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.

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Shirley Hsin Ling Kuo

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CHAPTER I

INTRODUCTION

Background

Night markets in Southeast Asia are unique shopping areas at night with functions of both consumption and leisure. You can find night markets everywhere in Thailand. In the Thai people's mind, they are considered as one of the most representatives of the local culture, the most popular places to make foreign friends experience the local characteristics, and also one of the most famous tourist attractions when international tourists visit Thailand. Dichter (1985) pointed out that international tourists especially like the night market shopping in order to experienee different customs. Furthermore, leisure-oriented shopping and local cuisine tasting are closely related to the consumption patterns of international tourists; he also addressed that Hong Kong visitors enjoy dining in the night market, where they look for a local food culture. According to the World Tourism Organization (UNWTO, 2011), the international tourist arrivals in the Asia and Pacific region have increased by 13% in 2010, and the international tourism receipt amounts to US$238.7 billion. Such significant growth of intra-regional travel between Asia and other destinations is most likely the result of the rapid economic development in the region. The phenomenon of the 'Asian Wave' of hospitality becomes even more noticeable when compared with the numbers in Europe and America. The international tourist arrivals to Europe have decreased by 0.4% and America's have increased by 5% in 2010, making the annual growth rates only 2.1% and 1.6% in Europe and America respectively in the past ten years. From the perspective of the demand side, Asia, with an annual growth rate steadily increasing by 6.3% in the past decade, obviously possesses enormous potential for further development in the years to come. Night markets in Southeast Asia are unique shopping areas at night with functions of both consumption and leisure. The most well-known night markets are those in Asia, and they a exist in the areas inhabited by ethnic Chinese such as Taiwan, Hong Kong, Macau, Singapore, Malaysia, China, Thailand, Philippines and Chinatowns worldwide.

Next, few people visit Chiang Mai without picking up a few bargains here. In fact, these three night markets are famous of Chiang Mai's biggest attractions. In this study, Night

Markets offer unique experiences of the night life, they bring together shopping, dining and sightseeing, walking, street performances and local culture. Night markets have become an important part of night leisure activities for the local people and foreign visitors. Thai night markets are not only the important tourism resources but also the inheritance of traditional culture. Nowadays, night markets have been developed a type of "global view". If the tourism authorities can continue to increase tourism attractions of night markets to catch more international tourists' favors and stay, which will be helpful for both the local economic and cultural development. This paper summarizes the findings of author's presentation as part of the 2011 Maejo University Tourism Development Research Project led by Professor Dr. Weerapon Thongma. In line with the project objectives, it aims to provide an overview of the historical development of hospitality and tourism in Chiangmai, Thailand. Through the examination of social, economic, cultural and religious phenomena context, to analyze the nature of Asian hospitality and tourism and to summarize the observations made on a field trip which included observed at the Night Barzaar, Saturday Walking Street and the Sunday Walking Street in Chiangmai, Thailand. As well as trained a professional questionnaire collectors group by Maejo University Tourism Development Undergrad students collecting these useful Chiangmai Night Markets' data and finally to draw conclusions from our findings as to the feasibility of transferring such Asian values of hospitality and tourism to international markets strategies. Our focus was on examining the interpretations of Asian-ness in the night markets we observed.

The main point in the ultimate goal of marketing strategy is to influence consumer buying behavior, and "purchase intention" is the most accurate predictor of buying behavior items (Morwitz & Schmittlein, 1992). Kozak (2001) also suggested that repeat visitors are more likely than first time visitors to return to the same destination in the future and the level of overall satisfaction considerably influences intentions for repeat visits. Therefore, tourist satisfaction with the destination would influence revisit intentions, which in turn, lead to revisit behavior. Kotler, Bowen and Makens's research (1996) on purchase behavior proposed the link relationships among image, quality, satisfaction and post-purchase behavior; they found that (1) image would positively affect how customers perceive quality; (2) perceived quality will in turn determine the satisfaction of consumers; (3) quality and satisfaction act as mediating variables between image and post-purchase behavior. Bloemer and de Ruyter (1998) also concluded that

service quality and satisfaction mediate the relationship between image of product and brand loyalty. Similarly, Bigno, Sanchez, and Sánchez (2001) empirically investigated structural interrelationships among tourism image, quality, satisfaction, and after-purchase behavior. Their findings confirmed that tourism image not only directly affects quality, satisfaction, and future behavior but also indirectly affects future behavior through quality and satisfaction. Previous research (Baloglu & McCleary, 1999; Beerli & Martin, 2004) has proven tourism image to be an important factor in the selection of a destination. Most early research focuses on the effect of tourism image on satisfaction, perceived quality, and behavioral intentions (Woodside & Lysonski, 1989; Baloglu et al., 1999; Baker & Crompton, 2000; Bigné et al., 2001; Chen & Tsai, 2007; Chi & Qu, 2008).

Furthermore, previous tourism research has examined the structural relationships among image, quality, satisfaction and post-purchase behavior, and established the role of quality and satisfaction as mediating variables between image and post- purchase behavior. However, the linkage between these variables and place attachment has not yet been thoroughly investigated. Place attachment was first developed in environmental psychology and is conceived as an affective bond or link between people and specific places (Hidalgo & Hernandez, 2001). Place attachment often refers to one's sense of place and includes symbolic and emotional expressions (Hwang, Lee, & Chen, 2005). Tourists are likely to develop emotional attachment with destinations they visit, and this psychological attachment could be an important antecedent and a sensible measure of tourist loyalty to a destination (George & George, 2004; Lee, Backman, & Backman, 1997). Conative loyalty, consumers' behavioral intention to keep on using the brand in the future (Pedersen & Nysveen, 2001), is argued to be the strongest predictor of behavioral loyalty compared to cognitive and affective loyalty (Pedersen et al., 2001). Therefore, it is logical to think that conative loyalty is related or equivalent to revisit intention.

Therefore, it is hypothesized that revisit intentions is relatively dependent on place attachment. Alternatively, use as planning for decide a good location for shops and new building (Farhan and Murray, 2006 cited in McKercher, 2008). We can think like that, Hawley, (1950) cited in Rengert, Piquero, and Jones (1999) said people are lazy to an effort to much time and money, to travel in the similar destination that cause the further one has can be explained as distanced decay phenomena. For the situation right now, distance decay's impact for demand is

totally acceptable by tourism geography sector, there is a tricky part. Tourism Authorities and destination managers agree that distance decay is not the serious barrier to travel, but it is a combination factor to influence a destination to become unattractivc. In effect, Backlund and Williams (2003) has examined the relationship between place attachment and revisit intentions and determined that place attachment has an impact on revisit intentions. Moreover, Lee (2001) pointed out that tourism image will have inference on the tourists' place attachment for a destination.

Based on the review of the relevant literature, this study suggests that place attachment acts as an important linkage between tourism image and revisit intentions. However, there is little research examining the link between these variables in the tourism industry, especially in the tourism night markets, which then inspires this study. In summary, the purpose of this article is to integrate place attachment and the model proposed by Kotler et al. (1996) into a new framework that describes the relations among tourism image, perceived quality, place attachment, tourist satisfaction, and revisit intentions. In this study, the new proposed causal relationships among these variables were developed from theory and examined empirically. Also, there are three formally enacted tourism night markets lure lots of international tourists in Chiang Mai Province: Hwa-shee, Zhao-ho and Linchiang Tourist Night Markets, whose international tourists were the scope of this study. To sum up, this paper is constructed as follows. First, conceptual background and hypotheses are proposed based on an evaluation of previous research. Next, the Methodology will be outlined. Subsequently, a model, including tourism image, perceived quality, place attachment, tourist satisfaction, and revisit intentions, is specified, followed by the results. The paper is completed by a conclusion and implications.

Research Problem

Night markets in Southeast Asia are unique shopping areas at night with functions of both consumption and leisure. If the authorities can continue to increase tourism attractions to catch more international tourists' favors and stay, this study will be helpful for the both local economic and cultural development.

1. Previous tourism studies examined the structural relationships among image, quality, satisfaction and post-purchase behavior,

2. Quality and satisfaction as mediating variables between image and post purchase behavior. From the economic perspective, According to Mat Som et al. (2011, p.178), "previous studies show 2% increase in customer retention has the same effects on profits in terms of cost cutting by 10%". Study on repeat visitation is vital for tourism businesses. Furthermore, preserving loyal customers is an important contributor to the profitability of business (Hsu et al., 2008)

3. However, the linkage between these variables that Place Attachment has not yet been thoroughly investigated. Lewicka (2005) showed that people attached to a place presented more interest in the destination's past and in their own roots than people with less emotional bonds. How to make tourists to revisits and attached in the same place? Government and destination managers are pursuing the goal.

4. Which is better at predicting revisit intention to night market: the place attachment or tourist satisfaction?

4.1 Does tourism image have a positive effect on perceived quality?

4.2 Does tourism image have a positive effect on place attachment?

4.3 Does perceived quality have a positive effect on tourist satisfaction?

4.4 Does tourist satisfaction have a positive effect on revisit intention?

4.5 Does place attachment have a positive effect on revisit intention?

To base on the outcome, how to look forward bringing up great contributions on tourism industry and the destination manager who are making the marketing strategies?

Objective of the Study

This research through the concept of Tourism Image, Perceived Quality, Place Attachment, Tourist Satisfaction, and Revisit Intention, in order to talk about the relationship within the Case of International Tourists in Thailand Tourism Night Market. Firstly, our objective in this paper attempts to observe and present international tourists' behaviors, favors and age group and present a conceptual framework for enhance customer loyalty.

Next, investigate the international tourists' present situation, and tourist behavior in night market in Chiang Mai, Thailand. To analyze the effects of Tourism Image, Perceived Quality, Place Attachment and Tourist Satisfaction on the international tourists' Revisit Intention on the night market study. Addressing some suggestions or marketing strategy about how to enhance the international tourists willing to revisit the night market in Chiang Mai.

Expected Results

The key variable- place attachment is predicting to influence revisit intention to night market: The expected result of this research, the main output is testing and verifying the factors of tourism image, perceived quality, place attachment and tourist satisfaction have the positive effect on the international tourists' revisit intention. Several research questions emerge from this review. On the other hand, new tourism products such as spa tourism and golf tourism have given a boost to the hospitality and tourism industry in countries such as China and Thailand. Expected by the customers, spa and golf facilities have become part of the core products offered in most of the resort hotels nowadays. The market of meetings, incentive travels, conferences/ conventions and exhibitions (MICE) has also become a high yield segment for the hotels to target, and Singapore, Macau, Hong Kong, Shanghai have now become the favorite destinations for many MICE groups. Timely development of new products/services to match with the changing taste and demand of customers, therefore, has also been serving as a driving force to stimulate the revisit intention growth of the hospitality and tourism industry in Asia.

Scope of Study

The locale of this study focused on the international tourists (the tourists who come from another country.) who have ever been to revisit the night market Night Bazaar- the centre of Chiang Mai comes alive with the massive Night Market that stretches for several blocks of Chang Klan Road are one of Chiang Mai's biggest attractions. In addition, there are two 'Walking Street' markets each week - the Sunday Market along Ratchadamnoen Road (through the old town), and the Saturday evening market along Wualai Street (through the traditional

Silversmith quarter), in Chiang Mai, Thailand. Chiang Mai Province, above the famous walking street night markets, international tourism for the study of international tourists.

Limitation of the Study

Although this research was carefully prepared, I am still aware of its limitations and shortcomings. First of all, the research was conducted in the one research group which has lasted for four weeks. Four weeks is not enough for the researcher to observe all of the international tourists' behaviors in night market. It would be better if it was done in a longer time.

Second, the population of the experimental group could be larger; three hundred fifty tourists might not represent the majority of all international tourists who travel in Chiangmai, Thailand. Third, since the questionnaire designed to measure the tourists' revisit intention towards the use of the main output to test and verify the factors of tourism image, perceived quality, place attachment and tourist satisfaction have the positive effect on the international tourists' revisit intention. Several research questions emerge from this review. It is unavoidable that in this study would argue that the structure of perceived quality among variables; the dimensions of perceived quality include cognitive and affected perceived quality. In addition, previous studies put different dimensions in the perceived quality measurement model. The further studies should examine the measurement equivalence by using affected perceived quality.

Definitions of Terms

Tourism image: the tourist's subjective perception of the destination reality, in the past three decades, Tourism and Destination image has become a common discussion issue of tourism (Pike, 2002). It is the tourist's subjective perception of the destination reality. Martin and Bosque (2008) joined rational and emotional interpretations from tourists to define tourism image as multi-dimensional. Most comprehensive destination image definition defined by Echtner and Ritchie (1991) comprises attribute, holistic, functional, psychological, common and unique components. This research will adopt the concept of tourism image to probe into the tourists' revisit intention on the world-renowned night market in Thailand. And sum up of several

researches included Fakeye& Crompton (1991); Echtner & Ritchie (1993); Baloglu & McCleary (1999); Chen & Kerstetter (1999); Chaudhary (2000); Baloglu & Mangaloglu (2001) they divided the destination image into two kinds of image (Cognitive image and affective image) then separated them into 10 dimensions included "Space", "Amenities", "Historic and cultural spot", "Night life and entertainment". "Price level", "Atmosphere", "People", "Local cuisine", "Traditional handicraft/Souvenir", and "Security".

Perceived quality: the tourist's overall evaluation of the standard of the services and products in association with the night market experience. Lee, Jeon and Kim (2011) found out that tourists expectations has a negative effect on the perceived experiential quality of a tour, yet the perceived quality has a positive effect on tourist satisfaction, which indieates a strong loyalty to the tour company. Based on the Garvin (1987) for number of amendments of "Perceived Quality" made (1) Performance/characteristics: This product can provide tourists' needs from night market and provides other additional features. (2) Reliability/durability: These products from the night market are very reliable. (3) Consistency/Serviceability: Product design or operation of properties can be achieving the desired function (standard). This night market products are perfect products and services. (4) Aesthetic/brand image: This night market of products' image, advertising, or the name can be satisfactory. For example: of being the product appearance, flavor, and texture are satisfactory.

Place attachment: the tourist's positive feelings about the destination reality. This is intriguing since tourists are likely to develop emotional attachment with destinations they visit, and this psychological attachment could be an important antecedent and a sensible measure of tourist loyalty to a destination (George & George, 2004; Lee, Backman, & Backman, 1997). Place Attachment, Shamai (1991) mentioned that "sense of place" is a concept to describe the relation between people and environment. In this research will adopt the place attachment scale from Williams and Roggenbuck (1989), and their conceptualization of place attachment consisted of measures capturing two dimensions: place dependence (4 items) and place identity (7 items).

Tourist Satisfaction: the extent of overall pleasure or contentment felt by the tourist, resulting from the night market's experience. The extent to overall pleasure or contentment felt by the tourist, the resulting is from the night market's experience by consumers. According to Kozak and Rimmimgton (2000) tourist satisfaction is important to successful

destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return satisfaction is important to successful destination marketing. Tourist satisfaction in this study, we refer the Fornell (1992), defined as the overall feeling when customers buying or after using the products and services. Questionnaire measured on the item refer to Cole and Scott (2004), the concept of the tourism products and services for the overall measurement of satisfaction for tourist.

Revisit intentions: the tourist's judgment about the likeliness to revisit the same destination or the willingness to recommend the destination to others. In this research, we adopted the 2 items for measuring the tourist's revisit intention, the first of all is "likelihood of revisiting", the second one is "likelihood of recommendation" these measurements are from the Hui, Wan and Ho's (2007) research that is about the tourists' "satisfaction, recommendation and revisiting Singapore". Reference to Reichheld & Sasser (1990) study, when companies increased by 5% on customer retention rates, the profit will increase 25% to 85%.Thus; loyal customers will be the main source of competitive advantage, so keep loyal customers of the business are concerned and a very important task.

CHAPTER II

REVIEW OF RELATED LITERATURE

Tourism Image

Image plays an essential role in geography, marketing, psychology and tourism academic research since Boulding (1956) proposing that human behavior depends upon perceived image rather than an objective reality. The concept of "image" in the tourism research included the terms of "tourism image", "tourism destination image" and "destination image". In general, the terms of "tourism image", "tourism destination image" and "destination image" all have the similar meaning they all adopt the "destination" to be the object of the image. (Crompton, 1979; Moutinho, 1987; Lawson and Baud-Bovy, 1997)

There is broad agreement among authors regarding the influence of tourism image on the behavior of individuals (Ashworth & Goodall, 1988; Mansfeld, 1992). Since tourism image is defined by many authors as an individual's overall perception or total set of impressions of a place (Hunt, 1975; Fakeye & Crompton, 1991; Phelps, 1986), or as the mental portrayal of a destination (Crompton, 1979; Kotler, Haider, & Rein, 1993; Middleton, 1994; Milman & Pizam, 1995; Alhemoud & Armstrong, 1996; Seaton & Benett, 1996), which influence over tourists' behavior (Cooper et al., 1993). Recently, Martin and Bosque (2008) joined rational and emotional interpretations from tourists to define tourism image as multi-dimensional. Most comprehensive tourism image definition defined by Echtner and Ritchie (1991) comprises attribute, holistic, functional, psychological, common and unique components. "Destination image" has become a common discussion issue of tourism in the past three decades (Pike, 2002) since it affects the individual's subjective perception, satisfaction, consequent behavior and destination choice (Stabler, 1988; Telisman-Kosuta, 1989; Chon, 1990; 1992; Echtner and Ritchie, 1991; Rittichainuwat et al, 2001; Beerli and Martin, 2004; O'Leary and Deegan, 2005; Loureiro and Gonzalez, 2008) which becomes a critical factor in a tourist's decision process.

