table 4.22 Theme Topics

Show (Topic 1)	Beach (Topic 2)	Seawater (Topic 3)
Crocodile	Private	Clear
Theater	Big	Colour
Process	Patong	Beautiful
Elephant	White	Quality
Street	Gentle	Azure
Wonderful	Clean	Clean
Special	Public	

Shemale	Hotel	Pretty
Large-scale	Karon	Turbid

Table 4.22 Continued

Place (Topic 4)	Local (Topic 5)	Good (Topic 6)
Shopping	Food	Weather
Vacation	Snack	Select
Sunset	Language	Location
Show	Features	Nice
Elephant	Special local product	Mood
Photograph	Style	People
Eat		Surroundings
Snorkeling		Hotel
Massage		Beach
		Time
		Seawater
		Pretty

Price (Topic 7)	Service (Topic 8)	Scenery (Topic 9)
Moderate	Supporting services	Beautiful
Discount	Pick-up service	Island
Fair	Chinese service	Special
Slightly more expensive	Staff service	Charming
Cheap hotel prices	Spa services	Great
Cheap	Warm service	Beautiful waterfall
Difference	Attentive service	

Economical	Staff attitude
Expensive (Beach)	Service quality

It can be seen from the table above that topic1(Show) contains nine feature words of Crocodile, Theater, Process, Elephant, Street, Wonderful, Special, Shemale, Large-scale. It can be seen that most Chinese tourists have a comprehensive understanding of Phuket's performances. And they think the show in Phuket is wonderful and special. But there are also some negative comments. For example, some Chinese tourists don't like animal performances and think that they are cruel to animals. Table 4.23 is some online comments extracted from this topic.

Table 4.23 The Impression Comment of "Show"

Related comments
It's a wonderful performance, the stage lighting is great, but the ladyboys are all lip-synching
The Simon show in Phuket should be a must-see show, mainly shemale show. If you bring your children to the show, it is recommended not to watch it. It is better to go to the dolphin show.
Fantasea is known as the Disney of Thailand. I think it is far behind Disney. However, the shuttle + buffet +performance is less than 300 yuan per person. I think it is worth it. The entire dining venue and performance venue are magnificent and have Thai characteristics. The buffet is also good. Fantasea mainly tells some legends and stories in Thailand. The English explanation is not very understandable, but the sound and light design are still good, and there are religious elements in the whole performance hall, but the light of the performance is dark. I don't like it very much, but the kids do.
Very exciting show, and the front desk staff speak Chinese first-rate!! The ladyboys performed very well and are worth recommending.

The food is ok, but not worth the high price. The choreography of the performance is actually not very attractive. I can only say that it is a little bit distinctive, the elephant is very poor, and it is trained to do a series of actions. I won't watch it a second time.

The poor monkey was chained to play tricks, and the elephant was pitching. Very cruelty to animals.

The zoo is very small, and it is not recommended to go. The main reason is the inconvenience of local transportation. The shuttle bus must be booked in advance.

Topic 2 (Beach) contains nine feature words of Private, Big, Patong, White, Gentle, Clean, Public, Hotel, Karon. There are many beaches in Phuket, but most Chinese tourists still choose Patong Beach and Karon Beach. Table 4.24 is some online comments extracted from this topic. It can be seen from this that Chinese tourists feel that the beaches of Phuket are clean.

Table 4.24 The Impression Comment of "Beach"

Related comments
Compared to Patong Beach, Karon Beach has a nice view, and there are few people. It is a quiet beach. It is a beach frequently visited by foreigners. It is also convenient to eat here, but the traffic is not very convenient, so you have to take a taxi. Others are good.
Phuket's beaches? Each one is very beautiful, but the beaches in Patong are more crowded, and there are fewer people without Kamala and Karon beaches because there are a lot of people in Patong. You can sunbathe during the day and at night. You can take a walk to listen to the waves.
The beach in Patong is really unclean, the sea is muddy, and the Kata beach is clearer. I recommended to live in Kata or go to PP island, Racha island, which is really beautiful.
Patong Beach is the liveliest beach in Phuket, with sunshine, sand, bikini beauties, and colorful nightlife.
Bang Tao Beach is more suitable for the whole family to spend a holiday. The scenery here is very good, but the prices here are very high.
The sand on Phuket's beaches is clean, and the main thing is that the water is blue.
The three most famous beaches in Phuket are Patong Beach, Karon Beach, and Kata Beach. I feel that the water at Karon Beach is the clearest.

Patong Beach is the most prosperous and lively beach in Phuket. There are many bars, restaurants, and hotels on the beachside. There are many tourists, but the quality of the beach is not very good. There are many marine entertainment projects to choose from.

Topic 3 (Seawater) contains eight feature words of Clear, Colour, Beautiful, Quality, Azure, Clean, Pretty, Turbid. In general, Chinese tourists have a good impression of Phuket's seawater, but some tourists still think that the seawater is a bit muddy. Table 4.25 is some online comments extracted from this topic.

Table 4.25 The Impression Comment of "Seawater"

Related comments
The sea under the sun is azure blue, standing on the mountain looking at the endless blue water, I feel really happy.
The sky and the sea are blue, the water is clean and clear, and the scenery is great
A sandy beach like flour. Turquoise, light blue, and dark blue waters are displayed in the field of view in sequence.
Phuket is also the place where we have to check in when we go to Thailand. There are many beautiful islands. Racha Island is located 20 kilometers south of Phuket. It is also an island with beautiful natural landscapes. There are many people and clear waters. Beautiful landscape, rich natural scenery.
Very beautiful view, very comfortable sea breeze, very beautiful and clear water, very soft beach.

Topic 4 (Place) contains nine feature words of Shopping, Vacation, Sunset, Show, Elephant, Photograph, Eat, Snorkeling, Massage. It can be seen that Phuket is a diverse city for Chinese tourists. Table 4.26 is some online comments extracted from this topic.

