

Experiential Value for International Tourists' Satisfaction and Loyalty Toward Beach Activities in Pattaya City, Thailand

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Abstract: Pattaya has been one of famous tourism destination in Thailand due to natural resources, plenty of accommodations, variety food and beverages, quality of services, attractive beach activities, and etc. In accordance with, overall satisfaction of beach activities could be a key indicator for choosing a destination to revisit, re-purchase and recommend to others. This study focuses on experiential value for international tourists' satisfaction and international tourists' loyalty toward beach activities in Pattaya City, Thailand. A total of 400 questionnaires were distributed to international tourists who were taking beach activities at Pattaya City, Thailand during March 1-15, 2019. The statistical methods conducted to analyze the data are descriptive statistics and linear regression analysis. The linear regression model shows that experiential value as the predictor, in order to predict the satisfaction and loyalty of international tourists towards beach activities in Pattaya City, Thailand. The finding shows that there are 2 components affecting to international tourists' satisfaction which are value for money ($B = 0.170$, $p = 0.004$) and experience value ($B = 0.375$, $p = 0.000$), respectively. In addition, the international tourists' satisfaction has a positive effect to international tourists' loyalty with affecting size as ($B = 0.573$, $p = 0.000$). The research finding can announce the Pattaya Municipal and business owners to maintain experiential value for beach activities in Pattaya City, Thailand. According to managerial point of view, international tourists are seeking for new experience in tourism destination. As a consequence, Pattaya Municipal and business owners should develop and create various of activities. It is not only beach activities but also land based activities and water sport activities to attract international tourists to revisit Pattaya City, Thailand.

Keywords: Experiential Value; Beach Activities; Tourists' Satisfaction and Loyalty; Pattaya City

1. Introduction

Thailand is one of the most famous tourist destinations in the world. Thailand is the 50th largest country in the world and it is ranked as the 3rd largest in Southeast Asia, consisting of 6 regions, 77 provinces. Bangkok is the capital city where is located in Central region of Thailand and it is the largest city in Thailand in terms of population density. Moreover, Bangkok is the center of government, education, transportation, finance, banking, commerce, communication, prosperity of the country and tourist attractions. However, Bangkok is not only the hotspot of tourists' attraction in Thailand but there are also located in each region of Thailand. For instance, the Northern region is Chiangmai, the Northeastern region is Khonkean, the West region is Karnchanaburi, the Southern region is Phuket and the Eastern region is Chonburi.

Chonburi is the hotspot in the Eastern region of Thailand because this province is located away from Bangkok approximately 70 kilometers. Moreover, the famous of tourist attraction in the world is

located in this province where is Pattaya city. It is recognized as being among the world's and Asia-Pacific's most popular destinations for international tourists. Inside Thailand (2016) presents Pattaya city which is especially the sandy beach that stretches along the coastline is considered as another beauty of Thailand. It is an area that is declared as a special area for sustainable tourism by the Special Administrative Development Organization for Sustainable Tourism Development (Kantapoltitima, 2017). There are many businesses running in Pattaya city to provide several of activities providing to Thai and international tourists.

Nowadays, there are variety types of activities that is created for tourist to experience and typically for its inherent or an exhibited natural or cultural value, historical significance, natural, built beauty, entertaining and adventure offering leisure and amusement. (Szotowski, 2016). Alternatively, to support the large number of tourists that come to join the beach activities. Public facilities are also important, it support the tourist by making them more convenient and lead them to tourist satisfaction and tourist loyalty (Mrnjavac, 2018).

The objective aims to study on experiential value for international tourists' satisfaction and international tourists' loyalty toward beach activities in Pattaya City, Thailand. The result of research might be attracted international tourists to be more interested in traveling and doing beach activities in Pattaya city. Thus, making tourists who have never done in beach activities can easily access and be open minded to such activities too.

2. Literature Review

2.1. Pattaya City

Pattaya is located in the Eastern coastline of Thailand's Gulf of Siam, 150 km southeast of Bangkok (Longjit and Pearce, 2013). Tourists can travel easily from Suvarnabhumi Airport, also there are variety of accommodations, wonderful activities, plenty of tourist attractions and excellent restaurants. Including many forms of entertainment and because of this convenience that makes Pattaya become a place for weekend getaway or place to spend on. There are several of Hotel levels offered from Luxury and facilitating hotels until small guesthouse to choose.

