

An Importance of Tourists' Destination Loyalty: A Case Study of Inbound Tourists Visiting Bangkok, Thailand

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Abstract : The objectives of this research were to study an importance of tourists' destination loyalty from the perspective of inbound tourists visiting Bangkok and to study their level of interest to recommend as a tourist destination to others. A probability random sampling of 200 inbound tourists was utilized. The design of sampling was to collect half male and half female sample. A Likert-five-scale questionnaire was developed to collect the data. In addition, in-depth interviews were also used to obtain their perspective and experience of visiting Thailand. The findings disclosed that positive tourist perception influenced destination loyalty. Also, the majority of respondents had a high level of loyalty. When examined in detail, the destination loyalty indicators can be ranked according to the mean average from high to low as follows: to recommend the destination, to say positive thing about the destination, to plan to visit the destination in the near future, to acquire more information about the destination, and to spend more money at the destination.

Keywords : destination loyalty, inbound tourists, impact, Thailand

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