Table 4.26 The Impression Comment of "Place"

Related comments
An endless blue sea is a good place for leisure and vacation.
The biggest advantage of Patong Beach is that it is close to Jiangxi Leng, Patong Night Market, and Patong Bar Street, with eating, drinking, and shopping. It is the place where you must check in to go to Phuket. The disadvantage is that there are a lot of people, the beach is not very clean, and there are still many entertainment projects. It is recommended to check-in.
Patong Beach is the place where Phuket has to come. It has a long and beautiful coast, a lively night market, and a variety of exciting performances. It is definitely the most popular beach in Thailand. You can not only hug the sea cordially here but also enjoy delicious food here.
[Scenery] The look of heaven on earth
[Fun] Eat, drink and play
[Value for money] Very good. I have always loved Thailand very much, and I never forget it. Cheap and affordable little heaven!

Table 4.26 Continued

Related comments
Phuket is the place with the most Chinese people. It is basically a Chinese tour group contracting place, but it is very convenient to eat, drink and play, and the tourism is the most mature.
This is a romantic and very suitable place for travel.
Thailand has really become the back garden of China, but it is indeed a place with good quality and low price. I think there is no language barrier. Many people can speak Chinese, and they are very enthusiastic.
A beautiful place with a beautiful sea and the streets and alleys are full of Chinese restaurants.

Topic 5 (Local) contains six feature words of Food, Snack, Language, Features, Special local product, Style. The local food and product in Phuket are more attractive to Chinese tourists. Table 4.27 is some online comments extracted from this topic. Some tourists feel that the local traffic is not very good. There are no buses like in China, and they can only take taxis when they go out.

Table 4.27 The Impression Comment of "Local"

Related comments
Local fruit stalls and tropical fruits can be served here, and the prices are not high. Coconuts, pineapples, and lotus mist are all very cost-effective. The price of durian is a bit higher, but it is much cheaper than in China.
The locals in Thailand are very enthusiastic, and the prices are not high.
The reason why you like to travel to Thailand is that you can let go of your belly support without worrying about high consumption. A family can eat a variety of local delicacies for about RMB 400 together.
Thailand's most popular island, Phuket, is a good choice. The island has complete facilities, and because it is a famous tourist area, there is no problem even if you can't communicate in English. There is no need to go to too many attractions, just enjoy a holiday by the sea.
For foodies, here is simply heaven! A variety of Thai bars, snacks and dinners, and authentic local restaurants have to try.
The locals are very warm.

Table 4.27 Continued

Related comments
Worth going to the beach with beautiful scenery and many recreational activities on the sea, rich in local specialty snacks, specialty restaurants across the road, excellent seafood meals at affordable prices.
There are very few local public transportations. You can only take a taxi or a tuk-tuk when you go out. There is no sidewalk if you want to walk closer. It is very inconvenient to go out.

Topic 6 (Good) contains twelve feature words of Weather, Select, Location, Nice, Mood, People, Surroundings, Hotel, Beach, Time, Seawater, Pretty. They think that as a popular tourist destination, Phuket not only has a good climate, beautiful seawater also has a great location. Table 4.28 is some online comments extracted from this topic. There are also some bad comments. The commercialization of some scenic spots has affected the good mood of Chinese tourists.

Table 4.28 The Impression Comment of "Good"

Related comments

The first time I went there, it was a good experience, but next time I go to Phuket, I will choose a quieter place.

There are many water activities on the beach during the day, and the beach is very wide. There are many cafes and massage shops on the roadside when you are tired. In the evening, turning from the beach to nightclubs and central downtown areas is a fun choice.

Patong was the only place we were disappointed during our visit to Thailand. The street is noisy and dirty. Although the water is clear, the beach is very crowded. Kata Beach is obviously better. There is no reason to be here.

Patong Beach, too commercial, we just want to walk on the beach, there will be vendors asking you if you want to play the project, ruining everyone's good mood.

Good weather, relax completely.

Escape the gloomy and cold weather in Shanghai, come to Phuket to harvest sunshine and a good mood, a group of four who act freely, laugh and cheer all the way, coconut grove, sunshine, and superb food, the most important thing is value for money.

Topic 7 (Price) contains nine feature words of Moderate, Discount, Fair, Slightly more expensive, Cheap hotel prices, Cheap, Difference, Economical, Expensive (Beach). The consumption in Phuket is relatively cheap for Chinese tourists but expensive in some tourist attractions, especially Patong beach. Table 4.29 is some online comments extracted from this topic.

Table 4.29 The Impression Comment of "Price"

Related comments
There are many Thai massage shops here, and the price is very low.
The hotels, supermarkets, shopping malls, and snacks near the beach really have everything, but the price still feels a little more expensive. You can take a few more steps to buy things in the streets inside.
As Thailand's most popular island tour destination, Phuket is very cost-effective. The bar street of Patong Beach has a unique atmosphere, and the price is not high. But don't check in at those online celebrity shops. There are so many people, and the prices are still costly.

The major beaches in Phuket are free, but the entertainment items are charged and expensive. Beach chairs are a good choice, not expensive. Renting a beach chair to lie down and blowing the sea breeze is also a good choice.
There are so many hotels and low prices.
The coconut juice and durian here are delicious, and the price is much cheaper than in China!
Phuket is almost the most expensive place for tourism in Thailand. Patong Beach is the most commercialized place in Phuket.

Topic 8 (Service) contains nine feature words, Supporting services, Pick-up service, Chinese service, Staff service, Spa services, Warm service, Attentive service, Staff attitude, Service quality. Chinese tourists pay great attention to service quality during their trip to Phuket. Chinese services are available in many places, and the waiters are very enthusiastic. Table 4.30 is some online comments extracted from this topic.