National Statistics Office (2019) shows the number of populations in Pattaya city which is totally 320,262 resident and counted on census 2017. Most of these people counted are Thai, with most migrant populations not recognized, although the details are quite complex as there are even indigenous Thais without nationality, and migrant workers have since been largely regularized. Therefore, the census population even does not represent the total figure. Moreover, there are three seasons, which are summer (during March to May), Rainny (during June to October) and winter (during November to February) generally warm and moist throughout the year. There is a small difference between the coldest months to the hottest month, which the average temperature throughout the year is around 27 Celsius (Kantapoltitima, 2017).

In addition, tourists can travel in Pattaya city in all seasons because there are many sports and activities to choose from both land and water. Including golf, fishing, diving, theme parks, museums and botanical gardens. Botanical gardens here in Pattaya also provide entertaining activities for the tourists that come with a group of family. In the night time, Pattaya is still lively with the light of the charming nightlife. There are many restaurants, nightclubs, bars, discos and cabaret shows. Which Pattaya's income comes mainly from tourism industry, this place attracts tourists from all over the world. Pattaya has many things that is interesting including beautiful beaches and islands that provide many activities. There are more than 30 islands located around Pattaya within a radius of 48 kilometers from around Sriracha to the north, to the area of Sattahip in the south. Some islands are closed due to the control of the Thai Navy. The other islands, most of them are beautiful dive sites the ocean waters are abundant with various coral and tropical fish. (Kantapoltitima, 2017)

One of the most tourist' attraction in Pattaya city is beautiful beaches that are surrounding Pattaya area such as Jomtien Beach, Na Jomtien Beach, Pattaya Beach, Nuan Beach, Samae Beach, Sang Warn Beach, Tawaen Beach, Ta Yai Beach, Tien Beach, Thong Land Beach, Wong Amat Beach, Wong Prachan Beach and Naklua Beach. Pattaya Beach is a quiet beach in day time because Pattaya beach is very natural, good atmosphere, suitable for tourists who want mostly prefer to relax with family or for couples who are in honeymoon. In the night time, there are shops and restaurants serving tourists throughout the beach road that are very suitable for relaxation. Moreover, tourists

could spend a time with various activities such as swimming, windsurfing, jet skis, banana boats and water sports and beach activities.

2.2. Beach Activities

Pattaya is a city of traveling which also has many interesting places with various of land and water activities. This is a reason why most tourists choose Pattaya city for their vacation (Aekthanawat, 2016). Pattaya has many interesting activities such as Bungee Jumping, Riding bicycle, Aerial sports, Riding bicycle Go-kart and motor Riding a horse Shooting activity Thai boxing. But the highlight of Pattaya city is beach activities which is the best place for doing the water sports because there are many activities for guests such as such as Banana-boat, Jet Ski, Wind-surfing, Fishing, squid fishing, Parasailing, Snorkeling, Sunbathing and Picnic.

However, tourist might be enjoying sport activities on the beach they are also have Volleyball, football, running, aerobic. On the beach, Pattaya tourists can play volleyball or football on the beach it is the best activities of tourist moreover there also have Aerobic dance on the beach in the evening.

Sitges (2016) presents that Pattaya City is also well-known that it has many beautiful beaches. According, to the beaches that attract many tourists, there are various public facilities that support tourists to make the tourists convenient and lead to tourist satisfaction and loyalty These are the lists of public facilities around Pattaya beach such as toilets facilities, shower rooms, sun loungers on the beach, mats on the beach and eating and drinking at the beach.

2.3. Experiential value

The main reason why international tourists want to repeat visiting Thailand because most tourists are very impress and satisfy in all tourist component in Pattaya city. This reason is a main impact to Pattaya that tourists would inform their friends and relatives about their good experience in Thailand (Htun, Padungyoscharoen and San, 2015). Moreover, one of the satisfaction factors of tourist in Pattya city is labelled as activities experiences. This includes the challenging or exciting, meeting new people and gain more knowledge (Vuuren and Slabbert, 2017). The example of challenging and exciting experience is, tourist might feel like stuck in a rut in their daily life or yearning for something exciting and different. Tourists are craving new experiences and new challenges. Travel is the ideal place to test themselves. It pushes people to their limits and gets them outside their comfort zone (Virtuoso, 2016).