The image of the tourism destination is a complex construct. Baloglu and McCleary (1999) proposed a framework of tourism image formation, which provide a comprehensive guideline for understanding the complexity of destination image.

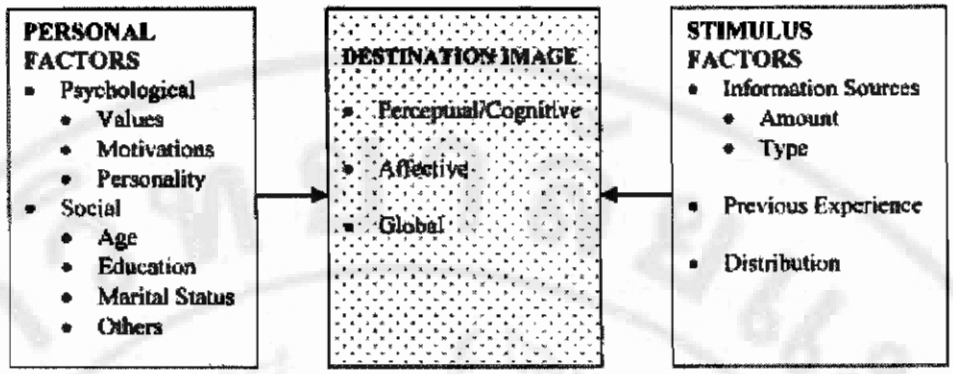

Figure 1 General framework of destination image formation

This framework demonstrates that personal factors, stimulus factors, cognitive and affective factors were all significant in formulating a destination image. In addition to the framework, many studies have provided important findings to support this framework. Gallarza et al. (2002)'s research described the importance of information source. Then, they concluded that perceptions are more crucial than the realities and perceptions are the real motivator for travelling. Moreover, many scholars have defined destination image or tourism image related to the combination of cognitive and affective images (Dobin & Zinkhan, 1990; Hanyu, 1993; Vaughan & Edwards, 1999; Martine & Bosque, 2008). Hanyu (1993) suggested that "affective meaning refers to the appraisal of the affective quality of environments while perceptual/cognitive quality refers to the appraisal of physical features of environments" Studies have identified the value that people give to tourism destinations, not only through knowledge but though an emotional response related to the place (Liljander and Strandvick 1997; White 2002; Yu and Dean 2001). More importantly, behavior might be influenced by the affective quality of an environment rather than by its objective properties dirccly (Russel and Sonodgrass 1987 cited in Baloglu and Brinberg, 1997). However, affective image has been overlooked in recent researches. Pike (2002) conducted a review of 142 research papers during 1973 to 2000: only six papers joined the affective image into the evaluation. In order to fulfill the research objectives, this study take the combination of affective and cognitive images into consideration.

Tourism imagc researches have been mostly destination based, which evaluate a particular destination's overall image (Pike, 2002; Lee, Cai, O'Leary, 2006; Choi, Chan & Wu, 1999). From this thought, it overlooked the significant component's impacts on overall image of a

destination. In this study, night market is certainly a vital element to affect the overall image of Thailand. Studies showed that the principal components of the measurement of cognitive images are natural and scenic resources, accessibility, cultural resources, security, night life and entertainment, and quality/price ratio (Andreu et al. 2000; Bigné and Andreu 2000; Kandampully and Suartanto 2000; Bigné et al. 2001; Chen 2001; Leisen 2001; O'Leary and Deegan 2003).

To sum up, in this research adopted the Lucio et al. (2006) tourism destination image measurement. In his research, that grouped around six blocks of the image: (1) natural resources and scenery, (2) security and accessibility, (3) quality–price, (4) atmosphere and culture, (5) entertainment, shopping and night life and (6) emotions–feelings. Altogether, these six blocks include the attributes that can influence the tourists' perception of the cognitive image (CI) and the affective image (AI), thus covering all aspects of the domain of the construct. In conclusion, there are few research articles to discuss the image of service industries, and the researches about the night market image are more rarely been discussed. Therefore this research will adopt the concept of destination image to probc into the tourists' revisit intention on the world-renowned night market in Thailand. And sum up of several researches included Fakeye & Crompton (1991); Echtner & Ritchie (1993); Baloglu & McCleary (1999); Chen & Kerstetter (1999); Chaudhary (2000); Baloglu & Mangaloglu (2001) they divided the tourism destination image into two kinds of image (Cognitive image and affective image) then separated them into 10 dimensions included "Space", "Amenities", "Historicandculturalspot", "Nightlifeand entertainment". "Price level", "Atmosphere", "People", "Local cuisine", "Traditional handicraft/ Souvenir", and "Security".

Perceived Quality

Aaker (1991) pointed out that the perceived quality; brands can help consumers determine the subjective, to highlight not differentiated products with the brand or service, as the minds of consumers considering the purchase of the brand. In addition, the high perceived quality also indicates strong willingness to buy the products (Monroe & Krishnan, 1985; Garretson & Clow, 1999). Zeithaml (1988) proposed a pumping perccived quality the theory of abstract

concepts, For Zeithaml; perceived quality is "the superiority of a product the consumer sub- Off of the overall assessment." Tourism is a service industry which the perceived quality is different from traditional industry where products are tangible. From this point, Gronroos (1984) suggested that the perceived service is " the result of a consumer's view of a bundle of service dimensions, some of which are technical and some of which are functional in nature", whereby functional quality which refers to the processes are mostly evaluated by subjective views. In addition to this, Aaker (1991) defined perceived quality of a brand. For Aaker, perceived quality is related to consumers' cognitive view of overall quality of a brand, or the consumer into graphic for a specific purpose in other brands of a product overall quality of the product or service brand of subjective satisfaction. With the intangible nature of tourism industry, the perceived quality is highly a subjective factor which indicates potential challenges for tourism industry to investigate further. Looking at the history of the world's leading business development and business strategy, service has always been their secret weapon to compete in the service market, even as their core competitiveness, the service is a feeling, when the service is higher than the expected from guests, the guests will be feel satisfied, and excellent service is able to always meet customers' expectations time and time again to improve. There are 7 distinguish examples in tourism and hospitality category described by Solnet, D. and Kandampully, J. (2008) that show their innovation strategies as good service excellence examples link to perceived quality for industry to learn.

Table1 Service Excellent Example Firms

Name of firm	Short description
1. Ritz Carlton Hotels and Resorts	Luxury hotel – renowned for its personalized service and famous (and generous) employee empowerment policy; has its own leadership centre often used by other companies for development and training; Motto, "We are ladies and gentlemen serving ladies and gentlemen" has impact internally and externally

Table 1 (continued)

Name of firm	Short description
2. Four Seasons	Luxury hotel – Embodies a true "home away from home" experience with exceptional personal service; ranked number two in recent Business Week survey of best customer service
3. Club Med	Resorts – the carefree all-inclusive holiday package company – in search of the "alchemy of happiness"; has been able to make necessary adjustments along with demographics of customer base
4. Harrah's Entertainment	Gaming/entertainment – CEO is co-author of the service profit chain; uses leading edge database system to do "surgical marketing"; belief that business should be grown by investing heavily to focus the firm on the customer rather than investing on the tangible assets of the firm only
5. The Walt Disney Company	Entertainment– in addition to its reputation as the provider of family entertainment and fun, is known for many customer-focused approaches such as "guestology" and the "imaginers"
6. Southwest Airlines	Airline – innovation of the "low cost" carrier – has continually run contrary to most of the airline industry through its customer-service culture; considers itself in the "customer service" business which just happens to provide transportation
7. Singapore Airlines	Airline – at the premium end of the market Singapore Airlines (SIA) has consistently outperformed its competitors throughout its three and a half decade long history. SIA has sustained its competitive advantage by effectivcly implementing a dual strategy: differentiation through service excellence and innovation, together with simultaneous cost leadership
8. Singapore Airlines	Airline – at the premium end of the market Singapore Airlines (SIA) has consistently outperformed its competitors throughout its three and a half decade long history. SIA has sustained its competitive advantage by effectively implementing a dual stratcgy: differentiation through service excellenee and innovation, together with simultaneous cost leadership

Source: Solnet, D. and Kandampully, J. (2008)

There is a conflicting claim existed among researchers regarding the relationship between satisfaction and perceived quality. According to Boulding et al. (1993), the perceived quality of experience is an antecedent to other consequences such as intended behaviors. Bigné et al. (2001) also believed that perceived quality would lead to overall satisfaction and behavioral intentions. However, Carman (1990) demonstrated that satisfaction represents an antecedent of perceived quality. González, Comesaña, and Brea (2007) summarized various research outcomes and concluded that the relationship between perceived quality and satisfaction was reciprocal. Contrary to these studies, Chen and Tsai's study on destination image (2007) indicated that perceived quality is not directly related to either satisfaction or behavioral intentions. Moreover, Chen and Tsai (2008) claimed that perceived value, but not satisfaction, on loyalty is supported. This implied the minor effects of perceived quality on satisfaction and tourism image. Recent study has proved an opposite result. Zabka, Brencic and Dmitrovic (2010) proposed their model to investigate the relationship between perceived quality, visitor satisfaction and behavioral intentions at destination level. In their model, perceived quality mediates trip quality and satisfaction, which translates into behavioral intentions, which directly affect tourism destination image. In addition to this, Debstadli and Jacobsen (2011) found out that perceived quality has direct effects on loyalty and overall satisfaction. However, they also pointed out that this relationship appears weaker than in conventional destination studies. Similarly, Lee, Jeon and Kim (2011) found out that tourists expectations has a negative effect on the perceived experiential quality of a tour, yet the perceived quality has a positive effect on tourist satisfaction, which indicates a strong loyalty to the tour company. With various and unified discussions related to satisfaction and perceived quality, this study attempted to clarify the influence of tourists' satisfaction on perceived quality.

From another perspective, Kotler, Bowen, and Makens (1996) found that: (1) image would positively affect how customers perceive quality; (2) perceived quality will in turn determine the satisfaction of consumers; (3) quality and satisfaction act as mediating variables between image and post-purchase behavior. Bloemer and Ruyter (1998) also concluded that service quality and satisfaction mediate the relationship between image of product and brand loyalty. Similarly, Bigné et al. (2001) empirically investigated structural interrelationships among destination image, quality, satisfaction, and after. Furthermore, Quan and Wang (2004)

conceptualized the close relationship between tourists' food consumption and their visiting experience. Kivela and Crotts (2006) revealed that food could become an integral part of tourists' experience and it contributes to visiting quality. Kivela and Crotts (2006) found that, in culinary tourism, dissatisfaction with gastronomy would adversely affect tourists' quality perceptions of a destination. Thus, Thailand's night market is significant elements to investigate.

For the dimension, Garvin (1987) the quality of products made for the eight dimensions are: product performance, features, reliability, conformance, durability, can be serviceability, aesthetics and the perceived quality. This study dimensions according to the similarity between the eight dimensions of the original merger between two of the following four aspects: (1) Performance/special of: and the operation of products and the additional features (special section or performance) related. (2) By degrees/Durability: About the product of a failure within the specified period, and the product cannot be fixed before the consumer the total amount used. (3) the same/can be of service: product design and operation of the properties up to standard level. Include service capacity, speed, courtesy, competence and ease of repair. (4) appearance/image of the flu: Products Looks, feels, sounds, tastes, smells feelings, and by the image, advertising, products Brand names are shaped by the quality of image. In summary, the study bases on the Garvin (1987) for number of amendments made the "Perceived Quality" (1). Performance/characteristics: This product can provide tourists' needs from night market and provides other additional features. (2). Reliability/durability: These products from the night market are very reliable. (3). Consistency/Serviceability: Product design or operation of properties can be achieving the desired function (standard). This night market products are perfect products and services. (4). Aesthetic/brand image: This night market of products' image, advertising, or the name can be satisfactory. For example: of being the product appearance, flavor, and texture are satisfactory.

Place Attachment

The term of the "place attachment" was established in the environmental psychology literature in the begging, and it was considered is the emotion connecting between the "individual" and the "special places" (Hidalgo & Hernandez, 2001). Similarly, the concept of

"sense of place" describes the relation between people and environment (Shamai, 1991) since the concept of "sense of place" in human geography is consistent with environmental psychology's notion of place attachment. Shamsuddin and Ujang (2008) addressed the identify of "sense of place" which is the interaction communication about the physical elements, activities and meanings between the place and individual. Moreover, the "sense of place" has be used to describe the special and unique characteristics of the particular place (Foote & Azaryahu, 2009). Based on this, the concept of the place attachment is extending from the "sense of place". The place attachment construct typically two dimensions, namely, place dependence and place identity (Backlund & Williams, 2003). Place dependence refers to a functional attachment to a place, which reflects the significance of a resource in providing amenities necessary for desired activities (Stokols & Shumaker, 1981; Williams et al., 1992; Williams & Roggenbuck, 1989). From this sense, the value of a setting to the individual is based on specificity, functionality, and satisfaction of a place and its "goodness" for hiking, fishing, camping, scenic enjoyment and so forth. Moreover, Brown and Raymond (2007: 90) believed that "place dependence refers to connections based specifically on activities that take place in a setting".

Compared to place dependence, place identity refers to a symbolic or affective attachment to a place (Backlund & Williams, 2003). This concept was developed by Proshansky's (1978), who defines place identity as "those dimensions of the self that define the individual's personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals and behavioral tendencies and skills relevant to this environment" (Proshanky, 1978). Breakwell (1986) suggests that the first principle of identity is the establishment of a sense of personal uniqueness, which is absolutely a personal phenomenon. Jorgensen and Stedman (2001) have referred to this as a cognitive structure that refers to global self-identification similar to conceptualizations of gender identity and role identity. Furthermore, scholars have been argued that environment is always a combination between psychological and physical manifestation. Thus, the place attachment involves both physical and social bonding that influence on place identification and sense of self (Twigger-Ross & Uzzell, 1996; Hidalgo & Hernadez, 2001).

The core meaning of a place is from experience (Tuan, 1974) and tourism is a type of experience. Mowen, Graefe and Williams (1997) demonstrated that place attachment as

an emotional attachment to a place has positive effects on leisure experiences. In an attempt to empirically define the place attachment construct, Williams and Roggenbuck (1989) developed a series of Likert-scaled statements designed to measure these two theoretical dimensions of place attachment and pilot tested them on 129 students from four universities. While their analysis produced three distinct components, subsequent testing later confirmed the existence of the place dependence and place identity structure. Thus, in addition to being a resource for satisfying explicitly felt behavioral or experiential goals, a place may be viewed as an essential part of one's self, resulting in strong emotional attachment to places. This is intriguing since tourists are likely to develop emotional attachment with destinations they visit, and this psychological attachment could be an important antecedent and a sensible measure of tourist loyalty to a destination (George & George, 2004; Lee, Backman, & Backman, 1997). Development of attached visitor base is important, as customers are less willing to change their purchase decision despite the offerings of the alternatives (Lee, 2003; Wickham, 2000). Place attachments not only influence cognitive images but more importantly it highly related to the affective images. This is significantly important since place attachments increase the emotional connection between individual and the place, which improve the likelihood that individuals will demonstrate favorable evaluations and loyalty towards the place (Schultz, 2000; Brocato, 2006). Similarly, recent research has shown that place attachments highly affect customer satisfaction of the travelling experiences and revisit intention (YuKsel, Yusel and Bilim, 2010). In addition to this, tourists' involvement has a positive impact on place attachments which lead to significant effect on customer satisfaction (Hwang, Lee, Chen, 2005; Gross & Brown, 2008). More important, placc attachment has positive effect on tourism destination image (Trauera & Ryan, 2005). From another perspective, Gu and Ryan (2008) argued that most researches related to place attachments has been discussed mainly on economic benefits, in a result these researches overlooked the importance of the local community in the place. For Gu and Ryan (2008), the role of both tangible and intangible heritages in the place attachments is duly discussed. They worricd that place attachments which modified by the language of tourism may affect or shape the place identity of local community, which place marketing should take into consideration.