Table 4.30 The Impression Comment of "Service"

Related comments
The environment is good, the service is attentive, the price is not the lowest, but after the massage, it feels very worthwhile, and it feels very relaxing.
You can choose from cheap hotels to high-end hotels. The hotel service I stayed in was very good. The service of local restaurants in Thailand is relatively good.
All aspects are very good, impeccable, the tour guide is attentive, and service is very good, highly recommended.
Wonderful performance, warm service, rich dinner, pick-up service, punctual and convenient

Topic 9 (Scenery) contains six feature words of Beautiful, Island, Special, Charming, Great, Beautiful waterfall. The most popular attractions in Phuket are beaches and islands. The majority of Chinese tourists' comments on these attractions are beautiful and charming. Table 4.31 is some online comments extracted from this topic. From these comments, it can be found that Chinese tourists admire the scenery of Phuket.

Table 4.31 The Impression Comment of "Scenery"

Related comments
Karon is much better than Patong's scenery.
The scenery of Prom Thep Cape is the same as I thought, the sunset is beautiful.
The scenery is great, and the water quality is great. The water in Phuket is particularly transparent, and the local scenery is very beautiful.
Phuket, a famous tourist resort island in Thailand, attracts tourists not only by the Thai ladyboys, rich nightlife but also by the beautiful island scenery of Phuket.
Racha island is the most beautiful outlying island in Phuket. It is very suitable for diving. I took the boat for more than an hour. It was very windy and bumpy. The last time the boat capsized, I still felt a little scared. But the scenery on the island is really beautiful, and there are many hermit crabs on the island. The scenery on the island is beautiful, and the environment is also good, very good.

After generating the theme, all the statements about the theme are put together for sentiment analysis according to the keywords of the theme. And use Nvivo to calculate the average value of the emotional positivity coefficient of different subject texts, visually display the emotional tendency of positive and negative review tourists, and understand their emotional tendency. Through the Nvivo vocabulary, words with specific emotions have been scored and marked. For example, the great score is 0.9, and the sad score is 0.2. Iterate over the words in a sentence by some algorithms to get the average value of the sentiment coefficient of the comment text. An average value greater than 0.5 is positive. It actually estimates the probabilistic probability of this sentence, which is a probability distribution. There are hundreds of sentences for each topic, and then through comparison to account for the proportion, the emotional tendency is finally obtained. The following is a sentiment analysis of the main topics (Fig.4.2).

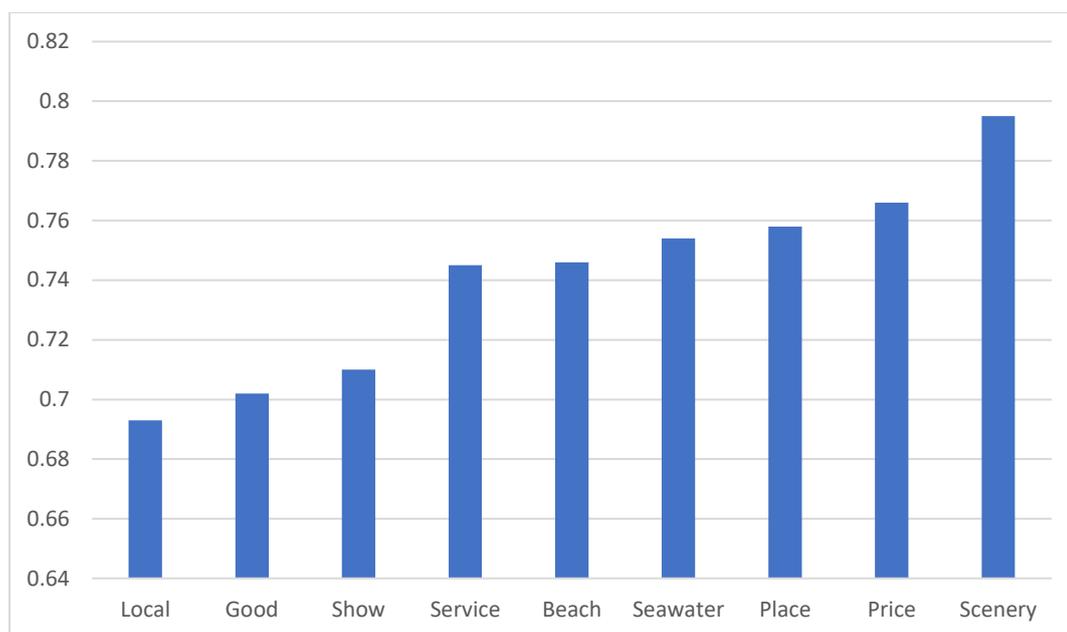Figure 4.2 Comment Emotional Positive Coefficient Mean

Figure 4.2 is the mean value of the sentiment coefficient of comments (horizontal axis is the subject of evaluation, the vertical axis is the mean value of the emotional motivation coefficient of the corresponding theme) "Scenery" theme scores 0.795, ranking first, "Price" theme score 0.766, ranking second, followed by "Place" (mean = 0.758), "Seawater" (Mean = 0.754), "Beach" (Mean = 0.746), "Service" (Mean = 0.745). The relatively low scores are the topics "Show" (Mean = 0.71), "Good" (Mean = 0.702) and "Local" (Mean = 0.693). Figure 4.2 shows that the theme of scenery has the highest mean value of the emotional motivation coefficient, while the theme of Local has the lowest mean value of the emotion coefficient. But overall, Chinese tourists have a better impression of Phuket.

4.3 Results of Similarities/Difference of the Destination Image of Phuket from Quantitative and Qualitative Methods

Based on the analysis of the results in this chapter, Table 4.32 summarizes the similarities/difference of the destination image of Phuket from quantitative and qualitative methods.