Morriss and Charlotte, (2015) said that peer pressure from others whether it be in socializing activities will also have an effected and an influence on what tourist decide to do in any leisure activities. However, Christopoulos and Aubke, (2014) presents to gain knowledge and be expertise is a key ingredient by which the tourism sector can adjust and adapt to its dynamic environment. Moreover, Peariasamy (2018) supports staff performance is one of determining factor is the person's skills in terms of professionalism on having enough knowledge to inform the tourists, giving the best suggestions for tourist. Staff should be friendliness which is pointed to good customer service. This can build good relationships with tourists. Furthermore, communicating with tourists (Bennett, 2018) and willingness to give service (DeFranzo S., 2013) which are two important factors to support experiential value of tourist. Communicating with tourists is incredibly important that you develop the best communication skills possible with tourists. Some of these skills include speaking clearly, effectively, efficiently, and politely. Excellent communication skills are important because communicating in this way shows tourists that staffs understand what they actually mean instead of what they are simply saying. If the staff feel appreciated and valued, they will likely be more pleasant and show a greater willingness to assist each customer and ensure each customer interaction is handled in accordance with the high standards set forth by the company.

2.4. Tourists' Satisfaction and Loyalty

The positive relationship between tourists' satisfaction and tourists' loyalty is most important to attract and motivate tourists to travel in tourism destination. Most tourists prefer to travel in the tourism attraction to seek a destination to provide stimulating, high quality and gaining best experience. Due to, the perception is generally referred to the anticipated results or performance of the goods and service transaction in the future (Nakapthom and Pitchayadejanant, 2017). Understanding

tourists' perception will support the important clues in developing destination attractiveness and improving tourist goods and services.

Tourist satisfaction comes from attractions, accessibility, lodging, dining, environment, shopping and events & activities. If all of the components above are in a good performance it will lead to tourist satisfaction. Additionally, to make tourist satisfaction the perception of tourists should be more than their expectation (Crompton, 1979). When the tourist satisfies, it has the direct relationship among post purchase behavior, place attachment, intentions revisit and novelty seeking which are revisiting, Word of Mouth (WOM) and Recommending others which will lead to destination loyalty (George & George, 2004).

Frangos et al. (2014) informs that tourist loyalty identifies the tourist satisfaction of the product, service, culture and sightseeing of a particular destination and developing to tourist loyalty. Moreover, tourist loyalty also means the characteristics of tourists to return and use the service repeatedly or suggest that others come to travel or use the service and suggest another people by word-of-mouth (WOM) (Shoemaker and Lewis, 1999 and Yoon and Uysal, 2005).

Murphy, Prichard and Smith (2000) identifies the positive relationship of tourist satisfaction and loyalty which combines with environment, infrastructure, quality, value and intention to revisit with tourist experience and perceptions. Tourist has direct relationship with perceived quality, satisfaction and intention to return and willingness recommend others which will be the result of destination loyalty.

According to Fakeye and Crompton (1991) presents tourist perception which comes from destination image which is an individual's mental representation of knowledge, feelings and overall perception of a particular destination. The authors also indicated that the tourists' evaluation of a destination experience influences their image of the destination. The destination image is consisting of travel environment, natural attractions, historical & cultural attractions, accessibility, infrastructure, relaxation and price & value. It is also including attractions, accessibility, lodging, dining, environment, shopping and events & activities. (Rajesh, 2013).

3. Material & Methodology

3.1. Study Objectives

- 1) To explore the international tourists' behavior toward beach activities in Pattaya city, Thailand
- 2) To explore the experiential value factor for international tourists' satisfaction and international tourists' loyalty towards beach activities in Pattaya city, Thailand

3.2. Questionnaire Design

In order to design what international tourists interest the beach activity in Pattaya city Thailand. The collection of information was facilitated by using questionnaire which is consisted into four parts. The first part, socio-demographic characteristics was asking the socio-demographic characteristics including age, gender, status, country of resident, occupation. Part two of questionnaire is consisted of determining factors for choosing an activity including 4 attributions which were safety of activity, value for money, experiential value and staff performance. The third part identifies international tourists' satisfaction and international tourists' loyalty. The recommendation was the last part in order to know deeply international tourists' perspective to beach activity in Pattaya city, Thailand. Respondents in study were requested to evaluate the experience value of beach activity and loyalty using a 5- point likers scale ranging from 1-5 by 5 as 'very high satisfaction, as a 4 satisfaction, 3 as 'neutral, 2 as low satisfaction' 1 as very low perception.

3.3. Data Analysis

Data analysis was completed by using Statistical Programmed for social sciences (SPSS). Data were evaluating by using a range of statistical techniques. Frequencies and percentage score for nominal variable. Including with socio-demographic were summarized. The experience value of beach activity towards international tourists' satisfaction and international tourists' loyalty level were evaluating by linear regression.