To sum up, Place attachment often refers to one's sense of place and includes symbolic and emotional expressions (Hwang, Lee and Chen, 2005). Moreovcr, Place attachment

also can be applied to research on leisure behavior, as from the view of leisure management, relying on the emotional response of the tourists to care more management differences on the leisure areas (Green & Chalip, 1997). In this research will adopt the place attachment scale from Williams and Roggenbuck's (1989), and their conceptualization of place attachment consisted of measures capturing two dimensions: place dependence (4 items) and place identity (7 items).

Tourist Satisfaction

Esu and Arrey (2009) demonstrated that Past research revealed that customer satisfaction is an important theoretical and practical issue. For most marketers and consumer researchers, customer satisfaction is regarded as a marketing tool to attract the most variable scgments of the market. According to Kozak and Rimmimgton (2000) tourist satisfaction is important to successful destination marketing bccause it influences the choicc of destination, the consumption of products and services, and the decision to return satisfaction is important to successful destination marketing; Philip and Hezlett (1996) recognize the fact that one of the strategic routes used by leisure firms in gaining competitive edge has been through an increase concentration in customer satisfaction. They also seem to be agreement in the fact that, customer satisfaction influences the choice of destination, the consumption of products and services and the decision to return. Customer satisfaction is increasingly becoming a corporate goal as more and more companies strive for quality in their product or service. The phenomenology of customer satisfaction has received so much attention by both academics and practitioners in the field of marketing and psychology. The common theories underpinning the concept of customer satisfaction are:

1. The expectation-disconfirmation model (Oliver, 1980a).
2. Expectation-perception gap model (Parasuraman, Zeithaml and Berry, 1985).
3. Performance-only model (Pizman and Millman, 1993).
4. Pivotal–core-peripheral (PCP) model (Philip and Hazlett, 1996).

Akama and Kieti (2002) found that Tourists, like other customers, usually have initial expectations of the type and quality of services to be offercd in a particular destination. These expectations are formed mainly through information provided via tourism advertisements,

commercials, brochurcs, mass media and informal information from friends and relatives. The extent to which tourist expectations are met will cventually determine the level of tourist satisfaction. If the overall performance, while or after visiting a destination, excecds or mects initial expectation then the tourist is considered satisfied. However, if perceived performance falls below initial expectation then the tourist may be dissatisfied. Customer satisfaction is increasingly becoming a salient issuc in most service industries. With reference to the tourism and hospitality industry, it can be stated that satisfied tourists are more likely to recommend thc tourist destination to others, which is the cheapest and most effective form of markcting and promotion (Crosby, 1993; S.oderlund, 1998). Furthermorc, tourist satisfaction usually contributes to increased rates of the retention of tourists' patronage, loyalty and acquisition, which in turn helps in realizing economic goals like increased number of tourists and revcnues. As a consequence, there is usually a positive association between tourist satisfaction and the destination's long term economic success. Moreover, tourists can express their satisfaction through many ways such as positive word of mouth, paying compliments to the service or product provider and development of long-term loyalty to the destination. At the same time, through tourist satisfaction, thc relationship between the tourist and the tourist destination is strengthened.

Bitner and Hubbert (1994) describe customer satisfaction as a feeling or an attitude of a customer towards a service after it has been used. Studies have also confirmed that there is a relationship between service quality, satisfaction and behavioral intention and then service quality and behavioral intention. As defined by Cronin and Mackey (1992: 127) service quality reflects a consumer's evaluative percceptions of a service encounter at a specific point in time. In contrast, customer satisfaction judgments are experimental in nature, involving both an end-state and proccss, and reflecting both emotional and cognitive elements. In the field of marketing, and leisure, there is a general acceptance of the claim that servicc quality influence overall customer satisfaction (Lee, Graefe & Burns, 2004; Valle et al. 2006; Huh, 2002; Crompton and Love, 1995; Parasuraman, Zeithaml and Berry, 1988; Cronin and Mackey, 1992). Huh (2002) wrote that Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasiraman, Zeithaml, and Berry's (1985) expectation perception gap model, Oliver's cxpectancy– disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984; Chon and Olsen, 1991), and the

performance – only model.(Pizam, Neumann, and Reichel, 1978) have been used to used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy- disconfirmation has received the widest acceptance among these theories because it is broadly applicable.

Pizam and Milman (1993) utilized Oliver (1980b) expectancy-disconfirmation model to improve the predictive power of travelers' satisfaction. They introduced the basic dynamic nature of the diseonfirmation model into hospitality research, while testing part of the original model in a modified form. In order to assess the causal relationship 13 between two different disconfirmation methods, they employed a regression model with a single "expectation – met" measure as the dependent variable, and 21 difference–score measures as the independent variables. Some studies on customer satisfaction are also notable in tourism behavior research. For example, Pizam, Neumann and Reichel (1978) investigated the factor structure of tourists' satisfaction with their destination areas. The authors showed eight distinguishable dimensions of tourist satisfaction. Barsky and Labagh (1992) introduced the expectancy–disconfirmation paradigm into lodging research. Basically, the proposed model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine "expectations met" factors that were weighted by attribute – specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. As a result, customer satisfaction was found to be correlated with a customer's willingness to return.

Chon and Olsen (1991) discovered a goodness of fit correlation between tourists' expectations about their destination, and tourists' satisfaction. Then, after tourists have bought the travel service and products, if the evaluation of their experience of the travel product is better than their expectations, they will be satisfied with their travel experience. Furthermore, Chon and Olsen (1991) provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social cognition theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy–disconfirmation theory. In other words, the concepts of congruity and incongruity can be interpreted similarly to the concepts of confirmation and disconfirmation, both of which can result in either positive or negative directions. Pizam, Neumann, and Reichel (1978) stated that it is important to measure consumer satisfaction with each attribute of the destination, because consumer dis/satisfaction with one of the attributes leads to dis/satisfaction with the overall

destination. Furthermore, Rust, Zahorik, and Keininghan (1993) explained that the relative importance of each attribute to the overall impression should be investigated because dis/satisfaetion can be the result of evaluating various positive and negative experiences.

About the dimension there are two ways to measure it:

Overall attitude dimensions measured: Anderson, Fornell and Lehmann (1994) considered that the overall customer satisfaction means a consumer product or service for a full purchase and consumption experience, and formed by the accumulation over time, the overall evaluation. Oliver (1997) that measure the overall attitude of the way for consumers to self-important attribute to their weighting, to more accurately reflect the true level of satisfaction of consumers. Cole and Scott (2004) studied that the overall satisfactions for the tourists in an area the overall feel of the collection of satisfaetion. Multi-attribute dimensions measure: Zeithaml and Bitner (2000) believes that satisfaction is extensive, it was Brand image, perceived value, the relationship between customer satisfaction and customer loyalty - A Case Study of Travel Overseas Group Package Tour 67 service quality, product quality, price, situational factors and personal factors. Lee, Graefe and Burns (2004) that the measurement of tourist satisfaction with the overall sense of pleasure, desire and willingness to pay level of dissatisfaction. Millán and Esteban (2004) study of customer satisfaction in the travel industry, the use of confirmatory factor analysis approach, summarize the measurement of multiple dimensions of customer satisfaction for the service encounter, empathy, the reliability, service environment, comments efficiency, additional attributes and other six dimensions measure. Yoon and Uysal (2005) in travel motivation, satisfaction and loyalty study destination that tourist satisfaction measurement to the desired level of satisfaction, the value of tourism experiences in the past compared tourist areas. In summary, Tourists express satisfaction or dissatisfaction after they buy tourism products and services (Fornell, 1992). If tourists are satisfied with the products, then they will have the motivation to buy them again or they will recommend them to their friends. Tourist satisfaction in this study, we refer the Fornell (1992), defined as the overall feeling when customers buying or after using the products and services. Questionnaire measured on the item refer to Cole and Scott (2004), the concept of the tourism products and services for the overall measurement of satisfaction for tourist.

Revisit Intention

Thomas (1995) study also pointed out that the cost of attracting new customers is five times the cost of maintaining existing customers. According to Reichheld and Sasser (1990) study, when companies increased by 5% on customer retention rates, the profit will increase 25% to 85%.Thus; loyal customers will be the main source of competitive advantage, so keep loyal customers of the business are concerned and a very important task. Drake, Gwynne, and Waite (1998) pointed out that loyalty can be divided into behavioral, cognitive, and affect factors. Behavioral loyalty means customer actuary buying behavior, cognitive behavioral loyalty intentions concerning the future customers' behavior. Emotional loyal means the attitude of the enterprise from customers. And customers who have a good impression on the enterprise most likely turn to long-term loyalty. So the attitude is an important factor in Loyalty. Smith (1998) pointed out that when customers strongly feel that a company has the best ability to meet their needs, and this status cannot be replaced by other firms, then the customers have a "loyalty" to the enterprise. Bowen and Shoemaker (1998) also argued that customer loyalty is a repeat purchase behavior, and seems themselves as their business partners. In summary, customer loyalty can be divided into behavioral and psychological aspects of performance, and this performance could reduce customer turnover rate, and create a competitive advantage. Sirgy, Morris and Coskun (1985) noted that customer loyalty as a customer has a tendency to repeat shopping for a particular store. Customer loyalty is also defined as a kind of relationship between personal attitudes and repurchases behavior (Dick & Basu, 1994). Jones and Sasser (1995) defined customer loyalty as a customer has a sense of belonging or identity to the company's staff, services or products, such feelings will directly affect the follow-up customer's buying behavior. The study also further divided loyalty into long-term loyalty and short-term loyalty: long-term customer loyalty means consumer buy a particular brand of product or service, not easy to change the selection; short-term loyalty means when customers have a better selection of products or store, the customer will immediately change their decision. Cavero and Javier (1997) pointed out that customer loyalty is the customer has a preference for a particular company's products and will not consider the products of other companies when they need to re-purchase. Oliver (1997) also believe that customer loyalty is the customers have a consistent and strong intention in future

re-purchase product, therefore repetitive purchase the same brand, not because of changes in circumstances and marketing activities transfer their behavior and impact. Smith (1998) proposed customer loyalty means when the customers really get products and services from the seller, and these products and services did not expect from the seller's competitors.

In addition, Fredericks, Hurd, and Slater (2001) reported that the concept of customer loyalty offer the proposed of "share of customer" loyalty to this quantitative measure; relative to the pursuit of market share in traditional businesses, the so-called customer share is trying to sell more goods to the same customer, in other words, for a specific type of consumer, trying to get customers on goods or services in a specific proportion reached the highest ratio of value, if the customer spend higher budget can be classified as the more loyal customers. *Reichheld* and Schefter (2000) thought that "customer loyalty" is to the right customers for the trust, in other words, to find worth customers to investment, and obtain the commitment to this customer relationship. According to the literature review, this study is defined "customer loyalty" as "the customer identity and preferences of the company's services or products, and in the future have a strong willingness to re-purchase or repetitive purchase the same brand and its combination, not because of the situation changes or marketing activities to transfer behavior, also the customer will be voluntary to create a positive word of mouth for the company." Reichheld et al., (1990) demonstrated that satisfaction of the customer will increase loyalty for business, and increase loyalty of customers means that the probability of repeat purchase in the future will be substantially increased. Since the past few years the rise of the Internet, also caused rapid amplification of the number of global sites. How each site survive and highlight out in the online world, it must rely on customer loyalty, that is, company web site master by loyalty. (Smith, 2001)

Reichheld et al., (2000) first proposed, "the network loyalty" (E-Loyalty) the term refers to the customer loyalty resulting from transactions over the Internet. Smith (2001) also mentioned in the study, some sites boast that they have millions of registrations, and that such growth to show they have a network loyalty. But the real measure of loyalty is customer to attend the network again and the level of interaction. For the measurement of customer loyalty in dimensions, in general, there is the attitude side, behavioral and comprehensive three ways to measure it. To measure customer attitudes often refers to emotional and psychological level. But

customers may oftcn occur a behavior: they like a company or brand or product but not consumption. This phenomenon is found by the products may bc too expensive. (Toh, Goh, Tan, and TE, 1993), if use the only way to measure the level of customer loyalty through the attitude will cause bias. The behavioral measure often as repurchase intentions as index characteristics, but customer purchase behavior cannot be representative of the brand loyalty (TePeci, 1999). So to overcome this deficiency can be measured by a combination and integrated improvement, and then more accurately predict ratio on customer loyalty (Pritchard and Howard, 1997). Later, most scholars tend to measure customer loyalty integrated way. (Wong and Sohal, 2003; Baumann Bauman, Bustillos, Bensimon, Brown, and Bartee, 2005). Methlie and Nysveen (1999) in a study on customer loyalty in online banking divided customer loyalty into emotional loyalty (Affective Loyalty) and attitudinal loyalty (Conative Loyalty). Customer loyalty refers to the emotional perception that the bank is better than the other competitors, and it is more like the bank; attitude of customer loyalty is to continue use the bank's intentions in the future. Parasuraman, Zeithaml and Berry (1985) on "The Behavioral Consequences of Service Quality" in the article, customer loyalty should include: the positive reviews of companies, the firm recommended to potential customers, friends and business transactions advocates, business-first priority during purchase options, and increase future transactions with the enterprise. In addition, as many scholars divided loyalty into attitude loyalty and behavior loyalty attitude, therefore, the two have different measurement methods. Chaudhuri and Holbrook (2001) in "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty" a text, use the "next time when I buy a similar product, I will choose this brand again", and "I will continue to buy this brand of products" as two indicators to measure consumer behavior loyalty. Meanwhile, the author uses "I have some commitment to the brand", and "I am willing to pay a higher price than other brands to buy this brand of goods" and other two indicators, to measure consumer attitudes loyalty.

Roberts, Branch, Bustamante, Castilla, Dugan, Halpern, Lafferty, Leslie, Lubchenco, McArdle, Ruckelshaus, and Warner (2003) noted that use of information sharing, positive reviews refer a friend, continued to buy, purchase additional services and try the new service six indicators to measure customer loyalty. In the competitive environment, manufacturers have been able to achieve customer satisfaction, but still unable to retain customers, the main reason is that company's lack of customer loyalty. Customer loyalty, after all, is the source of

long-term profitability. Reichheld et al., (1990) that the real value of customer loyalty is cash benefits. Shoemarker and Lewis (1999) find that "loyalty triangle" model (Royalty triange) to build customer loyalty framework. (A) Service process: the process of service operation including all customers and service providers to join in all activities. (B) Value Creation: Including value added and access. (C) Database Management / Communication: Building the customer preference database to provide customers with special services, and use advertising mail notification and contact customer about their contact and activity. It can be seen, in addition to new customers, the sources of the customers from the results of other companies which change "action loyalty" and the company's customer retention, therefore, it is the key changes affecting customer loyalty to the company's financial profitability. Kandampully (1998) also approached that customer loyalty is a web business's commitments and guarantees to quality service this study suggests that customer loyalty is caused by the inner psychological customer loyalty, with repeat purchase behavior characteristics and help the company to propagate are customer loyalty behaviors. Although the measure of customer loyalty for the scholars do not the same, but in the form of "repurchase intention" and "willingness to recommend" two indicators seems as higher rates of repetition. Although the indicators "repeat purchase" rate is not low, but according to scholars demonstrated that measure the customer loyalty by customer dealing with a company and repurchase intention at any time who ask the customer whether the re-purchase of specific products or services' intention in the future. The explanation could understand the behavior of repeat purchase intention is to the performance of the repurchase behavior (Heskett, Jones, Loveman, Sasser, and Schlesinger, 1994).

This study is based on Hui, et al., (2007) researche. Used 2 items to measure the tourist's revisit intention, the first of all is "likelihood of revisiting", and the second one is "likelihood of recommendation". Hui, et al., (2007) that the environmental impact and marketing practices could potentially lead customer loyalty to the conversion behavior, customer "to re purchase" this preferences for the product or service unchanged. For a description of the network customer loyalty, customer loyalty will be defined as "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior". And "fervently desires to re-buy a product or

service and will have no other – pursuing this quest against all odds and at all costs" (Oliver, 1997: 36) Questionnaire Items on customer revisit research, a total of four items asked the question as a measure of the study items.

Theoretical Framework

Theoretical Framework Explanation: About the framework, in this article is to integrate place attachment and the "image-quality-satisfaction-behavioral intentions" model. Proposed by Kotler et al. (1996) into a new framework that describes the relations among tourism image, perceived quality, place attachment, tourist satisfaction, and revisit intention. This Theoretical Framework is constructed as follows. First, Kozak (2001) suggested that repeat visitors are more likely than first time visitors to return to the same destination in the future and the level of overall satisfaction considerably influences intentions for repeat visits. Therefore, tourist satisfaction with the destination would influence revisit intentions, which in turn, lead to revisit behavior. Then, Bloemer and Ruyter (1998) also concluded that service quality and satisfaction mediate the relationship between image of product and brand loyalty. Mowen, Graefe and Williams (1997) demonstrated that place attachment as an emotional attachment to a place has positive effects on leisure experiences.