Table 4.32 Results of Similarities/Difference of the Destination Image of Phuket from
Quantitative and Qualitative Methods

	Quantitative method	Qualitative method

Difference	Price:	Price:
	Rank at the middle level	Ranks second
	natural disasters:	**natural disasters:**
	Impression is not very good	Rarely mention
	performances:	**performances:**
	Didn't mention	Pay more attention
Similarities	Scenery ranks first.	
	Positive attitude towards the overall destination image of Phuket	

4.4 Summary of the Results of Hypothesis Testing

Based on the analysis of the results in this chapter, Table 4.33 summarizes the hypothesis testing results.

Table 4.33 Hypothesis and Results

	Research Hypothesis	**Result**
H1	The destination image of Phuket is perceived differently by different groups of tourists.	Partially supported
H2	Important of the level of electronic word-of-mouth will influence the destination image of Phuket.	Supported
H3	The destination image of Phuket perceived by tourists is similar to that posted on social media.	Supported
H4	The destination image of Phuket will influence future intentions.	Supported

H1, H3, and H4 are supported, but H2 is only partially supported. In the test of personal data, it was found that age, education, income, and occupation will affect the destination image of Phuket. In contrast, gender and region will not affect the destination image of Phuket.

When comparing the destination image of Phuket portrayed by Chinese tourists in the questionnaire and the destination image of Phuket published by Chinese tourists on social media, it is found that they have many similarities but also have some differences. For example, the electronic word-of-mouth score on the topic "Price" on social media is second. However, the price scores obtained in the questionnaire are not exceptionally high. Secondly, Chinese tourists discuss more topics such as performance shows on social media, but they are not mentioned in the questionnaire. In turn, the questionnaire asked about natural disasters and got the lowest score. However, there have not been many comments about this on social media. Finally, the e-WOM score on the topic of good on social media is relatively low. This topic includes weather, location, beach, people, and communication. But the results obtained in the questionnaire have very high scores on the weather.

CHAPTER 5

CONCLUSIONS AND DISCUSSIONS

This study's focal point is the assessment of destination image from the perspectives of Chinese tourists in Phuket, Thailand. 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 four objectives are discussed. Firstly, the destination image of Phuket, Thailand, among Chinese tourists was accessed. Secondly, the level of influence of electronic word-of-mouth affecting Chinese tourists travelling to Phuket was investigated. Thirdly, the level of destination image based on personal data was compared. Fourthly, the difference between the image of the destination portrayed on social media and the post-travel stage image was compared. Finally, the relationship between the destination image of Phuket and the future intention was to determine.

5.1 Conclusions

A total of 400 Chinese tourists who traveled to Phuket, Thailand, completed the survey during January 2019-February 2019. And 21,511 valid comments were intercepted on the Ctrip website. The conclusions of the data were divided into ten parts.

5.1.1 The Destination Image of Phuket

This study provided positive results about the destination image of Phuket. Chinese tourists regard the island as an island with beautiful beaches. Phuket has not only beautiful beaches, clean waters but also a wealth of water activities. This is consistent with Ctrip's comments on Phuket in recent years. On Ctrip, the word most discussed by Chinese tourists about Phuket is the beach. Simultaneously, when Chinese tourists talked about Phuket, they were impressed by the beautiful beaches and various wonderful performances of Phuket. So, beaches and shows are a major label of Phuket as a tourist destination for Chinese tourists. At the same time, many tourists also mentioned seawater and sand in their comments. Tourists' impressions of seawater and beaches are described by two high-frequency words: "clear" and "clean." Chinese tourists also pay more attention to water activities such as diving and swimming. Most Chinese tourists come to Phuket to watch elephant shows or shemale shows. From the high-frequency keywords intercepted in the comments, it can be seen that the three keywords of "special," "exciting," and "interesting" describe the sentiment of those who commented on the performance.

In addition, the survey found that Chinese tourists feel very relaxed when visiting Phuket, but their image regarding traffic safety and public transportation is relatively low. Although the destination image of Phuket is in crisis due to the occurrence of some security incidents, Chinese tourists have decreased. However, the research found that the positive destination image of Phuket is gradually recovering. This is due to many factors. One of them is that the Thai government and related organizations have adopted many security measures after the crisis. For example, (1) After the Phuket shipwreck incident, the government actively investigated the cause of the incident and strengthened communication with the Chinese side, and all those who made mistakes were investigated and dealt with (Ji, 2018); (2) 8 lifesavers were arranged every day on 12 beaches Patrols (Mueanhawong, 2018). They tried to provide timely and accurate information about the island on social media and quickly responded to negative comments. This also shows that if proper communication and risk management are carried out, the post-crisis impact may be short-lived.

5.1.2 The Personal Information of the Respondents

Most of the respondents came from the east of China (38.80 percent), including Shanghai, Jiangsu, Zhejiang, Shandong, Anhui Province, followed by the south of China (15.50 percent), which include Guangdong, Guangxi, Hainan, Fujian Province. Also, the gender between males and females, as the female was 53 percent and male 47 percent. In addition, the majority of respondents had a bachelor's degree (63.5 percent), followed by a master's degree or higher (22.75 percent). The respondents' main occupations are self-employed (20.5 percent) and technician/professional (18 percent). Most respondents had a salary below 5,000 RMB (39.5 percent), followed by 5,000-7,999 RMB (38.25 percent), and higher than 8,000 RMB (22.25 percent).

5.1.3 Travelling Experience to Phuket

On average, most of the respondents were first-time visit Phuket, and they had two overseas trips in the past three years. Chinese tourists had visited Phuket for approximately eight days.

5.1.4 Using Social Media Search Travel Information Experience

On average, most Chinese tourists use social media every day and use social media to search for travel destination information before traveling. Respondents use social media software for an average of 3 hours a day. Chinese tourists searched on social media for an average of 5 days before choosing Phuket as their travel destination. But in comparison, most people read word-of-mouth information much more times than they made comments.