3.4. Research hypotheses

From numerous studies, exploring attitude of international tourist satisfaction and tourist loyalty, were develop and presented in Figure 1.



Figure 1. Research hypotheses

Accordingly, to the above theoretical framework, the following research hypotheses are formulated:

- H1: Safety of Activity has a positive affected on international tourists' satisfaction
- H2: Value for money has a positive affected on international tourists' satisfaction
- H3: Experience value has a positive affected on international tourists' satisfaction
- H4: Staff performance has a positive affected on international tourists' satisfaction
- H5: International tourists' satisfaction has a positive affected on international tourists' loyalty

4. Results and Discussion

According table 1 identifies international tourists' demographic characteristics which the majority of respondents' gender is female. Most of their age is between 26-35 years old. Most of respondents are students which is still single. Most of international tourists come from various continents as shown in table.

Table 1. International tourists' demographic characteristics

International tourists' demographic characteristics		N=400	Percentage
Gender	Male	197	49.3
	Female	203	50.8
Age	Less than 15 years old	8	2
	16-25 years old	113	28.3
	26-35 years old	124	31
	36-45 years old	90	22.5
	46-55 years old	50	12.5
	More than 56 years old	15	3.7
Marital Status	Single	220	55
	Married	153	38.3
	Divorced	12	3
	Separate	13	3.2
	Others	2	0.5
Occupation	Student	117	29.3
	State enterprise officer	21	5
	Government officer	3	0.8
	Business owner	39	9.8
	Worker	184	46
	Unemployed	36	9
Continent of residence	Australia	23	5.8

International tourists' demographic characteristics		N=400	Percentage
	America	38	9.4
	Europe	175	43.4
	Asia	167	41.4

The behavior of international tourists' for traveling in Pattaya city is shown in table 2. For traveling in Pattaya destination, the tourists prefer to travel with their family. They will travel in Pattaya city. Moreover, most of international tourists have previous experience and revisiting again as the majority have been to Thailand from 2-5 times.

Table 2. The behavior of international tourists' for traveling in Pattaya city

The behavior of international tourists' for traveling in Pattaya city		N=400	Percentage
Whom do you travel with	Alone	45	11.3
	Family	146	36.5
	Friends	171	42.7
	Co-worker	35	8.7
	Tour group	3	0.8
How many times visiting Pattaya	First time	126	31.5
	2-5 times	240	60
	More than 5 Times	34	8.5

The purpose of visiting Thailand of tourists, the majority, is relaxation (88%), life experience (22.30%), culinary trends (12.0%), education and visiting family and relatives (11.5%), business trip (10.3%), honeymoon (10.0%), health (9.5%), and conservation (4.0%), respectively. Hence, Thailand is the destination for tourists to take the rest and relax. Especially, in Pattaya, there are many attractive destinations to welcome the tourists: attraction, culture, communities, extreme sports, art and architecture, and etc. With these conglomerations, the tourists are enjoyed and willing to take the rest and gaining new experience in Pattaya.

Table 3. Frequency purpose of visiting

Purpose of Visit	Percentage
Relaxation	88.5
Conservation	4.0
Culinary trends	12.0
Education	11.5
Business	10.3
Health purpose	9.5
Honeymoon	10.0
Visiting family & relatives	11.5
Increase life experience	22.3

According to table 4, generally, the tourists will receive the information from social media (74.3%) as the top source to receive the information. Secondly, they will listen to friends and family (52.8%). In addition, travel agency is the third rank (18.3%) that the tourists will receive travel information from. Nowadays, tourists switch their obtaining information into digital platforms to send and receive information. As a consequence, the travel destination should promote activities and promotion through social media in order to reach the tourists.

Table 4. Sources of public relation

Sources	Frequency	Percentage
Travel agency	73	18.3
Social media	297	74.3
Exhibitions	15	3.8
Books and travel guides	43	10.8
Friends and family	211	52.8
Newspaper	27	6.8

Sources	Frequency	Percentage
TV and Radio	26	6.5
Travel brochures	58	14.5

Table 5 shows beach activities in Pattaya that tourist prefers to do. Travelers are more concerned on relaxation which are sunbathing, picnic, and taking a picture with sightseeing. We can see that minority selected activities are physical activities such as volleyball, wind surfing, and football. This suggests us on a point that tourists want to have their peaceful time and to have a break from rush and turmoil.