Bigné, Sánchez, and Sánchez (2001) empirically investigated structural interrelationships among destination image, quality, satisfaction, and after-purchase behavior. Their findings confirmed that destination image not only directly affects quality, satisfaction, and future behavior but also indirectly affects future behavior through quality and satisfaction. In effect, Backlund and Williams (2003) has examined the relationship between place attachment and revisit intentions and determined that place attachment has an impact on revisit intentions. Morcover, Lee (2001) pointed out that destination image will have inference on the tourists' place attachment for a destination. Place attachment often refers to one's sense of place and includes symbolic and emotional expressions (Hwang, Lee, & Chen, 2005). Tourists are likely to develop emotional attachment with destinations they visit, and this psychological attachment could be an important antecedent and a sensible measure of tourist loyalty to a destination (George & George, 2004; Lee, Backman, & Backman, 1997). Based on the review of the relevant literature, this study

suggests that place attachment acts as an important linkage between destination image and revisit intentions. However, there is little research examining the link between these variables in the tourism industry, especially in the tourism night markets, which then inspires this study.

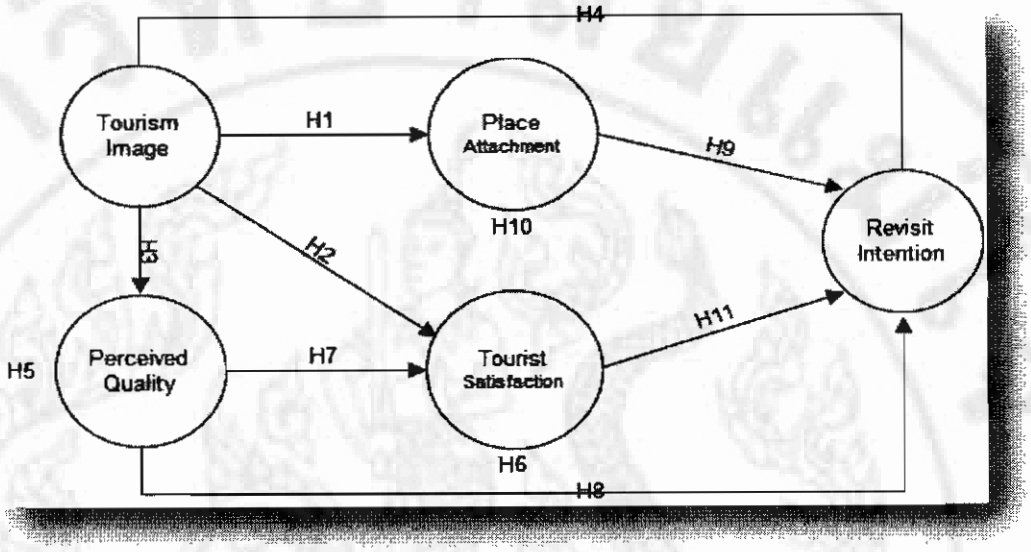

Figure 2 Theoretical Framework

Conceptual Framework

Conceptual Framework Explanation: This Conceptual Framework is constructed as follows. First, conceptual background and hypotheses one to eleven are proposed based on an evaluation of previous research. Next, the Methodology will be outlined. Subsequently, a model, including tourism image, perceived quality, place attachment, tourist satisfaction, and revisit intentions, is specified, based by the appropriate dimensions by scholar's definition followed by the results. Also, for the originality value of the paper is completed by a conclusion and implications through analysis the questionnaires. In this study, the new proposed causal relationships among these variables will be developed from theory and examined empirically.

Tourism image Scales: The measurement of tourism image, we summed up of several researches, they divided the tourism image into two kinds of image (Cognitive image and Affective image) Separated them into 11 dimensions included "Space", "Amenities", "Historic and cultural spot", "Night life and entertainment". "Price level", "Atmosphere", "People", "Local

cuisine", "Traditional handicraft/Souvenir", "Security" and " Affective feeling".

Perceived Quality Scales: The measurement of perceived quality adapted from Garvin's (1987) research. The conceptualization consisted of measures capturing 3 items.

Tourists Satisfaction Scales: Tourists satisfaction measured on the item refers to Cole and Scott (2004). The concept of the tourism products and services for the overall measure of satisfaction for tourist there are 4 items.

Place Attachment Scales: Place attachment was measured using items adapted from Kyle, Mowen and Tarrant (2004) research place attachment scale. The conceptualization consisted of measures capturing 2 dimensions: place dependence (4 items) and place identity (7 items).

Revisit Intention Scales: Revisiting Intention was measured using an adapted version of the Hui, et al., (2007) scale. Used 2 items to measure the tourist's revisit intention, the first of all is "likelihood of revisiting", and the second one is "likelihood of recommendation".

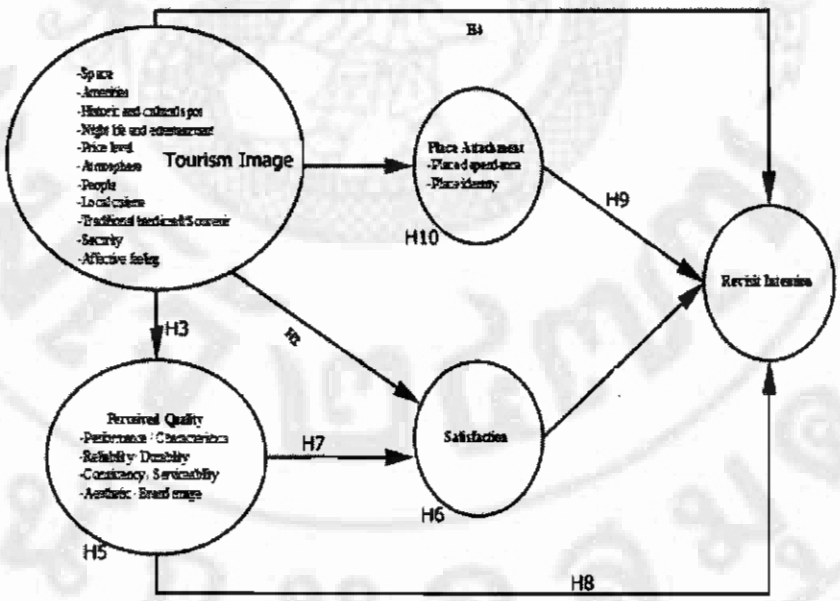

Figure 3 Conceptual Framework

Research Hypotheses

According to the research framework, this research brings up 11 hypotheses. The inference process and the hypotheses elaborated in the follow contents.

Consequences of Tourism Image:

Kotler, Bowen, and Makens (1996) consider that the following sequence could be established: image→quality→satisfaction→post-purchase behavior. In this way, tourism image would affect how customers perceive quality. Tourism image exercises a positive influence on perceived quality and satisfaction, because it moulds the expectations that the individual forms before the visit, and these variables depend on the comparison of such expectations with experience (Font, 1997; Phelps, 1986), as suggested by Grönroos (1984).

In tourism, Appiah-Adu, Fyall, and Singh (2000); Heung and Cheng (2000) and Kozak and Rimmington (2000) suggest that perceived quality is an antecedent of satisfaction. In tourism, Court and Lupton (1997) found as a result of their study of the image of New Mexico, that the image of the tourism destination positively affected an intention to revisit in the future. Place attachment often refers to one's sense of place and includes symbolic and emotional expressions (Hwang et al., 2005). Andreassen and Lindestd (1998) mentioned that in the service industries, the company image is an important factor to affect the perceived quality, the consumers' satisfaction and the loyalty. Fombrun and Shanley (1990) also addressed the advantages of the positive image; the positive image will bring the additional profit and inhibit the competitors in the same industry. Moreover, the positive image will help to get the higher profit and make the customer to consider that the company has good products and good service quality, and easy to attract more talent for the company.

Bigné et al. (2001) considered that the tourism destination image will affect tourists' behavior. Actually, for the destination there were not good or bad, the value of the destination will depend on the different of the emotion links to the tourism market (Davidoff & Davidoff, 1983). Furthermore, the attractions from the previous experience and tourism image will have inference on the tourists' place attachment for a tourism destination (Lee, 2001). And the researchers Hou, Lin and Morais (2005) also addressed that the attractions of different tourism destination images will affect the intensity of the place attachment between different groups.

Combinations of the above, we concluded that the tourism image will affect the tourists' behavior, and then that will have some inference on the place attachment. Thus, the following four first hypotheses are:

H1: Tourism image has a positive influence on perceived quality.

H2: Tourism image has a positive influence on satisfaction.

H3: Tourism image has a positive influence on place attachment.

H4: Tourism image has a positive influence on revisit intentions.

The role of perceived quality as mediating variables between image and revisit intentions.

Kotler et al. (1996) found that quality and satisfaction act as mediating variables between image and post-purchase behavior. Similarly, Bigné et al. (2001) empirically investigated structural interrelationships among tourism image, quality, satisfaction, and after-purchase behavior. Their findings confirmed that destination image not only directly affects quality, satisfaction, and future behavior; it also indirectly affects future behavior through quality and satisfaction. Thus, the following hypothesis is proposed:

H5: Perceived Quality has a mediated effect on tourism image and revisit intentions.

The role of satisfaction as mediating variables between image and revisit intentions.

Kotler et al. (1996) found that quality and satisfaction act as mediating variables between image and post-purchase behavior. Similarly, Bigné et al. (2001) empirically investigated structural interrelationships among tourism image, quality, satisfaction, and after-purchase behavior. Their findings confirmed that destination image not only directly affects quality, satisfaction, and future behavior; it also indirectly affects future behavior through quality and satisfaction.

Since satisfaction is affected by certain antecedent variables including tourism image, service quality, and leisure involvement, tourist satisfaction is generally considered the mediating variable of behavioral models (Castro et al., 2007; Cole et al., 2002; Lee, 2007) Consistent with these arguments, we propose the following:

H6: Tourist Satisfaction has a mediated effect on tourism image and revisiting intentions.

Consequences of Perceived Quality

Kotler et al. (1996) consider that the following sequence could be established: image→quality→satisfaction→post-purchase behavior. In this way, perceived quality will in turn determine the satisfaction of consumers (Fornell et al., 1996), because the latter is the result of the assessment by the customer of the perceived quality (Anderson et al., 1994; Gnoth,1994; Kotler et al., 1996).

Quality, perceived value and satisfaction have been recognized as the antecedents of behavioral intentions (Kashyap & Bojanic, 2000; Petrick, 2004; Tam, 2000; Tian-Coleet al., 2002). Besides, the research by Bigné et al. (2001) and Lee et al. (2005) also ascertained that higher trip quality could lead to both higher satisfaction and more positive behavioral intentions in general. On the basis of these arguments, we offer the following:

H7: Perceived quality has a positive influence on tourist satisfaction.

H8: Perceived quality has a positive influence on revisit intentions.

Consequences of Place Attachment

Many researchers have verified the relationship between place attachment and revisit intention. Chen, Hu and Fan (2007) discussed about the activity involvement, place attachment and willingness to revisit of leisure farm visitors, they reported that the visitors' place attachment has the positive effect on the willingness of revisiting. Hung (2007) mentioned that place attachment affected the recreational satisfaction directly and affected after-travel behavior indirectly. Tsai, Kan and Jiang (2008) in the research about visitors' awareness of recreation information and their satisfaction, place attachment and revisit intentions in national park, they addressed that place attachment is positively related to revisit intentions. Thus, the following hypothesis is proposed:

H9: Place attachment has a positive influence on revisit intention.

The role of place attachment as mediating variables between image and revisit intentions.

Um and Crompton (1990) thought that the formation of tourism image more or less influenced by tourists because of their "perception" and "attitude". That is, the tourism image

refers to the subjective perception from the psychological attitude of tourists, and the production of its subjective attitude influence tourism destination choice behavior. Due to the perception of destination image as toward too subjective and involves the attitude of their visitors; tourists will be affected by the attitude on behavioral intention. And the composition of the attitude, the most critical component of emotion, which often enhance or exaggerate the tourism product of the positive or negative experience to the tourists, so in this study will add emotional factor for tourists- "Place Attachment" factor, to explore the tourism image impact on the tourist route choice behavior. Study found that tourism image will be affected by place attachment, tourism quality, and satisfaction that a number of mediating variables to indirectly affect the results of the visitors behavior. Thus, the following hypothesis is proposed:

H10: Place Attachment has a mediated effect on tourism image and revisiting intentions.

Consequences of Satisfaction

The relationship between satisfaction and tourists' behavior has been well established in previous research. Tourists' satisfaction is considered as the key determinant of tourists' likelihood of recommending and revisiting a particular destination (Hui, Wan, and Ho, 2007; Yoon and Uysal, 2005).

Satisfaction has a positive influence on post-purchase behavior (Anderson & Sullivan, 1990; Cronin & Taylor, 1992; Fornell, 1992; Keaveney, 1995; Oliver, 1980a; Oliver & Swan, 1989). It seems reasonable, despite its singularity, to extend these relationships to the field of tourism as Appiah-Adu et al. (2000) suggest. Consistent with these arguments, we propose the following:

H11: Tourist Satisfaction has a positive influence on revisit intentions.

CHAPTER III

RESEARCH METHODOLOGY

Locale of the Study

The locale of this study focused on the international tourists (the tourists who come from another country.) who have ever been to revisit the night market (Sunday Walking Street, Saturday Walking Street, or Night Bazaar) in Chiang Mai, Thailand.

Population and Sampling Procedures

Population

The population of this study focused on the international tourists who have been revisited the night markets in Chiang Mai, Thailand.

Sampling

In this study used the stratified sampling and systematic sampling, and adopt the confidence interval approach from Ott (1993) $N = \frac{z^2 p(1-p)}{e^2}$ (N: the sample size; z: standard error associates with chosen level of confidence; P: estimated variability in the population; e: acceptable error).

Follow the confidence interval approach. A survey was conducted face-to-face collect primary information to help understand the tourist experience in Chiangmai night markets. The randomly selected tourists were asked questionnaires from a list provided that, in their opinion, could best follow the confidence interval approach. This study sets the sample under the 95% confidence level, and adopt the reference about 50% is widely used in social science research, the recommended sample size is based on a 95% confidence level and +/-5% margin of error. Statistical accuracy is a function of sample size. The larger the sample size, the greater the

statistical accuracy of the results. At some point though, the increase in statistical accuracy may not be worth the additional cost. A sample size of 400- often referred to as the "Magic 400" -- which gives a statistical accuracy of + or - 5% is thought of as the most cost effective sample size.

Systematic random sampling

Systematic random sampling uses the same statistical principles as simple random sampling, that is, p values and confidence intervals are calculated the same way. However, systematic random sampling does not involve separate random selection of each household. For this reason, systematic random sampling is often used to select large samples from a long list.

Systematic random sampling can also do without a list. If the actual sampling units, such as houses or shelters, are arranged in order, you can count down the units in the field. Just calculate the sampling interval, choose a random number between 1 and the sampling interval, and then start counting the units from one end of the population.

Steps in selecting a systematic random sample:

1. Calculate the sampling interval.
2. Select a random start between 1 and sampling interval.
3. Repeatedly add sampling interval to select subsequent samples.

Measurement of Variable

In this study will take the questionnaire survey. The qucstionnaire adopts Likert-type scale with 5 degrees, and uses the criteria of the measurement as follows: 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree and I= Strongly Disagree, to measure the respondents' intention for each question. Moreover, after the data analysis, we can discuss the degree of the agreement, if gets the point between of 4.21 – 5.00, that means strongly agrees with the argument; if gets the point between of 3.41 – 4.20, that means agrees with the argument; if gets the point between of 2.61 – 3.40, that means neutral with the argument; if gets the point between of 1.81 – 2.60, that means disagrees with the argument; finally, if gets the point between 1.00 – 1.80, that

means strongly disagrees with the argument. The measurement of variable of each concept and the items in every concept will be discussed in the follows.

Tourism Image

The measurement of tourism image, we summed up of several researches included Fakeye and Crompton (1991); Echtner and Ritchie (1993); Baloglu and McCleary (1999); Chen and Kerstetter (1999); Chaudhary (2000); Baloglu and Mangaloglu (2001) they divided the destination image into two kinds of image (Cognitive image and affective image) then separated them into 10 dimensions included "Space", "Amenities", "Historic and cultural spot", "Night life and entertainment". "Price level", "Atmosphere", "People", "Local cuisine", "Traditional handicraft/Souvenir", "Security" and "Affective feeling".