5.1.5 Type of Information Sources

The majority of respondents found the information about their destination from Ctrip were 58.30 percent, and Dianping (45.80 percent) follow by Weibo (41.30 percent), Wechat (35.80 percent), and Mafengwo (25.00 percent). Other information sources were Little Red Book (22.00 percent), Tiktok (21.00 percent), QQ (10.00 percent), Fliggy (1.30 percent), and the last source was Tuniu (1.00 percent). This shows that Ctrip, Dianping, and Weibo as social media are more popular with Chinese tourists when they want to gain e-WOM of travel destinations.

5.1.6 The Importance of E-WOM to Chinese Tourists

Research has found that e-WOM is of great significance to Chinese tourists. Among them, the electronic word-of-mouth presented in the video has a more significant impact

on Chinese tourists' decisions. Secondly, the text and photo comments on Phuket on social media also affect Chinese tourists' impression of Phuket and whether they choose Phuket as a tourist destination. However, the study found that the accuracy and authenticity of e-WOM also affected the importance of e-WOM to Chinese tourists because the respondents were not particularly satisfied with it.

5.1.7 The Destination Image of Phuket among Chinese Tourists based on Personal Factors

This part analyzes the destination image among international tourists based on personal factors, ANOVA, and T-test to explore Chinese tourists' destination image of Phuket. The results show that Chinese tourists from different age groups, education groups, income groups, and occupation groups have statistically significant differences in Phuket impressions. However, Chinese tourists from other gender groups and regional groups have no statistically different impressions of Phuket. The ANOVA test was used to compare and describe the impressions of different age groups on Phuket. There are significant differences in the images of "Food and beverage," "Relaxing atmosphere," "Public facility," "Beaches and activities," and "Safe place and good stay" between tourists from different age groups. Other results showed statistical differences in "Food and beverage," "Relaxing atmosphere," "Beaches and activities," and "Safe place and good stay" in different education groups. There are significant differences in the image of "Relaxing atmosphere" and "Safe place and good stay" between Chinese tourists from different income groups. The results also show that there are statistically significant differences in the image of "Food and beverage," "Relaxing atmosphere," and "Safe place and good stay" between Chinese tourists from different occupation groups.

5.1.8 The Future Intention of Chinese Intention

The results of the future intentions of Chinese tourists visiting Phuket indicate that most respondents would recommend Phuket to others. And will spread some good comments about Phuket to others. Respondents will consider revisiting Phuket in the future.

5.1.9 The Relationship between E-WOM Important Level and the Destination Image of Phuket

Correlation analysis was adopted to determine whether there is a relationship between the importance of e-WOM and the destination image of Phuket. The survey results show

that the importance of e-WOM to Chinese tourists is closely related to Chinese tourists' image of Phuket. Concerning five destination image of Phuket factors, the importance of electronic word-of-mouth has a moderate impact on "Food and beverage," "Relaxing atmosphere," "Beaches and activities," and "Safe place and good stay," followed by "Public facility" small impact.

5.1.10 The Relationship between the Destination Image of Phuket and Future Intention

Multiple regression was adopted to find out whether there is a relationship between the destination image of Phuket and future intention. The survey results show that three of the five factors of the destination image of Phuket positively impact future intention. They are "Relaxing atmosphere," "Beaches and activities," and "Safe place and good stay."

5.2 Discussion

Objective 1: To determine the destination image of Phuket from Chinese tourists' perception.

Destination image is the key to tourists choosing a destination. The image of a tourist destination is the overall impression of the destination formed by people taking various information collected before the actual travel into the brain. (Gunn & Taylor, 1973; Fakeye & Crompton, 1991; Beerli & Martín, 2004). And this overall impression can be divided into cognitive and affective. (Dicher, 1985; Baloglu & McCleary, 1999) For tourists, cognitive images represent their knowledge and beliefs about a certain place, while emotional images represent their feelings or emotional responses to a certain place (Baloglu & McCleary, 1999; Beerli & Martín, 2004; Gartner, 1994). And in the past literature, it is found that the dimension of the cognitive image can come from the natural environment, cultural resources, infrastructure, etc. (Baloglu & McCleary, 1999). Some authors believe that these cultural and natural resources include beautiful scenery, cultural activities, traditional customs, and other peculiarities (Beerli and Martín, 2004; Stylos et al., 2016). Other scholars believe that these resources only refer to scenic spots (Baloglu & McCleary, 1999).

In this study, 27 sentences were used to describe Chinese tourists feeling towards Phuket. The best impression of Chinese tourists on Phuket is "Phuket has many beautiful beaches" and "Phuket has pleasant weather." This also explains why Phuket can be regarded as one of the

most popular Chinese outbound tourism islands. One of the most famous tourist attractions for islands, beautiful beaches are one of the most important factors to attract tourists. In addition, Chinese tourists have a better impression of Phuket. There are various outdoor sports in Phuket, especially water sports. Secondly, Chinese tourists in Phuket can taste a variety of food. In the same investigation, it was found that Chinese tourists are also satisfied with the taste of local Thai food. This also confirms that Listamaze.com and CNN websites rank Thai food eight in the world's finest cuisines. Of course, Thai food is loved by Chinese tourists in part because its cooking methods are influenced by China (Promsivapallop & Kannaovakun, 2019).

