Title	Factors Affecting Revisit Intention-International Tourists In Thailand Tourism Night Market
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ABSTRACT

Previous tourism studies examined the structural relationships among image, quality, satisfaction and post-purchase behavior. In recent years, research trends in outdoor recreation, compared to geography and environmental psychology in the field, place attachment issue is a relatively new subject, and in tourist areas. Therefore, the study aimed to examine the linkage between these variables and place attachment. The structural relationships between the variables were examined by adopting a structural equation modeling (SEM) approach in a travel-related context (night market tourism).The results showed that tourism image influences revisit intention in two ways: directly and indirectly. Tourism image had the most important direct effect on place attachment when compared with perceived quality, tourist satisfaction, and revisit intention. Also, tourism image had an indirect effect on revisit intention as mediated by perceived quality and satisfaction respectively. In addition, the relationships among destination image, perceived quality, tourist satisfaction, and revisit intention appeared evidence in this study. Finally, the mediating effect of place attachment on destination image and revisit intention could not obtain support. In the future, the main focus of destination managers should be to build up and improve tourism image dimensions, such as offering diverse services and products for cuisines, food, and products, creating more exotic sentiments and entertainment, displaying interesting street performances and stall characteristic, and making festive atmosphere.