Table 2 Measure of Variables (Please see the questionnaires in the appendix)

Dimension	No	Item
Space	1	I feel that the space in the night market in Thailand is clean.
	2	I think that the space in the night market in Thailand is uncrowned.
Amenities	3	I meet that the amenity in the night market in Thailand is convenient.
	4	I think that the amenity in the night market in Thailand is clean.
"Historic and cultural spot	5	I understand that the historic and cultural spot in the night market in Thailand is retrospective.
	6	I sense that the historic and cultural spot in the night market in Thailand is cultural-oriented.

Table 2 (continued)

Dimension	No	Item
Night life and entertainment	7	I meet that the night life and entertainment in the night market in Thailand is diversity.
	8	I think that the night life and entertainment in the night market in Thailand is interesting.
	9	I feel that the night life and entertainment in the night market in Thailand is attractive.
	10	I see that it has many tourist attractions to visit in the night market in Thailand.
	11	I know that it offers lots of open air activities in the night market in Thailand.
	12	I know that it has many shops and shopping centers in the night market in Thailand.
Price level	13	I think that the price level is cheap in the night market in Thailand.
	14	I feel that the price level is reasonable in the night market in Thailand.
Atmosphere	15	I feel that the atmosphere is noisy in the night market in Thailand.
	16	I sense that the atmosphere is relaxed in the night market in Thailand.
People	17	I understand that the Thailand people are kind in the night market in Thailand.
	18	I think that the Thailand people are passionate in the night market in Thailand.

Table 2 (continued)

Dimension	No	Item
Local cuisine	19	I use that the local cuisine is delicious in the night market in Thailand.
	20	I think that the local cuisine is representative in the night market in Thailand.
Traditional handicraft/Souvenir	21	I know that the traditional handicraft/souvenir is memorized in the night market in Thailand.
	22	I think that the traditional handicraft/souvenir is local-oriented in the night market in Thailand.
Security	23	I feel that the security is safe in the night market in Thailand.
	24	I feel that the security is ensured in the night market in Thailand.
Affective feeling	25	I meet that the affective feeling is pleasant in the night market in Thailand.
	26	I think that the affective feeling is relaxing in the night market in Thailand.
	27	I feel that the affective feeling is cheerful in the night market in Thailand.

Source: Fakeye and Crompton, 1991; Echtner and Ritchie, 1993; Baloglu and McCleary, 1999; Chen and Kerstetter, 1999; Chaudhary, 2000; Baloglu and Mangaloglu, 2001

Perceived Quality

The measurement of perceived quality adapted from Garvin's research (1987), the conceptualization consisted of measures capturing 4 dimensions: Performance / Characteristics (1 item), Reliability / Durability (1 item), Consistency / Serviceability (1 item), Aesthetic / Brand image (1 item).

Table 3 Perceived Quality

Dimension	No	Item
Performance / Characteristics	1	This product can provide tourists' needs from night market in Thailand and provides other additionaI features.
Reliability / Durability	2	These products from the night market in Thailand are very reliable.
Consistency / Serviceability	3	This night market in Thailand products are perfect products and services.
Aesthetic / Brand image	4	This night market in Thailand of products' image, advertising, or the name ean be satisfactory. For example: of being the product appearance, flavor, and texture are satisfactory.

Source: Garvin, 1987

Tourists' Satisfaction

Tourists' satisfaction measured on the item refers to Cole and Scott (2004), the concept of the tourism products and services for the overall measure of satisfaction for tourist (5 items).

Table 4 Tourists' Satisfaction Scale

Dimension	No	Item
Tourists' satisfaction	1	I am satisfied with the food court in the night market.
	2	I am glad with restaurants/coffee Shops in the night market.
	3	I am cheerful with souvenirs in the night market.
	4	I am delighted with sundry goods in the night market.
	5	I am pleased with tourism products and services in the night market.

Source: Cole and Scott, 2004

Place Attachment

Place attachment was measured using items adapted from Kyle, Mowen, and Tarrant's research (see Table 5). The research was adopting Williams and Roggenbuck's (1989) place attachment scale. Their conceptualization consisted of measures capturing two dimensions: place dependence (4 items) and place identity (7 items).

Table 5 Place Attachment Scale

Dimension	No	Item
Place Dependence	1	For the recreation activities that I enjoy most, the settings and facilities provided by the night market in Thailand.
	2	I prefer to visit the night market in Thailand.
	3	For what I like to do, I could not imagine anything better than the setting and facilities provided by the night market in Thailand.
	4	I enjoy revisiting the Sunday night market in Thailand more than any other sites.
Place Identity	I	Night market in Thailand is the place where I visited means a lot to me.
	2	I am very attached to the night market in Thailand.
	3	I feel a strong sense of belonging to the night market in Thailand.
	4	I have little, if any, emotional attachment to night market in Thailand. and its settings and facilities.
	5	My friends/family would be disappointed if I were to start visiting other place (night market).
	6	If I were to stop visiting the night market in Thailand, I would lose contact with a number of friends.
	7	Many of my friends and family prefer the night market in Thailand. over other sites.

Source: Williams and Roggenbuck, 1989; Kyle, Mowen & Tarrant, 2004

Revisit Intention

Revisiting Intention was measured using an adapted version of the Hui et al. (2007) scale (see Table 6). They used 2 items to measure the tourist's revisit intention, the first of all is "likelihood of revisiting", the second one is "likelihood of recommendation".

Table 6 Revisiting Intention Scale

Dimension	No	Item
Revisiting Intention	1	I am willing to revisit the night market in Thailand.
	2	I am willing to recommend the night market in Thailand to others.

Source: Hui, Wan and Ho, 2007

Research Instrument

The variables included of Tourism Image, Perceived Quality, Place Attachment, Tourist Satisfaction, and Revisit Intention. In this research, the variable is defined and measured way stated the following: First, tourism image: the reference to Fakeye et al., (1991); Echtner et al., (1993); Baloglu et al., (1999); Chen et al., (1999); Chaudhary (2000); Baloglu et al., (2001) had description of the tourism image of the site, the tourism image is defined as including Cognitive image and Affective image. Tourism image on the study asked items, and its dimensions as those ten: including "Space", "Amenities", "Historic and cultural spot", "Night life and entertainment". "Price level", "Atmosphere", "People", "Local cuisine", "Traditional handicraft/Souvenir", "Security" and "Affective feeling". A total of twenty- seven items used in this study asked the measure.

Second, the perceived quality: Lee, Jeon and Kim(2011) found out that tourists expectations has a negative effect on the pereeived experiential quality of a tour, yet the perceived

quality has a positive effect on tourist satisfaction, which indicates a strong loyalty to the tour company. The tourists' overall evaluate of the standard of the services and products in association with the night market experience. Measured in terms of variables, the conceptualization consisted of measures capturing 4 dimensions: Performance / Characteristics, Reliability / Durability, Consistency / Serviceability, Aesthetic / Brand image. The study use Garvin's research (1987) for asking questions, shared four items will asked, "This product can provide tourists' needs from night market in Thailand and provides other additional features.", "These products from the night market in Thailand are very reliable.", "This night market in Thailand products are perfect products and services", "This night market in Thailand of products' image, advertising, or the name can be satisfactory. For example: of being the product appearance, flavor, and texture are satisfactory." to measure perceived quality.

Third, satisfaction: According to Kozak and Rimmimgton (2000) tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return satisfaction is important to successful destination marketing. The description of the satisfaction is defined as overall pleasure felting by the tourist, resulting from the night market's experience. This study refers to Cole and Scott (2004) the concept of the tourism products and services for the overall measure of satisfaction for tourist. Shared five items will asked, "I am satisfied with the food court in the night market.", " I am glad with restaurants/coffee Shops in the night market.", "I am cheerful with souvenirs in the night market., " I am delighted with sundry goods in the night market.", "I am pleased with tourism products and services in the night market."

Fourth, place attachment: in this study, place attachment was measured using items adapted from Kyle, Mowen, and Tarrant's research. The research was adopting Williams and Roggenbuck's (1989) place attachment scale. Their conceptualization consisted of measures capturing two dimensions: place dependence (4 items) and place identity (7 items). According to Tourists' positive feelings about the destination reality, this is intriguing since tourists are likely to develop emotional attachment with destinations they visit, and this psychological attachment could be an important antecedent and a sensible measure of tourist loyalty to a destination (George & George, 2004; Lee, Backman, & Backman, 1997).

The last, revisiting Intention: used 2 items to measure the tourist's revisit intention, the first of all is "likelihood of revisiting", the second one is "likelihood of recommendation" It was measured using an adapted version of the Hui et al. (2007) seale. Reference to Reichheld & Sasser (1990) study, when companies increased by 5% on customer retention rates, the profit will increase 25% to 85%.Thus; loyal customers will be the main source of competitive advantage, so keep loyal customers of the business are a very important task. Tourists' judgments about their likeliness revisit the same destination or the willingness to recommend the destination to others.

Pretesting of the Instrument

To test the effectiveness of the survey questionnaire, it is necessary to pretest it before actually using it. In this research adopts the undeclared pretest, and does not tell respondents that it is a pretest. The survey is given just like to conduct it for real. This type of pretest allows checking the choice of analysis and the standardization of the survey. (Converse and Presser, 1986)

According to Narins, P (1999) pointed that it is difficult to say how many participants to have per pretest. A rule of thumb is a sample of 25 to 75 for a large-scale study. And on the book "Making Health Communication Programs Work: A Planners Guide" had the ehapter to discuss about the planning and pretest, it mentions that in pretest the sample size should be large enough, however, to give the confidence that have sampled a range of opinions. A reasonable and adequate sample size is 50 participants typical of the target audience. According to the references in this study will get 50 participants in the pretest process.

This study will use the confirmatory factor analysis to test the reliability and validity. In confirmatory factor analysis, Cronbach's alpha is used to measure the reliability of two or more construct indicators. Furthermore, in confirmatory factor analysis, to check the measurement model validity, the number of the indicator helps us. For example, in confirmatory factor analysis, the factor loading latent variable should be greater than 0.7. Chi-square test and other goodness of fit statistics like RMR, GFI, NFI, RMSEA, SIC, BIC, etc., are some key indicators that help in measuring the model validity in confirmatory factor analysis. (Statistics Solutions, 2009: online).

Data Gathering

Data gathering is a term used to describe a process of preparing and collecting data, for example, as part of a process improvement or similar project. The purpose of data gathering is to obtain information, to keep on record to make decisions about important issues, to pass information on to others (Weller & Romney 1988). Primarily, data is collected to provide information regarding a specific topic. The data gathering plan in this study will contain the following activities:

Pre-collection activity: get the target data for pretesting use, and make sure the analysis methods.

Collection: follow the sampling approach to collect data.

Present findings: involve some form of sorting analysis and paper work.

Following the sampling approach and data gathering plan, this study will adopt the questionnaire survey.

Analysis of Data

About the analysis of the data, in this research used 2 kinds of the statistic software, Statistical Package for Social Science (SPSS) and Analysis of Moment Structure (AMSO). For descriptive data analysis, T-test, and regression analysis, SPSS was used. AMOS was used to do confirmation factor analysis and test the model and the multidirectional relationship such as structure equation model (SEM)

Descriptive Analysis

Descriptive analysis is used to describe the main features of a collection of data quantitatively. The analysis aims to provide an overview of the respondents and an insight into their behavioral patterns. (Mann, 1995)

Confirmatory Factor Analysis

In statistics, confirmatory factor analysis (CFA) is a special form of factor

analysis. It is used to test whether measures of a construct are consistent with a researcher's understanding of the nature of that construct (or factor). In contrast to exploratory factor analysis, where all loadings are free to vary, CFA allows for the explicit constraint of certain loadings to be zero. CFA has built upon and replaced older methods of analyzing construct validity. CFA is commonly used in social research. CFA is frequently used when developing a test, such as a personality test, intelligence test, or survey (Asparouhov & Muthén, 2009).

For some applications the requirement of zero loadings for indicators not supposed to load on a certain factor has been regarded as too strict. A newly developed analysis method, Exploratory Structural Equation Modeling, specifies hypothesis about the relation between observed indicators and their supposed primary latent factors while allowing for estimation of loadings with other latent factors as well (Asparouhov & Muthén, 2009).

SEM (Structural Equation Modeling)

Structural equation modeling (SEM) is a statistical technique for testing and estimating causal relations using a combination of statistical data and qualitative causal assumptions. This definition of SEM was articulated by the geneticist Wright (1921), and the cognitive scientist Simon (1953), and formally defined by Pearl (2000) using a calculus of counterfactuals.

Among the strengths of SEM is the ability to construct latent variables: variables which are not measured directly, but are estimated in the model from several measured variables each of which is predicted to 'tap into' the latent variables. This allows the modeler to explicitly capture the unreliability of measurement in the model, which in theory allows the structural relations between latent variables to be accurately estimated. Factor analysis, path analysis and regression all represent special cases of SEM. (Bollen & Long, 1993).

Research Duration

About the research duration in this study, it is from February, 2011 to September 2011. In this duration includes 12 tasks should be down.

Table 7 The Task List (Please see Game Chart in the following page)

No	Task	Start Date	End Date
1	Review and revise the first three chapters	2/1/2011	7/30/2011
2	Confirm the questionnaire	2/1/2011	3/15/2011
3	Contact with the interviewers	3/1/2011	3/15/2011
4	Pretesting (Pre-collection activity)	3/16/2011	4/16/2011
5	Pretesting (Data coding & analysis)	4/18/2011	4/30/2011
6	Modify the questionnaire	5/2/2011	5/18/2011
7	Data collection	6/1/2011	6/30/2011
8	Data coding	7/1/2011	7/15/2011
9	Data analysis	7/18/2011	7/30/2011
10	Paper writing	8/1/2011	8/31/2011
11	Project review	9/1/2011	9/8/2011
12	Wind up the research project	9/8/2011	9/15/2011

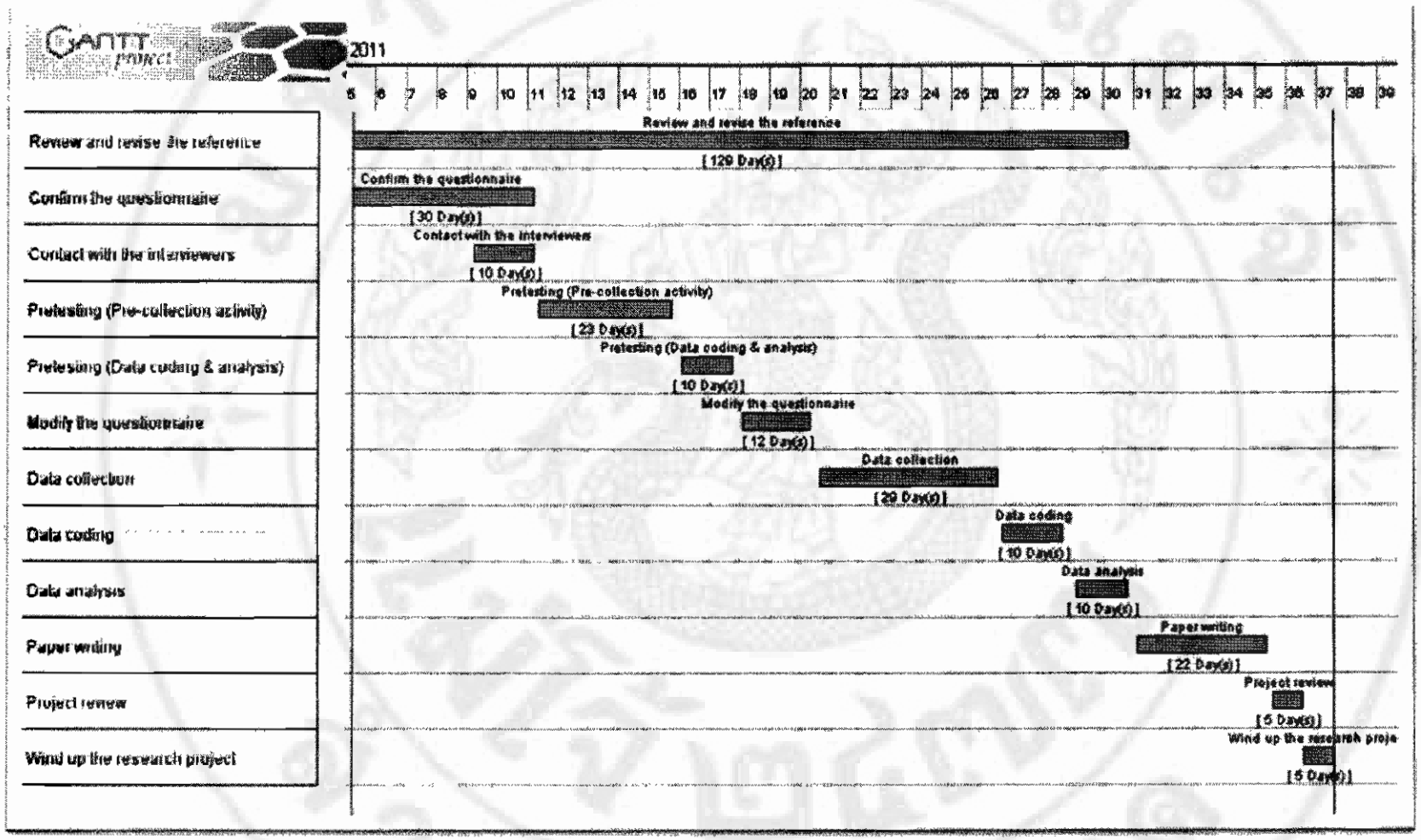

Figure 4 Game Chart Research Duration

Research Budgeting

Table 8 Research Budgeting

Research Budget					
The Relationships among Tourism Image, Perceived Quality, Place Attaehment, Tourist Satisfaction, and Revisit Intention- A case of International Tourists in Thailand Tourism Night Market					
Funding from School of Tourism Development, Maejo University					
Research Duration: Feburary/1/2011 to September/15/2011					
Budget period: Feburary/1/2011 to September/15/2011					
Expense Items	Unit	Unit Price	Quantity	Budget Reques	Remark
Document & Reference Collection					
Document & Reference Purchase	Copy	THB$100.00	5	THB$500	
Document & Reference Deliver	Copy	THB$100.00	5	THB$500	
Questionnaire Survey					
Questionnaire Printing	Copy	THB$15.00	700	THB$10,500	
Questionnaire Cording	Per-day	THB$250.00	14	THB$3,500	
Interviewer Working Fee	Per-day	THB$250.00	20	THB$5,000	
Others	Set	THB$20.00	700	THB$14,000	The gifts for the response.