At the same time, the description of Phuket by Chinese tourists obtained from electronic word of mouth on social media can be more in-depth understanding. Although Chinese tourists have a good impression of Phuket's beaches, there are still some negative comments. The electronic word of mouth in Patong Beach is not very good. In the research, it is found that Patong is the most popular beach among Chinese tourists, but its seawater quality is worse than other beaches, and it is very crowded and noisy with many people. More importantly, the commercialization of Patong is very serious. In the study of Akkajit, Thongnonghin, Sriraksa & Pumsri (2019), it was found that the concentration of plastic debris in Patong Beach was higher than that of Kalim and Tri Trang Beach. The heavy tourism pressure and recreational activities led to this result, and it was found that plastic fragments discarded from tourism activities were the primary source. Also, from the quantitative analysis, it is found that the poor impression of Chinese tourists on Phuket is road traffic and road safety. According to qualitative analysis, it is learned that when Chinese tourists are in a car, the driver is driving too fast. Besides, there are few public transportations, and it is tough to reach the destination or attractions from the hotel where the tourists stay. During the Covid-19 epidemic, there are basically no international tourists. This is an opportunity for Phuket. Relevant departments can use this opportunity to solve existing problems in response to the tourism industry's future recovery.

The affective image reflects the tourist's feelings about the destination (Chen et al., 2016). This feeling conveys the destination's affective image through words with emotional content such as excitement, pleasure, and relaxation (Stylos et al., 2016). In the electronic word-of-mouth, Chinese tourists' view of the destination image of Phuket is that Phuket's show and the beach are famous. The show is not only wonderful but also special. The beach is not only clean and

beautiful. Meanwhile, this study also searched for Chinese tourists' evaluation of the destination image of Phuket on the Internet from electronic word-of-mouth and obtained ten high-frequency words describing how tourists feel about Phuket, including good, beautiful, worthwhile, like, lively, recommend, comfortable, wonderful, enjoy, interesting.

Objective 2: To investigate the level of influence of electronic word-of-mouth affecting Chinese tourists' destination image of Phuket.

As a product, tourism is intangible, and the product cannot be measured, touched, or perceived by others before consumption. (Hwang, Park, & Woo, 2018). Therefore, people obtain destination information by reading online reviews before traveling to increase the destination's image and the clarity of the destination. (Filieri et al., 2015). This is one of the reasons why people rely on e-WOM. In addition, e-WOM on social media is considered organic information so far because the publisher of electronic word-of-mouth on social media posts spontaneously and does not get any benefits from the destination (Jacobsen & Munar 2012). Electronic word-of-mouth can be Display in the form of videos, pictures, and text. Social networks' visual content is more valued because videos can be seen intuitively, so they are more trustworthy (Munar & Jacobsen, 2014; Huertas, 2018). The importance of e-WOM has been recognized among the interviewees. This is confirmed by the results of an empirical study, which shows that the vast majority of respondents fully participate in e-WOM exchanges when planning travel activities. Respondents mainly have a positive attitude towards the content generated by users on social media. They rely more on comments and suggestions on social media than on information provided by the provider company.

Research also shows that electronic word-of-mouth on social media will significantly affect Chinese tourists' perception of the destination image of Phuket. Especially the image perception of "Food and beverage" and "Beaches and activities." This also confirms that most of the travel information found in past studies will affect the travel destination's cognitive or emotional image (Kim, Lee, Shin & Yang, 2017). This also shows that the information about Phuket that Chinese tourists searched and found on social media before traveling will affect their perception of Phuket and form the destination image of Phuket in their minds. If their experience after visiting Phuket is worse than the destination image of Phuket in their minds before they came to Phuket, the sense of frustration will make their impression of Phuket worse. On the contrary, if

the information they get on social media is the same as or better than the real experience, their impression of Phuket will be better and pleasantly surprised.

Objective 3: To examine whether personal profiles affect the destination image of Phuket.

Based on personal factors, ANOVA tests and T-tests were used to compare the destination image of Phuket among Chinese tourists. Researchers divide personal factors into six parts. There is age, gender, education level, income group, occupation, and region. Firstly, the results of the study shown there are no relationship between gender and the destination image of Phuket. And there is no statistically significant difference in the region and the destination image of Phuket. Secondly, the researchers compared the destination image of Phuket using age groups, and the results showed differences in five attributes, such as "Food and beverage," "Relaxing atmosphere," "Public facility," "Beaches and activities," and "Safe place and good stay." Besides, the ANOVA test found the destination image of Phuket between different education levels. There are four significant differences, such as "Food and beverage," "Relaxing atmosphere," "Beaches and activities," and "Safe place and good stay." It turns out that respondents with higher education rate the destination image of Phuket higher. At the same time, an ANOVA test was performed to determine the significant difference between the income and the destination image of Phuket. There are two attributes, such as "Relaxing atmosphere" and "Safe place and good stay." In addition, the researchers used income groups to compare destination images on Koh Tao, and the results showed three different attributes. There are "Food and beverage," "Relaxing atmosphere," and "Safe place and good stay." It was found that respondents with higher incomes had lower evaluations of the destination image of Phuket. This is similar to the result of Smith & MacKay (2001), who found that income, age, and education influence the destination image of Phuket, with income being the most crucial factor. The importance of age and education is secondary, as age and education affect income to some extent.

Objective 4: To compare the destination image of Phuket from social media and the destination image from the post-trip stage.

A survey of Chinese tourists after their trip found that they have a positive attitude towards the overall destination image of Phuket. In addition, through the analysis of Ctrip comments, it is found that Chinese tourists also have a positive attitude towards the destination

image of Phuket, especially Phuket's. Views and prices. All in all, the image of the destination in Phuket portrayed on social media is roughly the same as the destination image of Phuket portrayed by Chinese tourists in the post-travel phase. It can be concluded that the electronic word of mouth of the destination image of Phuket is positive and relatively accurate. However, some differences can still be found through comparison. The first is the price. In the quantitative analysis, Chinese tourists rank at the middle level for the price, but the electronic word-of-mouth enthusiasm for Phuket prices on social media ranks second. According to an in-depth analysis of online reviews, it is found that overall Chinese tourists feel that Phuket prices are good value for money. However, the commercialization of some scenic spots has led to excessively high prices, which has caused dissatisfaction among some Chinese tourists. Secondly, in the quantitative analysis, Chinese tourists feel that Phuket is suffering from natural disasters, and their impression is not very good. However, natural disasters are rarely mentioned in qualitative analysis. Finally, people pay more attention to Phuket performances on social media, and the overall impression of Phuket performances is wonderful and special. But there are also different voices inside. While everyone thinks that the elephant show is wonderful, many tourists say this is cruelty to animals. As a shemale performance with Thai characteristics, many tourists say it is amazing and special, but some Chinese tourists cannot accept it.