Table 5. Interested beach activities in Pattaya

Beach Activities	Frequency	Percentage
Banana boat	82	20.5
Jet skiing	83	20.8
Wind surfing	19	4.8
Snorkeling	63	15.8
Parasailing	36	9.0
Fishing	43	10.8
Sunbathing	236	59.0
Picnic	260	65.0
Sight seeing	244	61.0
Volleyball	18	4.5
Football	27	6.8
Exercise	42	10.8

According to table 6 shows the result of multiple regression between perception and international tourists' satisfaction. There are two significant dimensions which are experience value and value for money. However, between these two dimensions, the most effect towards satisfaction is experiencing value ($\beta = 0.338$, p-value = 0.000). The international tourists come to Thailand in order to gain new experience and secondly, travelling in Thailand is value for money ($\beta = 0.147$, p-value = 0.004) because the living expenditure and living allowance in Thailand is cheap but tourists gain lots of experience and benefits.

Table 6. Result of Multiple regression between perception and international tourists' satisfaction

Dimension	Unstandardized Coefficient	Standard Error	Standardized Coefficient	P-value
Safety of activity	0.079	0.057	0.072	0.165
Value for money	0.170	0.058	0.147	0.004**
Experiences value	0.375	0.054	0.338	0.000**
Staff performance	-0.010	0.045	-0.011	0.832

** significance level < 0.05

For the non-significant dimensions, safety of activity and staff performance, the tourists come to Thailand; not because of extreme activities but because of they would like to take relax. Hence, they do not concern the importance of safety of activity. There is no effect between safety of activity and international tourists' satisfaction. For staff performance, this dimension does not have impact on international tourists' satisfaction because travelers do not want to get assistance in case unnecessary. With the staff approaching them, they feel being controlled and unsatisfied.

Table 7. Result of regression between international tourists' satisfaction and loyalty

Dimension	Unstandardized Coefficient	Standard Error	Standardized Coefficient	P-value
Satisfaction	0.573	0.034	0.642	0.000

** significance level < 0.05

In Table 8, the result of the regression between international tourists' satisfaction and international tourists' loyalty. It shows that satisfaction is really high impact as shown that p-value is

below 0.005 which indicates that when the overall tourists are satisfied, this leads to tourists' loyalty positively. According to the result, table 8 shows the conclusion of hypothesis testing on the effect.

Table 8. Result of Hypothesis Conclusion

Hypotheses	Independent	Dependent	Result
H1	Safety of Activity	International tourists' satisfaction	Do not reject
H2	Value for money	International tourists' satisfaction	Reject
H3	Experience value	International tourists' satisfaction	Reject
H4	Staff performance	International tourists' satisfaction	Do not reject
H5	International tourists' satisfaction	International tourists' loyalty	Reject

5. Conclusion

International tourists who visit Pattaya city, Thailand, has the motivation to participate the tourists' attraction and attend the new experience. From the research finding, international tourists interest beach activities in Pattaya city to gain more experience. Moreover, if international tourists satisfy on beach activities, this will affect to international tourists' loyalty.

The overall result of experiential value from the international tourists' satisfaction dues to staff performance and safety of activity. This reason is the same as finding as Peariasamy (2018) who presents the high level of tourists' satisfaction, should motivate by staff performance. staff performance who work with beach activities in Pattaya city, should prepare their skills in terms of professionalism such as knowledge of activities, high communication skill, positive thinking with difference type of tourists and so on. Moreover, staffs should be friendliness which is pointed to good customer service. This affects to good relationships with tourists. However, the result of staff performance is as same as Christopoulos and Aubke (2014) which bases on knowledge and be expertise which is a key ingredient by which the tourism sector can adjust and adapt to its dynamic environment.

In addition, safety of activity is high impact of experience value to make international tourists' satisfaction. From research finding, international tourists focus on safety of beach activities because Pattaya city has many news of safety which destroy the reputation and might be a barrier to international tourists. Pattaya city should promote the beach activities with the safety policy including land, beach and water activities.

On the other hand, international tourists travel and spend their time with beach activities, to simply catch a break from a busy life. The mainly activity on the beach should be relaxing and full fill with family activities. where international tourists do not prefer to worry and can just lie down on the beach such as sunbathe and enjoy the beauty of nature. Pattaya city could provide the best activities to let international tourists discover and get high value experience activities on their own.

Overall international tourists are satisfied in staff performance and safety of activity. This affects to international tourists' loyalty and in future pays back with word of mouth (WOM), return to Pattaya city. However, staffs should continue to develop and improve their abilities, so, international tourists would not lose to interest and have more motivation to return back in Pattaya city again.

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