Remark: all expenses can be subject to modification

CHAPTER IV

INVESTIGATE THE INTERNATIONAL TOURISTS' PRESENT SITUATION

Respondents' Demographic Backgrounds

Firstly, our objective in this paper attempts to present a conceptual framework for enhance customer loyalty. The respondent profile was summarized in table 9. The great majority of the respondents were aged from 18-34 (67.6%) with an equal majority of male and female tourist (47.3% and 52.7%). Most tourists were from Europe (42.1%) and Asia (32.5%). In all, 64.5% had a college degree or higher qualification. Student (33%), educator/ researcher (21.8%), manager/ executive (14.3%), professional/technical service worker (11.2%), and owner/ self-employed (9.2%) were the main divisions of occupation for respondents. The great majority of the respondents had a monthly income less than $4,500 (67.4%). Sightseeing/recreation (55.7%) was the main purpose to travel in Thailand and independence tour was the most frequently trip type (74.5%). 46.9% of tourists was the first time to visit the night market. The great majority of total personal spending in the night market was below 1,000 THB (71.7%). Food and beverage (35.4%), and clothing (22.6%) were tourists' major spending in the night market.

Table 9 Respondent profile

Demographic characteristics	Percentage (%)	Frequency
Continent		
Asia	32.5	98
Europe	42.1	127
Americas	16.2	49
Oceania	8.6	26
Africa	0.7	2
Total	100	302

Table 9 (continucd)

Demographic characteristics	Percentage (%)	Frequency
Gender		
Male	47.3	142
Female	52.7	158
Total	100	300
Age		
1-17	2	6
18-24	31.5	95
25-34	36.1	109
35-44	12.9	39
45-54	11.9	36
≧55	5.6	17
Total	100	302
Education Level		
Junior high-	0.7	2
High school/ Vocational school	13.4	40
College/ University	64.5	193
Postgraduate	21.4	64
Total	100	299
Occupation		
Educator/ Researcher	21.8	64
Manager/ Executive	14.3	42
Clerical/ Sales	3.7	11
Owner/ Self-employed	9.2	27
Laborer/Farming/Fishing	1.7	5
Professional/Technical	11.2	33
Military/Gov-officer	2.4	7
Homemaker	2.7	8

Table 9 (continued)

Demographic characteristics	Percentage (%)	Frequency
Students	33	97
Total	100	294
Personal Income(USD)		
Nonc	20.4	56
≦1500	14.2	39
1501-3000	16.4	45
3001-4500	16.4	45
4501-6000	7.6	21
6001-7500	5.5	15
7501-9000	6.9	19
≧9001	12.7	35
Total	100	275
Purpose to Thailand		
Business	9.1	32
Sightseeing/recreation	55.7	195
Visiting friends/ relatives	12.6	44
MICE	3.4	12
Long Stay	13.1	46
Study/ Research	6.0	21
Total	100	350
Trip Type		
Group	13.1	38
Half independence	9.3	27
Independence	74.5	216
Others	3.1	9
Total	100	290

Table 9 (continued)

Demographic characteristics	Percentage (%)	Frequency
Visited times		
1	46.9	138
2	16.0	47
3	11.9	35
4	9.2	27
≧5	16.0	47
Total	100	294
Sources for information		
Book/Magazine	20.8	94
Friends/relatives	33.9	153
Travel Agency	10	45
Internet	20	90
Newspaper	3.5	16
TV/Radio Station	2	9
Travel Exhibition	1.3	6
Tourism Brochure	8.4	38
Total	100	451
Personal total spending (THB)		
1-500	49.1	113
501-1000	22.6	52
1000-1500	3.9	9
1501-2000	7.8	18
≧2000	16.5	38
Total	100	230

Table 9 (continued)

Demographic characteristics	Percentage (%)	Frequency
Consumptions		
Food and Beverage	35.4	222
Clothing	22.6	142
Commodity	4.3	27
Souvenir	25.2	158
Entertainment	7.6	48
Others	4.9	31
Total	100	628

(a 29.5 THB $\geq$ 1 US$.)

Respondents' Trip Characteristics

From the chart in the content we can know that majority tourists are from Europe, McKercher (1998a) organized those tourists behavior shows that: short haul traveler like a short type holiday may get higher distance decay rate and tired of the single destination and limited time, rush tour package than a long haul traveler. Because long haul travelers could spend their time on multiple destinations and find some more surprise in their long type holidays. In totally, short haul distance travel, like tourists from Asia have faster distance decay rate than long haul distance travel; furthermore, another interesting point reported that in the market's device to nature attractions and culture attractions, and their attraction distance decays are different performance, by observing tourists' behavior, the nature attractions have higher distance decay rate than the culture attractions. So, that different tourism segments have different distance decay rate to explore. Night markets is the mix cultural sample of Thailand, culture is the attractive image in human's mind and even different direction may have different rate of distance decay. Hanink and White (1999) was reported that long haul distance traveler willing to take more risk and explore on the trip, also spread the risk out to their multiple destination. On the other hand, travelers choose a short haul distance trip to avoid more risk and fewer destinations on the same

time, reported by Lue, Crompton, and Fesenmaier (1993) and Tideswell and Faulkner (1999). There is not just onc single factor to influence the tourists' revisit intention, and also the theory used in many areas, but it is a different definition in Tourism part. Especially different test and research models can results different evaluation.

The Asia Market, the unpredictable resourees' countries, not only business, they might have considered bringing their friends and family or recommending them to revisit it. If the satisfactions can be upgraded will be a big benefit. As Tourist Satisfaction is a very important indicates to understand the tourists' behavior. Tourists express satisfaction or dissatisfaction after they buy tourism products and services (Fornell, 1992). If tourists are satisfied with the products, then they will have the motivation to buy them again, or they will recommend them to their friends. It is also the best strategies to make all ranking in the satisfied level. Past research revealed that customer satisfaction is an important theoretical as well as a practical issue. For most marketers and consumer researchers, customer satisfaction is regarded as a marketing tool to attract the most variable segments of the market. According to Kozak and Rimmimgton (2000) tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return satisfaction is important to successful destination marketing; Philip and Hezlett (1996) recognize the fact that one of the strategic routes used by leisure firms in gaining competitive edge has been through an increase concentration in customer satisfaction. They also seem to be agreement in the fact that, customer satisfaction influences the choice of destination, the consumption of products and services and the decision to return. Customer satisfaction is increasingly becoming a corporate goal as more and more companies strive for quality in their product or service.

The phenomenology of customer revisit intention has received so much attention by both academics and practitioners in the field of marketing and psychology. Akama and Kieti (2002) found that Tourists, like other customers, usually have initial expectations of the type and quality of services to be offered in a particular destination. These expectations are formed mainly through information provided via tourism advertisements, commercials, brochures, mass media and informal information from friends and relatives. The extent to which tourist expectations are met will eventually determine the level of tourist satisfaction. If the overall performance, while or after visiting a destination, exceeds or meets an initial expectations than the tourist is considered

satisfied. However, if perceived performance falls below the initial expectations more than the tourist may be dissatisfied. Customer satisfaction is increasingly becoming a salient issue in most serviee industries. With reference to the tourism and hospitality industry, it can be stated that satisfied tourists are more likely to recommend the tourist destination to others, which is the cheapest and most effective form of marketing and promotion (Crosby, 1993; S.oderlund, 1998). Furthermore, tourist satisfaction usually contributes to increased rates of the retention of tourists' patronage, loyalty and acquisition, which in turn helps in realizing economic goals like increased number of tourists and revenues. As a consequence, there is usually a positive association between tourist satisfaction and the destination's long-term economic success. Moreover, tourists can express their satisfaction through many ways such as positive word of mouth, paying compliments to the service or product provider and development of long-term loyalty to the destination. At the same time, through tourist satisfaction, the relationship between the tourist and the tourist destination is strengthened.

The Human Factor is at the heart of Asian Spirit. It is the people factor that plays the principal role to interpret and exhibit those Asian values in the products and services they provide. In today's modern world that is powered by advanced technology, cultures of Thailand are unlikely to be replicated by machines or computers. Hardware can be designed and provided to customers, but it has to count on the ideas and efforts of human being to incorporate the hardware with humanity. This is probably the reason why the hospitality and tourism industry is also known as the "human" industry. In Asia, this dimension of the human being constitutes the crucial part of the hotel operation that becomes the key to successful business practice. Not only do many Asian people exhibit an innate quality that reflects Asian values, but they are also trainable to equip themselves with the desirable service qualities. With proper training provided, they can become professionals in any position and demonstrate the best of Asian tradition in their performance. Consequently, recruiting talent is often placed as a high priority among various management duties in the hospitality and tourism industry in Asia. Selection tends to be an important step in the procedure of staff recruitment, for the potential candidates with genuine talents have to be identified.

CHAPTER V

FINDINGS AND ANALYSIS THE EFFECTS OF VARIABLES

Additionally, the size of the sample has a direct impact on the appropriateness and the statistical power of the Structural Equation Model (Hair, Anderson, Tatham, & Black, 1998). SEM is not appropriate for sample sizes below 100. As a rule of thumb sample sizes of greater than 200 are suggested (Boomsma 1982; Marsh, Balla, & McDonald 1988). Following the rules, the sample size in this study was aceeptable.

Factor analysis

In this study a multi-attribute approach was employed to measure tourism image. As mentioned above, tourism image was measured using a 20-item scale. Employing the principal components factor analysis, four factors with an eigen value greater than one explained 59.2% of the variance of tourism image scale. Six items with factor loading less than 0.5 were removed from the scale. The varimax-rotated factor pattern implies that the first factor concerns ''diverse cuisines, food, and products'' (4 items, α = 0.776). The second factor relates to ''exotic sentiments and entertainment'' (5 items, α = 0.711). The third factor consists of characteristics of the ''street performances and stall characteristic'' (2 items, α = 0.602). The fourth factor relates to ''festive atmosphere'' (3 items, α = 0.666).

Second-order confirmatory factor analysis

Since the model contains two second-order constructs (tourism image and place attachment), we conducted two second-order CFA to test the fit of the two second-order models to the data, respectively.

In the place attachment model, a review of the item loadings for each factor showed there was one item that did not load sufficiently (loading cut-off criterion was 0.50) on the place identity factor and there were two items whose t-values were found to be insignificant on the place dependence factor. A decision was made to drop those items before proceeding with

the subsequent analysis. After dropping those items, the model was re-estimated. Table 10 showed the fit indices of the two second-order models. It suggests that the two second-order models produces adequate fit to the data.

Due to four dimensions (i.e., diverse cuisines, food, and products, exotic sentiments and entertainment, street performances and stall characteristic, and festive atmosphere) in tourism image, the arithmetic means of the four multi-item dimensions were estimated (sum all the variables and divide by the number of items) to form four new variables for the tourism destination image and were used for subsequent analysis. In the same way, the arithmetic means of the two multi-item dimensions were estimated to form two new variables for the place attachment and were used for subsequent analysis.

Table 10 Fit indices of second-order confirmatory factor analyses s of two constructs

Construct	χ^2	χ^2/df	GFI	NFI	CFI	RMSEA
Tourism image	155.924	2.136	0.932	0.874	0.928	0.061
Place attachment	74.080	3.899	0.936	0.943	0.957	0.772

First stage: measurement model analysis

Following recommended two-stage analytical procedures (Anderson & Gerbing, 1988; Hair et al., 1998), confirmatory factor analysis was first conducted to assess the measurement model; then, the structural relationships were examined.

A Cronbach's alpha test was used to determine the internal consistency for each of the constructs. As shown in table 11, the results of the Cronbach's Alpha test for the different constructs were as follows: tourism image 0.851, perceived quality 0.780, tourist satisfaction 0.800, place attachment 0.896, and revisit intentions 0.887. All five constructs were above the cut-off criterion of 0.7 recommended by Nunnally (1978). Therefore, it suggests that all constructs were well acceptably reliable.

The fit indices of the measuremcnt model are summarized in table 6. The overall model indicates that χ^2 is 232.9 with 80 degrees of freedom (d.f.) ($p<0.0001$).Technically, the

p-value should be greater than 0.05, i.e., statistically insignificant. However, in practice the χ^2-value is very sensitive to sample size and frequently results in the rejection of a well-fitting model. Hence, the ratio of χ^2 over d.f. has been recommended as a better goodness of fit than χ^2 (Hair et al., 1998). A common level of the χ^2/d.f. ratio is below 5 (though below 3 is better). The χ^2/d.f. ratio of the model is 2.91 (i.e., 232.9/80), indicating an acceptable fit. Furthermore, other indicators of goodness of fit are GFI=0.904, AGFI=0.856, PNFI=0.68, PGFI=0.603, NFI=0.901, RFI=0.870, CFI=0.904, RMSEA=0.079, and RMR=0.030. Comparing these with the corresponding critical values shown in table 10, it suggests that the measurement model produces adequate fit to the data.

The validity of the constructs was tested using the procedure recommended by Fornell and Larcker (1981). Then, confirmatory factor analysis (CFA) was conducted using AMOS 5.0 with covariance matrix to test the convergent and discriminate validity of the constructs used in subsequent analysis.

Convergent validity of CFA results should be supported by item reliability, construct reliability and average variance extracted (Hair et al., 1998). As shown in table 11, t-values for all the standardized factor loadings of the items were found to be significant ($p<0.001$). In addition, construct reliability estimates ranging from 0.771 to 0.887 exceeded the critical value of 0.7 recommended by Hair et al. (1998), indicating it was satisfactory. The average variances extracted for all the constructs fell between 0.462 and 0.798, and most of them were greater than the value of 0.5 suggested by Hair et al. (1998).

Table 11 Scale Reliabilities and Validity

Variables	Items	SMC	Standardized Factor Loading	Error	t-value	Cronbach's	Composite Reliability	AVE
Tourism Image	DI1	0.553	0.744	0.102	11.076	0.851	0.771	0.462
	DI2	0.550	0.742	0.086	11.051			
	DI3	0.279	0.528	0.099	8.211			
	DI4	0.464	0.681					
Perceived Quality	PQ1	0.650	0.806	0.089	11.216	0.780	0.796	0.568
	PQ2	0.634	0.796	0.098	11.132			
	PQ3	0.421	0.649					
Tourist Satisfaction	TS1	0.517	0.719	0.077	11.581	0.800	0.806	0.510
	TS2	0.430	0.656	0.079	10.601			
	TS3	0.576	0.759	0.073	12.175			
	TS4	0.518	0.720					
Place Attachment	PA1	0.854	0.651	0.124	10.755	0.896	0.775	0.639
	PA2	0.423	0.924					
Revisit Intentions	RI1	0.804	0.896	0.058	17.246	0.887	0.887	0.798
	RI2	0.792	0.890					

Discriminate validity was tested by comparing the square root of the average variance extracted by each construct to the correlations between the construct and all other constructs. Table 12 shows the descriptive statistics and correlations between the construct and all other constructs. For each comparison, most of the square roots of the average variance extracted estimates from each construct exceeded the correlation between each construct (see table 12). This shows that each construct is statistically different from one another.