Objective 5: To determine the relationship between the destination image of Phuket and future intention.

In past research, it was found that the destination image has a significant impact on tourist behavior at different stages of tourism (before, during, and after). And this article mainly studies the influence of destination image on tourists' behavior after travel, and the research direction is to revisit intention, recommendation intention, and positive WOM. This study found that Chinese tourists have the most decisive recommendation intention after travel, followed by positive WOM, and finally revisit intention. Simultaneously, the study also found that the destination image will affect Chinese tourists' future intentions. Among the five factors of destination image, the three factors of Relaxing atmosphere, Beaches and activities, Safe place and good stay were important factors affecting future intentions. Afshardoost & Eshaghi (2020) also proved that overall and emotional images have the most significant impact on future behavioral

intentions, followed by cognitive images. Among the different dimensions of future behavioral intentions, destination image has the most considerable influence on recommendation intentions.

5.3 Recommendations for Government and Tourism Providers

Although the overall destination image of Phuket is positive, there are still many areas that need to be improved. This is still a challenge faced by governments, local government authorities, and various other public and private organizations. In order to further develop the Chinese tourist market and attract more Chinese tourists, this study puts forward the following suggestions and suggestions from the perspective of the government, tourism authorities, tourism providers, and marketers.

5.3.1 Improve Transportation Systems, Policies, and Infrastructure

The result of the destination image shows this; the image shows the relatively low evaluation of Chinese tourists on low safety, safe transportation, public transportation, and local communication. First of all, the government, local governments, and related organizations should increase public transportation systems, such as light rail (BTS), subway (MRT), airport lines, buses, and Chinese stop signs. Second, the local government should increase road intelligent monitoring systems, such as traffic cameras, and improve traffic-related laws and regulations.

5.3.2 Improve the Environment and Reduce Pollution

The study found that Chinese tourists have some negative comments on Patong Beach. Among them, Patong Beach is the most popular beach among Chinese tourists. Coupled with severe commercialization and dense population, seawater quality is worse than other beaches, and there is more garbage. Therefore, local governments and related organizations can establish protection or supervision mechanisms, such as arranging special personnel to regularly clean beach garbage and adding garbage sorting bins. Hotels and restaurants can use paper-packaged tableware to reduce the use of plastic.

5.3.3 Diversification of Communication Channels to Potential Tourists

With time, social media has dramatically changed the way people search and use information (Xiang & Gretzel, 2010; Ö Z, 2015). Besides, the research found that electronic word-of-mouth on social media also has a significant impact on the destination image, which will also affect people's choice of travel destination (Barreda & Bilgihan, 2013;

Berezina, Bilgihan, Cobanoglu & Okumus, 2015). Therefore, it is suggested to pay more attention to the popular tourism websites and social media of Chinese tourists, such as Ctrip, Dianping, and Weibo, and create a Phuket tourism website providing Chinese information service, give Chinese tourists a general understanding of their destination before traveling. Government, local government departments, and related organizations can use electronic word-of-mouth as an effective method of information dissemination and make full use of electronic word-of-mouth characteristics to influence people's impression of tourist destinations and guide their choice of destination. Travel companies or guides can also encourage young Chinese tourists to share their travel experiences on social media. However, both positive and negative things can be rapidly expanded through the electronic word-of-mouth effect. A good reputation of a tourist attraction can make it very popular among tourists, and a negative word of mouth will quickly reduce tourists' enthusiasm for travel. Therefore, it is necessary to combine good service quality with the e-WOM marketing system and understand the dissatisfaction of tourists through social media, correct them in time, and avoid negative electronic word of mouth as much as possible.

In short, tourism, which is one of Phuket's main industries, is also an important source of income for Phuket. The rise of tourism also provides a lot of work for residents in Phuket. As the largest source of tourists, Chinese tourists have also brought many benefits to Phuket. However, a series of security issues, the emergence of other competing countries, and other factors have led to a decrease in Chinese tourists. Therefore, Thailand, especially Phuket, should find a way to attract Chinese tourists again. Simultaneously, the rise of social media in China will provide Phuket with an opportunity to make full use of social media's power to influence Chinese tourists' impression of Phuket and attract more Chinese tourists.

5.4 Limitations

Due to the limited number of questionnaires and the collection of convenience and quota sampling, the results could not cover all Chinese tourists in Phuket. For many Chinese tourists, using only 400 questionnaires as a research sample is not comprehensive enough.

Secondly, this study selected Phuket's online reviews as the research object and only selected Ctrip as the data source website. A total of nearly 22,000 online text review data were obtained, and the sample source was not extensive enough. The results of the research are limited

by the characteristics and preferences of users of Ctrip.com. The sample source needs to cover as many social media websites as possible, and follow-up research should distinguish the comments posted by tourists according to different platforms. Also, the rules of word segmentation when segmenting online travel text may be different due to different analysis tools, resulting in specific differences in the results of high-frequency words.

Finally, this study is only for Chinese tourists visiting Phuket. Therefore, the results may not be generalized to other international tour groups and limit the research results' generality. Therefore, future research can be extended to all regions of the country except Phuket or other important tourist destinations, as well as more tourist countries.