Table 12 Analysis of discriminate validity (SEM correlations a)

Variables	Tourism Image	Perceived Quality	Tourist Satisfaction	Place Attachment	Revisit Intentions
Tourism Image	0.680	0.642	0.723	0.754	0.721
Perceived Quality	0.642	0.754	0.822	0.693	0.555
Tourist Satisfaction	0.723	0.822	0.714	0.698	0.661
Place Attachment	0.754	0.693	0.698	0.800	0.559
Revisit Intentions	0.721	0.555	0.661	0.559	0.945

a: All correlations are significant at $p < 0.05$.

b:Diagonal elements in bold are square roots of average variable extracted (AVE)

Second stage: structural model analysis

The proposed conceptual model was tested by using the five constructs: namely tourism image, perceived quality, place attachment, tourist satisfaction, and revisit intentions. Factors of "destination brand", "entertainment", "nature and culture" and "sun and sand" were served as the measurement variables of destination image. Also, dimensions of "place dependence" and "place identity" are used as the measurement variables of place attachment. In addition, perceived quality, tourist satisfaction and revisit intentions were measured by three, four and two items as mentioned previously, respectively. Employing the covariance matrix among 15 measurement items as input, the SEM analysis was conducted to examine the relationships between each pair of constructs as hypothesized. The results of SEM analysis were depicted in Fig 3. The fit indices of the model are summarized in table 13. The overall model indicates that χ^2 is 251.5 with 82 degrees of freedom (d.f.) ($p<0.0001$). Technically, the p-value should be greater than 0.05, i.e., statistically insignificant. However, in practice the χ^2 -valuew is very sensitive to sample size and frequently results in the rejection of a well-fitting model. Hence, the ratio of χ^2 over d.f. has been recommended as a better goodness of fit than χ^2 (Hair et al., 1998).

A common level of the χ^2 /d.f. ratio is below 5 (though below 3 is better). The χ^2 /d.f. ratio of the model is 3.07 (i.e., 251.5/82), indicating an acceptable fit. Furthermore, other indicators of goodness of fit are GFI=0.897, AGFI=0.850, PNFI=0.698, PGFI=0.613, NFI=0.893, RFI=0.863, CFI=0.925, RMSEA=0.082, and RMR=0.032. Comparing these with the corresponding critical values shown in table 13, it suggests that the hypothesized model fits the empirical data well. Table 13 provides the summary of goodness of fit indices for both the measurement and the structural equation model.

Table 13 Summary of goodness of fit indices for measurement and structural models

	Criteria	Measurement Model		Structural model	
		Indicators	Conformity Assessment	Indicators	Conformity Assessment
χ^2 –test					
χ^2	p>0.05	p<0.001	Nonconformity	p<0.001	Nonconformity
χ^2 /d.f.	<3	2.91	Conformity	3.07	Approach
Fit indices					
GFI	>0.9	0.904	Conformity	0.897	Approach
AGFI	>0.9	0.856	Approach	0.850	Approach
PNFI	>0.5	0.687	Conformity	0.698	Conformity
PGFI	>0.5	0.603	Conformity	0.613	Conformity
NFI	>0.9	0.901	Conformity	0.893	Approach
RFI	>0.9	0.870	Approach	0.863	Approach
Alternative indices					
CFI					
RMSEA	>0.9	0.904	Conformity	0.925	Conformity
RMR	<0.05	0.079	Approach	0.082	Approach
	<0.05	0.030	Conformity	0.032	Conformity

Hypotheses test

Investigate the international tourists' present situation, and tourist behavior in night market in Chiang Mai, Thailand. Within the overall model, the estimatcs of the structural coefficients provide the basis for testing the proposed hypotheses. As shown in Fig. 5, tourism image has a significantly positive cffect on perceived quality, tourist satisfaction, place attachment, and revisit intentions (β=0.714, t-value=7.911, p<0.001, β=0.383, t-value=4.337, p<0.001, β=0.841, t-value=8.511, p<0.001, and β=0.766, t-value=3.797, p<0.001, respectively), thus supporting H1, H2, H3, and H4.

H1: Tourism image has a positive influence on perccived quality was SUPPORTED in this study. In this study, H1 has to echo to Grönroos (1984) each other that suggested Tourism image exercises a positive influence on perceived quality and satisfaction, because it moulds the expectations that the individual forms before the visit, and these variables depend on the comparison of such expectations with experience (Font, 1997; Phelps, 1986). ln this way, tourism image would affect how customers perceive quality.

H2: Tourism image has a positive influence on satisfaction was SUPPORTED in this study. ln tourism, H2 has proved that Appiah-Adu, Fyall, and Singh (2000); Heung and Cheng (2000) and Kozak and Rimmington (2000) suggest that perceived quality is an antecedent of satisfaction. Andreassen and Lindestd (1998) mentioned that in the service industries, the company image is an important factor to affect the perceived quality, the consumers' satisfaction and the loyalty.

H3: Tourism image has a positive influence on place attachment was SUPPORTED in this study. Bigné (2001) considered that the tourism destination image will affect tourists' behavior. Actually, for the tourism destination there were not good or bad, the value of the destination will depend on the different of the emotion links to the tourism market (Davidoff et al., 1983). Furthermore, the attractions from the previous experience and tourism image will have inference on the tourists' place attachment for a tourism destination (Lee, 2001). H3 has responded those theories. Kotler, Bowen, and Makens (1996) consider that the following sequence could be established: image→quality→satisfaetion→post-purchase behavior. Combinations of the above, we concluded that the tourism image will affect the tourists'

behavior, and then that will have some inference on the place attachment.

H4: Tourism image has a positive influence on revisit intentions was SUPPORTED in this study. H4 has proof that Court and Lupton (1997) found as a result of their study of the image of New Mexico, that the image of thc tourism destination positively affected an intention to revisit in the future.

The perceived quality, as hypothesized, has a significantly positive effect on tourist satisfaction (β=0.545, t-value=5.700, p<0.001), thus supporting H7. Nonetheless, it does not have a significant effect on revisit intentions, thus rejecting H8. In addition, the placement attachment does not have a significantly positive effect on revisit intentions, thus rejecting H9. While the tourist satisfaction has a significantly positive effect on revisit intentions (β=0.286, t-value=2.010, p=0.044), thus supporting H11. The results of the hypotheses testing are summarized in table 17.

H7: Perceived quality has a positive influence on tourist satisfaction was SUPPORTED in this study. Quality, perceived value and satisfaction have been recognized as the antecedents of behavioral intentions (Kashyap & Bojanic, 2000; Petrick, 2004; Tam, 2000; Tian-Cole, Crompton, & Willson, 2002). ln this way, H7 perceived quality will in turn determine the satisfaction of consumers (Fornell et al., 1996), because the latter is the result of the assessment by the customer of the perceived quality (Anderson et al., 1994; Gnoth, 1994; Kotler et al., 1996).

H8: Perceived quality has a positive influence on revisit intentions was NOT SUPPORTED in this study. Although the research by Bigné et al. (2001) and Lee et al. (2005) ascertained that higher trip quality could lead to both higher satisfaction and more positive behavioral intentions in general. On the basis of these arguments, H8 has not proof the same positive revisit behavioral.

H9: Place attachment has a positive influence on revisit intention was NOT SUPPORTED in this study. Many researchers have verified the relationship between place attachment and revisit intention. Chen, et al., 2007, Hung, 2007 and Tsai et al., 2008 they addressed that place attachment is positively related to revisit intentions for farm and National Park, however, different tourism destination might have different influence result. H9 was not success proof the theory in this study.

H11: Tourist Satisfaction has a positive influence on revisit intentions was SUPPORTED in this study. The relationship between satisfaction and tourists' behavior has been well established in previous research. Tourists' satisfaction is considered as the key determinant of tourists' likelihood of recommending and revisiting a particular destination (Hui et al., 2007; Yoon and Uysal, 2005). It seems reasonable, despite its singularity, to extend these relationships to the field of tourism as Appiah-Adu et al. (2000) suggest. H11 consistent with these arguments, we propose the following:

H5: Perceived Quality has a mediated effect on tourism image and revisit intentions was PARTIALLY SUPPORTED in this study. Previous scholars' findings confirmed that tourism destination image not only directly affects quality, satisfaction, and future behavior; it also indirectly affects future behavior through quality and satisfaction: Bigné et. al. (2001) empirically investigated structural interrelationships among tourism image, quality, satisfaction, and after-purchase behavior. Also, Kotler, Bowen, and Makens (1996) found that quality and satisfaction act as mediating variables between image and post-purchase behavior. Similarly, H5 in the following test not thoroughly all supported.

H6: Tourist Satisfaction has a mediated effect on tourism image and revisiting intentions was PARTIALLY SUPPORTED in this study. The role of satisfaction as mediating variables between image and revisit intentions. Since satisfaction is affected by certain antecedent variables including tourism image, service quality, and leisure involvement, tourist satisfaction is generally considered the mediating variable of behavioral models (Castro et al., 2007; Cole et al., 2002; Lee, 2007) H6 Consistent with these arguments, has partially supported in this study.

H10: Place Attachment has a mediated effect on tourism image and revisiting intentions was NOT SUPPORTED in this study. Due to the perception of tourism destination image as toward too subjective and involves the attitude of their visitors. The role of H10 place attachment as mediating variables between image and revisit intentions was not supported in this study. Tourists will be affected by the attitude on behavioral intention. And the composition of the attitude, the most critical component of emotion, which often enhance or exaggerate the tourism product of the positive or negative experience to the tourists, so in this emotional factor "Place Attachment" factor becomes not predictable.

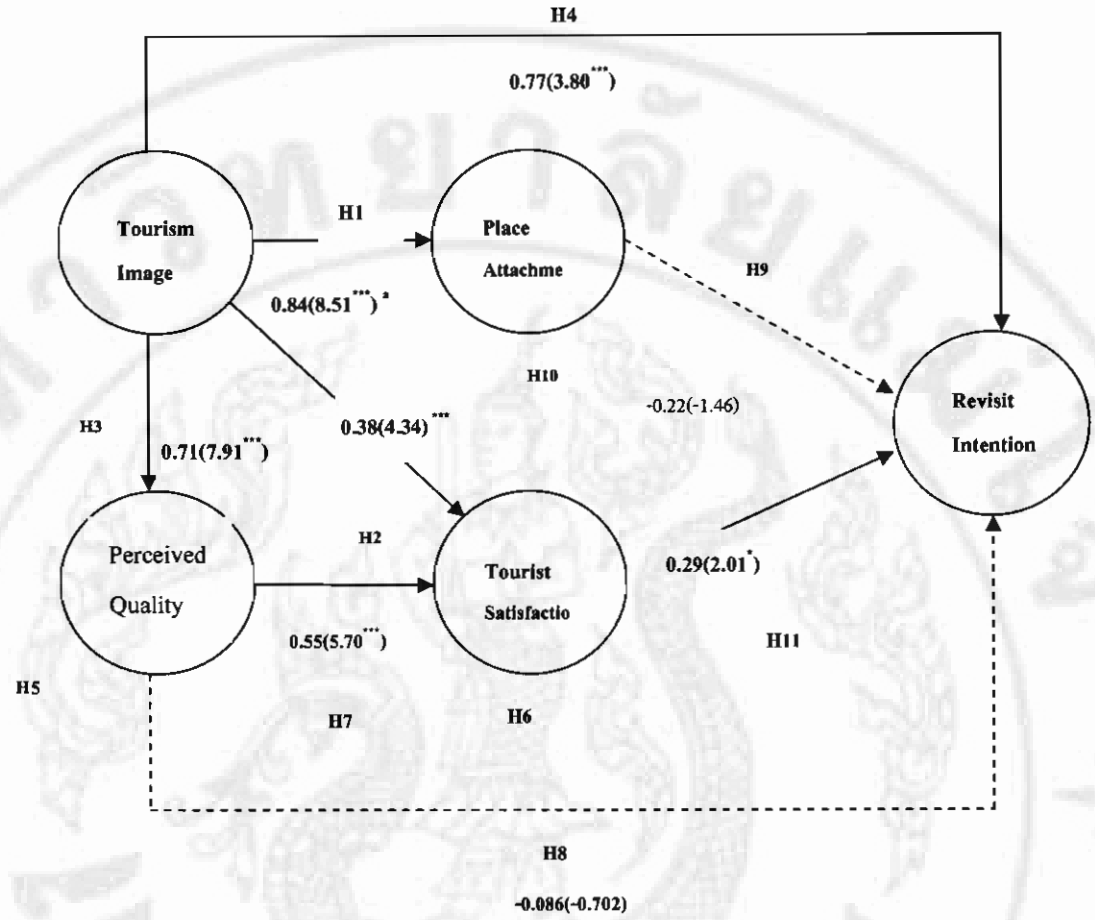

Figure 5 The estimated structural model.

(A standardized regression coefficient with its t-value in parenthesis

*p<0.05; **p<0.01; ***p<0.001

→ Significant relationship

- - - → Non-significant relationship)

Mediation analysis

In order to establish a mediating effect that a variable has on the relationship between a predicting variable and a criterion variable, we employed the mediator conditions proposed by Baron and Kenny (1986). For this purpose, three regression equations were estimated: 1) the dependent (Y) on the independent variable (X), 2) the mediator (M) on the independent variable, and 3) the dependent on both the independent and mediating variable

together. For mediation to be established equations 1 and 2 must be significant and the mediator must significantly affect the dependent variable in the third equation. To have a complete mediating effect, the regression coefficient of M must be significant whereas that of X must not be.

On the other hand, when the regression coefficients associated with both the independent variables and the mediator variable are statistically significant in the third equation. To have a partial mediating effect, the effect of the independent variable in the third equation must be less than its effect in the second equation.

In order to test H5, i.e., whether perceived quality is, as expected, a mediating variable in the relationship between destination image and revisit intentions, we conducted mediation analyses via SEM analyses according to Baron et al. (1986). Regression coefficients generated by SEM analyses are presented in table 14, which revealed that perceived quality partially mediated the relationship between destination image and revisit intentions.

Table 14 Testing the mediating effect of perceived quality

	Equation 1			Equation 2			Equation 3		
	Revisit Intentions			Perceived Quality			Revisit Intentions		
Variables	Std Error	Std beta	t-stat	Std error	Std beta	t-stat	Std Error	Std Beta	t-stat
Intercept									
tourisın Image	0.111	0.703	9.640***	0.099	0.615	7.641***	0.107	0.589	8.167***
Perceived Quality							0.069	0.302	5.146***

(*p<0.05; **p<0.01; ***p<0.001)

In order to test H6, we conducted similar analyses with tourist satisfaction instead of perceived quality. Our results presented in table 15 showed that tourist satisfaction

partially mediated the relationship between destination image and revisit intentions. Therefore, H6 is partially supported by the results.

Table 15 Testing the mediating effect of tourist satisfaction

	Equation 1			Equation 2			Equation 3		
	Revisit Intentions			Tourist Satisfaetion			Revisit Intentions		
Variables	Std Error	Std beta	t-stat	Std Error	Std beta	t-stat	Std Error	Std Beta	t-stat
Intercept									
Destination Image	0.111	0.703	9.640***	0.106	0.700	8.206***	0.101	0.515	7.364***
Tourist Satisfaction							0.076	0.433	6.679***

(*p<0.05; **p<0.01; ***p<0.001)

In order to test H10, we conducted similar analyses with place attachment instead of perceived quality. Because the mediator place attachment does not significantly affect the dependent variable revisit intentions in the third equation (see table 16), H10 is not supported by the results.

Table 16 Testing the mediating effect of place attachment

	Equation 1			Equation 2			Equation 3		
	Revisit Intentions			Place attachment			Revisit Intentions		
Variables	Std Error	Std Beta	t-stat	Std Error	Std beta	t-stat	Std Error	Std Beta	t-stat
Intercept									
Tourism Image	0.111	0.703	9.640***	0.117	0.811	9.613***	0.107	0.599	8.272***
Place Attachment							0.076	0.180	1.576

(*p<0.05; **p<0.01; ***p<0.001)

CHAPTER VI

SUMMARY IMPLICATION AND RECOMMANDATION

Summary

To sum up, analyze the effects of Tourism Image, Perceived Quality, Place Attachment and Tourist Satisfaction on the international tourists' Revisit Intention on the night market study. The results of the mediation hypotheses testing are summarized in table 17. To sum up, destination image not only directly but also indirectly influence revisit intentions through perceived quality and tourist satisfaction respectively as mediating variables. However, tourism image does not influence revisit intentions through place attachment as a moderating variable.

Table 17 Summary of hypothesis testing results

	Hypothesis	Testing results
H1:	Tourism image has a positive influence on perceived quality.	Supported
H2:	Tourism image has a positive influence on tourist satisfaction.	Supported
H3:	Tourism image has a positive influence on place attachment.	Supported
H4:	Tourism image has a positive influence on revisit intentions.	Supported
H5:	Quality has a mediated effect on destination image and revisit intentions.	Partially supported
H6:	Tourist satisfaction has a mediated effect on destination image and revisiting intentions.	Partially supported
H7:	Perceived quality has a positive influence on tourist satisfaction.	Supported
H8:	Perceived quality has a positive influence on revisit intentions.	Not supported
H9:	Place attachment has a positive influence on revisit intentions.	Not supported
H10:	Place Attachment has a mediated effect on destination image and revisiting intentions.	Not supported
H11:	Tourist satisfaction has a positive influence on revisit intentions.	Supported

In this paper has attempted to investigate the tourist behaviors by constructing a more comprehensive model considering destination image, perceived quality, place attachment, tourist satisfaction, and revisit intentions. The first point, regarding the relationship between perceived quality and revisit intentions and between place attachment and revisit intention, the SEM shows that the influences of perceived quality and plaee attachment on revisit intention cannot be satisfactorily proved. With regard to the mediating effeet of place attachment, the positive influence between tourism image and revisit intention also cannot obtain all support. The structural relationships between all variables in the study were tested using data obtained from a visitor questionnaire survey at Chiangmai tourism night markets in Thailand. As Lee et al. (2005) argued, although wide agreement among scholars regarding the influence of tourism image on process, little empirical research has been done, especially in tourism night markets. In addition, the moderating role of place attachment between tourism image and revisit intentions has been frequently neglected in previous research. This study differs from previous studies by taking account of place attachment in the "image-quality-satisfaction-behavioral intentions" model. Tourism image influenees revisit intentions in two ways: directly and indirectly.

The struetural relationship analysis indicates that destination image has the most important direct effect on place attachment when compared with perceived quality, tourist satisfaction, and revisit intentions. Moreover, tourism image is also a direct antecedent of perceived quality, tourist satisfaction, place attachment, and revisit intentions. The result is consistent with Bigné et al. (2001). In addition, tourism image was also found to have an indirect effect on revisit intentions as mediated by perceived quality and tourist satisfaction respectively. This finding is consistent with Bigné et al. (2001).Therefore, in order to improve the visitors' revisit intentions, the tourism destination managers should increase the visitors' positive destination image, provide more positive quality perception for the night markets and create higher tourist satisfaction. Then, regarding the relationship between perceived quality and revisit intentions and between place attachment and revisit intentions, the structural equation model shows that the influences of perceived quality and plaee attachment on revisit intentions cannot be satisfactorily proved. And with regard to the mediating effect of place attachment, the positive influence between tourism image and revisit intentions also eannot obtain support. Although these results do not sustain these hypotheses, we think that further researeh should be earried out;

extending the study to different types of tourism destinations and deepen the multidimensional nature of the variables.

Implication

From the economic perspective, According to Mat Som et al. (2011: 178), "previous studies show 2% increase in customer retention has the same effects on profits in terms of cost cutting by 10%". Study on repeat visitation is vital for tourism businesses. Furthermore, preserving loyal customers is a important contributor to the profitability of business (Hsu et al., 2008) Keeping previous customers is better cost-effective than obtaining new ones (Shoemaker & Lewis, 1999). In tourism industry, the promotional costs of attracting repeat visitors are less than first time visitors (Weaver & Lawton, 2002; Lau & Mckercher, 2004). Hence, endeavors to build or improve the image of a destination facilitate loyal visitors revisiting or recommending behaviors, thus being critical to the success of destination tourism development. In other words, the main focus of destination managers should be to build up and improve tourism destination image dimensions such as offering diverse cuisines, food, and products, creating more exotic sentiments and entertainment, displaying interesting street performances and stall characteristic, and making festive atmosphere. As a consequence of the above, tourism destinations managers must take special care of the image that they attempt to communicate and visitors' perceived quality and satisfaction, as these will affect visitors' revisit intentions. Also, with regard to the sequence "image□quality□satisfaction□revisit intentions", suggested by the review of the literature, the analysis of the interrelationships as a whole confirms this sequence.

Next, from the employees' shortage and shortage of qualified staff perspective, there may be a problem of sustainability. As the hospitality and tourism service is the "physical" and "emotional" intensive industry, the first-line staff at work, in addition to constantly walk around inspections, still have that facc customer dissatisfaction and complaints. Although night markets as seem as a casual attraction. Still, need encouragement and feedback to motivate staff, keep having the power to obey complicated standard operating procedures, or could easily result into a high turnover rate, or vent feelings in clients. And higher turnover rate will bring a vicious cycle: such as less personal training, service quality reduced, will directly impact the customers to

patronize. Front-line staff recruitment difficulties, high staff turnover rate of brain drain, according to the 1111 Job Bank survey (2011), up to 64% workers think that their work too heavy for them, "work pressure", "too much work/unequal distribution" and "long hours" is the main reason make people disappointed for their job, showing the "punch in/ out system to work, responsibility system after work" has become the most troubled of Asia's tourism and hospitality workers in the workplace culture." We can see from the above trends, the global tourism and hospitality industry is one of the most potential development industry in the future, and the hospitality and tourism as the main source of income, world countries all working to raise on service quality to Service Excellence, better tourism image, unforgettable place attachment in honor of visitors as goal. Adhere to cach employee, like a Thailand's special "Wai" the Thai greeting and smile, in addition to its own unique culture, the successors of the old and new generations under alternating, not only to maintain the traditional heavy ethical spirit, more new creative elements. To Inheritances and integrates within respect the tradition of the previous generation and to encourage and enjoy the creativeness of next generation. Completed training and detailed review for whole set retraining employees system, which is another essential way to have a strong centripetal force and potential revisit rate in the competitive industry.

Recommendations

To sum up, this study provides an interesting starting point for empirical research on the relationships among tourism image, place attachment, and revisit intentions in the international tourism night markets. Certainly, refinements in conceptualization and measurement are possible and desirable. More knowledge on place attachment as an independent variable and its effect on tourists' revisit intentions are necessary to provide a better understanding of its value for post-purchase consumer research. Lewicka (2005) showed that people attached to a place presented more interest in the destination's past and in their own roots than people with less emotional bonds. The next prediction then posits that emotional attachment to a place will be related to interest in the history of the amount of knowledge about the city past to the present city of residence. Revisit intention has been highlighted as an important research topic in competitive market of tourism destinations. In order to improve thc visitors' revisit intention, the tourism

destination managers should increase the visitors' positive tourism image, provide more positive quality perception for the night markets and create higher tourist satisfaction. Regardless the considerable number of research on repeat visitors, it remains unclear why people undertake repeat visits and what kind of characteristics hold repeat visitors. For making strategies for built up the attached material, there are also have to consider different tourists from different countries.

Recommendations for Further Study

In the future, the main focus of destination managers should be to build up and improve tourism image dimensions, such as offering diverse cuisines, food, and products, creating more exotic sentiments and entertainment, displaying interesting street performances and stall characteristic, and making festive atmosphere. Furthermore, consider different factors that influence tourists, for example, Crouch, 1994 as told that long haul distance travelling usually take longer periods and budgets compare with shout haul travel or automobile/bus base travelling, it may stop a group of people participating this kind of tourism. And if long haul distance travelers world like to cut costs on transportation, it made longer time to arrive destination. Time arrangement and cost are hard to make balance. Also, Tideswell & Faulkner, 1999 and Hwang and Fesenmaier, 2003 they observed that long haul distance traveler they are more willing to vote their trip on multiple destinations, travel in different cities and experienced in their whole trip, on the other side, short haul tourists tend to spend their time on single destination and focus to experienced and adjusted one culture. McKercher and Lew (2003) further note that long haul traveler love to create their visit plan alone and more personal, but for the short haul traveler usually need to take a break/ or holiday and decide to join a package travel instead. To sum up, as a consequence of the above, tourism destinations managers must take special care of the image that they attempt to communicate and visitors' perceived quality and satisfaction, as these will affect visitors' revisit intention.

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APPENDIX

APPENDIX I

Questionnaires

Developing the International Tourist's Revisit Intention Model - A case of International Tourists in Thailand Tourism Night Market, Chiang Mai Province

School of Tourism Development from Maejo University in Thailand is conducting a study of the Developing the International Tourist's Revisit Intention Model - A case of International Tourists in Thailand Tourism Night Market, Chiang Mai Province The information you provide will help us for future research. The questionnaire will take less than 10-15 minutes to complete, and your responses will be completely anonymous and confidential. The department and research team appreciate your time and input.

THANK YOU VERY MUCH!

Dean of School of Tourism Development, MJU: Dr. Weerapon Thongma

Ph.D. Students: Chin-Fa Tsai, Winitra Leelapattana, Shirley Kuo, Kuan-Ying Chen

Part 1. "Perceived Quality"; please according to your experience and check the level of agreement for each question.

No	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The overall quality of this night market you received at this encounter (including food, goods, services, and environment) is satisfactory.	☐	☐	☐	☐	☐
2	The overall quality of this night market you received at this encounter (including food, goods, services, and environment) is high.	☐	☐	☐	☐	☐
3	The overall quality of this night market you rceeived at this encounter (including food, goods, services, and environment) is higher than the other night markets or similar places.	☐	☐	☐	☐	☐

Part 2. "Tourists Satisfaction"; please according to your experience and check the level of agreement for each question.

No	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	My choice to visit this night market was a wise one.	☐	☐	☐	☐	☐
2	I am always delighted with this night market's services and products.	☐	☐	☐	☐	☐
3	Overall, I am satisfied with this night market.	☐	☐	☐	☐	☐
4	I think I did the right thing when I decided to visit this night market.	☐	☐	☐	☐	☐

Part 3. **"Place Attachment"**; please according to your experience and check the level of agreement for each question.

No	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	For the recreation activities that I enjoy most, the settings and facilities provided by this night market are the best.	☐	☐	☐	☐	☐
2	I feel this night market is a part of me.	☐	☐	☐	☐	☐
3	I prefer to visit this night market.	☐	☐	☐	☐	☐
4	Visiting this night market says a lot about who I am.	☐	☐	☐	☐	☐
5	For what I like to do, I could not imagine anything better than the setting and facilities provided by this night market.	☐	☐	☐	☐	☐
6	I identify strongly with this night market.	☐	☐	☐	☐	☐
7	I enjoy revisiting this night market more than any other tourism attractions.	☐	☐	☐	☐	☐
8	I have not much emotional attachment to this night market and its settings and facilities.	☐	☐	☐	☐	☐
9	This Night market means a lot to me.	☐	☐	☐	☐	☐
10	I feel a strong sense of belonging to this night market.	☐	☐	☐	☐	☐
11	I am very attached to this night market.	☐	☐	☐	☐	☐

Part 4. **"Revisiting Intention"**; please according to your experience and check the level of agreement for each question.

No	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am willing to revisit this night market.	☐	☐	☐	☐	☐
2	I am willing to recommend this night market to others.	☐	☐	☐	☐	☐

Please continue to the next page, thank you!

Part 5. "Destination Image"; please according to your experience and check the level of agreement for each question.

No	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	There are various interesting products can be chosen in this night market.	☐	☐	☐	☐	☐
2	There are various flavors of local cuisines and snacks in this night market.	☐	☐	☐	☐	☐
3	I can buy particular products in this night market which I cannot find in other shopping places.	☐	☐	☐	☐	☐
4	The sanitation of foods in this night market is ***doubtable***.	☐	☐	☐	☐	☐
5	The trademarks and lights are attractive in this night market.	☐	☐	☐	☐	☐
6	Produets in this night market are within popular and stylish sense.	☐	☐	☐	☐	☐
7	The game stalls and performances in this night market made me feel very fancy.	☐	☐	☐	☐	☐
8	The affective feeling is cheerful in this night market.	☐	☐	☐	☐	☐
9	Products in this night market are within many local characteristics.	☐	☐	☐	☐	☐
10	This night market has some ***theft problem***, I have safety concerns	☐	☐	☐	☐	☐
11	The level of price in this night market is cheap.	☐	☐	☐	☐	☐
12	There are various types of food and drink in this night market.	☐	☐	☐	☐	☐
13	The affective feeling is pleasant in this night market.	☐	☐	☐	☐	☐
14	I can enjoy the fun of bargaining in this night market	☐	☐	☐	☐	☐
15	This night market is ***crowded and uncomfortable***.	☐	☐	☐	☐	☐
16	It has many tourist attractions to visit in this night market.	☐	☐	☐	☐	☐
17	The stalls are well planning and tidy in this night market.	☐	☐	☐	☐	☐
18	The Thailand people in the night market are hospitable and friendly	☐	☐	☐	☐	☐

Please continue to the next page, thank you!

No	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
19	This night market has ***dirty*** environment and much ***garbage***.	☐	☐	☐	☐	☐
20	I can feel the festive and crowded atmosphere in this night market	☐	☐	☐	☐	☐
21	This night market has its own special smells for me.	☐	☐	☐	☐	☐
22	This night market ***lacks*** clear Instructions and badges	☐	☐	☐	☐	☐
23	This night market is one of the representative characteristics of Thailand.	☐	☐	☐	☐	☐
24	The affective feeling is relaxed in this night market.	☐	☐	☐	☐	☐
25	It offers lots of open air activities in this night market.	☐	☐	☐	☐	☐
26	This Night market ***did not*** provide adequate public facilities (such as: rest seat, toilet, trash, parking space etc.)	☐	☐	☐	☐	☐
27	The night life and entertainment in this night market are diversity.	☐	☐	☐	☐	☐
28	There are exotic sentiments in this night market.	☐	☐	☐	☐	☐

Part 6. Personal Information

Where are you from (Continent)?

☐①Asia ☐②Europe ☐③Americas ☐④Oceania ☐⑤Africa

Your nationality:_____ (ex: France, China)

Your gender:

☐①Male ☐②Female

Your Age: _____ Years Old. (ex: 25 Years Old)

Your education level:

☐①Junior high school & under ☐②High school / Vocational school

☐③College / University ☐④Postgraduate

Please continue to the next page, thank you!

Your occupation:

☐ ①Educator/Researcher ☐ ②Manager/Executive ☐ ③Clerical/Sales

☐ ④Owner/Self-employed ☐ ⑤Laborer/Farming/Fishing

☐ ⑥Professional/Technical ☐ ⑦Military/Gov-officer

☐ ⑧Homemaker ☐ ⑨Others (Please specify) _____

Your personal income (per month) before taxes in US dollars:

☐ ①None ☐ ②$1,500 or less ☐ ③$1,501~ $3,000 ☐ ④$3,001~ $4,500

☐ ⑤$4,501~ $6,000 ☐ ⑥$6,001~ $7,500 ☐ ⑦$7,501~ $9,000

☐ ⑧$9,001or more

Purpose of this trip to THAILAND (check all that apply)

☐ ①Business ☐ ②Sightseeing/recreation ☐ ③Visiting Friends/Relative

☐ ④Meeting, Incentive, Conference, Exhibition ☐ ⑤Long Stay

Type of this trip to THAILAND

☐ ①Group Tour ☐ ②Half-independence Tour ☐ ③Independence Tour

How many times had you visited this Night Market (include this time)

☐ ①1 time ☐ ②2 times ☐ ③3 times ☐ ④4 times ☐ ⑤5 or more than 5 times

What were your main sources of the information for THAILAND Tourism Nigh Market (check all that apply)

☐ ①Book/magazine ☐ ②Friends/Relatives ☐ ③Travel Agency ☐ ④Internet

☐ ⑤Newspaper ☐ ⑥TV/Radio Station ☐ ⑦Travel Exhibition ☐ ⑧Tourism Brochure

Your personal total spending for this Night Market.(THB) _____

What are your consumptions in this Night Market? (check all that apply)

☐ ①Food and Beverage ☐ ②Clothing ☐ ③Commodity ☐ ④Souvenir

☐ ⑤Entertainment ☐ ⑥Others (Please specify) _____

The end of this questionnaire, thanks for your help, and have a nice trip in Thailand!

APPENDIX II

Biography

BIOGRAPHY

Name	Shirley Hsin- Ling Kuo	
Date of Birth	26 April 1982	
Education	1998-2000	Lizen High School, Taichung, Taiwan
	2000-2005	Bachelor, Providence University, Taichung, Taiwan
	2007-2009	MBA, Johnson and Wales University, RI, USA.
Work Experience	2011-2012	Instructor, Tunghai University, Taichung, Taiwan
	2009-2010	Instructor, Providence University, Taichung, Taiwan
	2008-2009	Dealer, Foxwoods Resort Casino, CT, USA
	2007-2009	Sales, Victoria's Secret, RI, USA
	2005-2007	Sales Account Manager, Evergreen Laurel Hotel, Taichung, Taiwan
	2000-2001	Front Desk Internship, The Landis Hotel, Taichung, Taiwan