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Appendix A

Questionnaire

Master of Business Administration in Hospitality and Tourism Management,

Prince of Songkla University,

Phuket Campus International Program

Dear Respondents，

This survey aims to investigate level of influence electronic word-of-mouth affecting Chinese
tourists travelling to Phuket. Your participation is voluntary and highly appreciated. Please be
reassured that the information obtained from this survey will be treated confidentially and
used for academic purposes only.

Part 1: General information

1. How many times in total have you travelled out of China in the past 3 years (including this trip)?

    _____time(s)

2. Have you ever checked or read word of mouth information on the Internet before choosing a
holiday destination?

    Always   Often   Sometimes   Rarely   Never

3. Have you ever posted your travel experiences and comments on the Internet?

Always   Often   Sometimes   Rarely   Never

4. Do you check of refer to online information before traveling?

Always   Often   Sometimes   Rarely   Never

5. On average how much time do you spend on social media each day?

_____hour(s)/day

6. Approximately, how long did you search information about Phuket on social media

before deciding choosing Phuket?_____day(s)

7. Have you ever visited Phuket before?

( )Yes, how many previous trips_____?

( ) No, this is my first time

8. On this trip, what is your length of stay in Phuket?_____day(s)

Part 2: Important of electronic word of mouth in social media

9. When choosing to travel to Phuket, rate your agreement/disagreement towards the following statement.

1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree

Statement	1	2	3	4	5
I find the comments about Phuket on social media trustworthy.	1	2	3	4	5
Comments on the social media are objective when commented by Chinese people.	1	2	3	4	5
I find online comments about Phuket very convincing.	1	2	3	4	5
The information about Phuket available on social media are credible.	1	2	3	4	5
Comments about Phuket on the social media are accurate.	1	2	3	4	5
I consider the information about Phuket before travelling.	1	2	3	4	5
I frequently gather online comments about Phuket before making decision.	1	2	3	4	5

I always read online comments about Phuket before I travel.	1	2	3	4	5
Pictures about Phuket on social media are important when I consider Phuket for my holiday.	1	2	3	4	5
Comments in words about Phuket on social media are important for my decision.	1	2	3	4	5
Videos about Phuket on social media are important for my decision.	1	2	3	4	5

10. Which social media do you use to plan your trip? (You can choose more than one answer)

☐ QQ   ☐ Wechat   ☐ Weibo   ☐ Ctrip

☐ Dianping   ☐ Mafengwo   ☐ Little Red Book ☐ Tiktok

☐ Other_____

Part 3: Destination image of Phuket

11. Please indicate your agreement or disagreement of each statement below on the following scale.

1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree

Statement	1	2	3	4	5
Phuket has many beautiful beaches.	1	2	3	4	5
Phuket has pleasant weather.	1	2	3	4	5
Phuket offers a wide variety of outdoor activities.	1	2	3	4	5
Phuket has many cultural and historical sites.	1	2	3	4	5
Phuket offers many water-related leisure activities.	1	2	3	4	5
Phuket offers a lot of things to do in the evening.	1	2	3	4	5
It is safe to eat local food in Phuket.	1	2	3	4	5
Local food in Phuket is tasty and delicious.	1	2	3	4	5
Food and beverage prices in Phuket are affordable.	1	2	3	4	5
Phuket offers a variety of restaurants.	1	2	3	4	5
There is a variety of food and beverage to try in Phuket.	1	2	3	4	5
Seafood in Phuket is fresh and delicious.	1	2	3	4	5
People in Phuket are friendly.	1	2	3	4	5
Phuket offers good local transportation.	1	2	3	4	5

Roads in Phuket are safe to drive.	1	2	3	4	5
Phuket has a few of natural disasters.	1	2	3	4	5
Trip to Phuket is value for money.	1	2	3	4	5
There is a wide range of accommodation services in Phuket.	1	2	3	4	5
Phuket offers a wide range of accommodation choices with different pricing.	1	2	3	4	5
There is a good free Wi-Fi for tourists in Phuket.	1	2	3	4	5
There is no communication problem when communicating with Thai people when traveling in Phuket.	1	2	3	4	5
Phuket has a high standard of living.	1	2	3	4	5
Phuket is a safe place to visit.	1	2	3	4	5
Phuket is pleasant.	1	2	3	4	5
Phuket is relaxing.	1	2	3	4	5
Phuket is exciting.	1	2	3	4	5
Phuket is fascinating.	1	2	3	4	5

Part 4: Future travel intentions

12. Please indicate your agreement of disagreement of each statement below on the following scale.

1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree

Statement	1	2	3	4	5
I will recommend Phuket to others.	1	2	3	4	5
I intend to visit Phuket in the future.	1	2	3	4	5
I will say positive about Phuket to other people.	1	2	3	4	5

Part 5: Demographic Information

13. Gender

( ) Male   ( ) Female

14. Age

( ) 18-24   ( ) 25-34   ( ) 35-44   ( ) 45-54   ( ) 55-64   ( ) 65 or above

15. Education

( ) High school or below   ( ) Bachelor's degree   ( ) Master's degree

( ) Doctoral degree of higher

16. Monthly income (RMB)

( ) Below 3,000   ( ) 3,000-3,999   ( ) 4,000-4,999   ( ) 5,000-5,999   ( ) 6,000-6,999

( ) 7,000-7,999   ( ) 8,000 or higher

17. Occupation

( ) Business Owner   ( ) Administrative/Managerial   ( ) Self-employed

( ) Government   ( ) Technician/Professional   ( ) Student

( ) Housewife   ( ) Retiree   ( ) Others_____

18. Place of residence _____Province

End of Questionnaire-Thank you for your participation-Have a nice journey

VITAE

Name   Miss Yujie Wu

Student ID   6130121006

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor Degree	Prince of Songkla University, Hatyai Campus	2018

Work-Position and Address (If Possible)

Hotspot International Travel Service

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