

A STRUCTURAL ANALYSIS OF THE MOTIVATION, FAMILIARITY, CONSTRAINTS, IMAGE, AND TRAVEL INTENTION OF CHINESE NON-VISITORS TO THAILAND

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Abstract: *This research aims to investigate the relationship of travel motivation, familiarity, travel constraints, image with the travel intention of Chinese non-visitors to Thailand. A survey questionnaire and a non-probability convenience sampling were used as the research instrument and research technique. A total of 410 respondents, all Chinese non-visitors to Thailand, were selected on the Golden Horse Lane, one the busiest shopping and business sections of Kunming City, which is located in the Yunnan Province, China. The findings indicate that the cognitive and affective images of Thailand held by Chinese non-visitors are good, which means that they have high intention to visit Thailand. There is a significant relationship between travel motivations and travel intention, travel constraint and travel intention, familiarity and cognitive image, familiarity and affective image, cognitive image and travel intention, and affective image and travel intention. The findings also reveal that Chinese non-visitors visit Thailand for relaxation. Familiarity, developed through both cognitive images and effective images is the most powerful factor influencing travel intention. Chinese non-visitors think that Thailand is exotic, beautiful, and mystic. They rated transsexuals, religion, beaches, the sunshine and gastronomy as most attractive and well-known attributes of Thailand. They see Thailand as synonymous with happiness, passion, and easy-goingness and regard Thai people as friendly and well mannered.*

Key word: *Thailand image, Chinese non-visitors, travel intention, travel motivation, familiarity, travel constraints.*

1. Introduction

A destination image does not stand still. It changes all the time. Thailand is no exception. Its image has changed from just a typical place to visit to a tourism resort destination and it will continue to change in the future. It is the responsibility of both the Thai government and tourist office to make sure the change in Thailand's destination image is for the better. This is especially critical since tourism destination products and services cannot be tested prior to purchase. Consumers build their own images and then make their purchase decision based on the destination images. Whether the image is an accurate portrayal of what the respective destination is really like is not as important as the mere existence of the image in the minds of non-visitors. Because images play an essential role in destination choice, the ultimate goal of any destination is to influence possible tourists' travel-related decision making. As aforementioned, how to influence the image of Thailand to non-visitors thus becomes the duty of Thailand's tourism organizations and governmental offices.

In the past, the image of Thailand among Chinese tourists was unclear. Few studies attempted to understand the Chinese image of Thailand. Few have since.

This study is an attempt to describe the tourism image of Thailand to Chinese non-visitors and explore the source of the Chinese tourism image. Since, as previous studies have shown (e.g., Baloglu & Brinberg, 1997; Beerli & Martin, 2004), tourism images significantly influence tourist action, this study will also examine the influence of the tourism image of Thailand on Chinese tourist's destination choice.

It has been 20 years since the first Chinese tourist traveled to Thailand. While the number of Chinese travelling to Thailand has greatly increased (it has jumped from 1.45% percent in 1991 to 9.19% percent in 2011 (National Bureau of Statistics of China, 2011), the total number of inbound tourists from China has not even reached 1% of the total population of China which is 1.4 billion; meaning that 99% of Chinese have never been to Thailand. In addition, as the Chinese economy continues to prosper, many Chinese can now afford to travel abroad.

The problem for Thailand as a destination is that it competes with many other Asian destinations like Japan, Korea, and Hong Kong

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which are attracting more Chinese tourists than Thailand. (TCTA, Thai-Chinese Tourism Alliance Association, 2010). Therefore, the big dilemma facing the Thai government is how to attract more Chinese travelers, that is attract the 99% of the Chinese population who have not visited Thailand yet.

This research focuses on non-visitors from one Chinese city, Kunming, the capital of Yunnan Province. The reason for choosing people in Kunming City is that most of the Chinese cities are not as rich as Shanghai and Beijing. The average monthly income in Kunming city is 3,520 Yuan (16,625 Thai Baht). Kunming City is part of a secondary group of cities that includes 17 capital cities in which the average income is below that that the first group which includes Beijing, Shanghai and Guangzhou. The people in Kunming are thus more representative of most of the 1.4 billion Chinese people, at least in terms of monthly earned income.

Specifically, the purpose of this research is to examine the factors influencing the travel intention of Kunming non-visitors to Thailand. These factors include: familiarity; travel motivation; travel constraint; cognitive image, affective image; and travel intention.

This research looks at the relationship between motivation, familiarity, constraints, tourism image, and tourism intention. It does not include tourism action. The potential motives of non-visitors deciding to travel to Thailand include sightseeing, business, shopping and education. Though the motives may be different the travel action is the same. This research does not meticulously study each of these motives. Although China has a large population, this research focuses on people walking along the Golden Hours Lane, one of the city's busiest shopping and business sections, as a convenience place to sample people from Kunming City. Since the respondents in this research do not include any from other areas in China, they are therefore not fully representative of all Chinese.

2. Literature Review

- Destination Image

After reviewing thirty years of empirical studies and related literature, Gallarza, Gil and Calderón (2002) identified the following four features of destination image: (i) complexity of the definition; (ii) multiple components;

(iii) relativistic viewpoint; and (iv) dynamic image. (i) Although the importance of destination image has been realized by many authors, researchers do not have a common view on the definition of destination image, and in fact researchers are still arguing about its definition. Many of the researchers define the term themselves. Meanwhile, there is no final conclusion as yet on the components of destination image. (ii) There are multiple components of destination image and the processing of destination image formation. They include cognitive image, affective image and the overall image. The processing of destination image formation involves stages in people's thinking. (iii) Since destination image is generated by people's thinking and everyone has different thoughts, destination image depends on the different thinking or perception of different people. Moreover, the establishment of destination image depends on a person's comparison of different destinations as the destination images of different destinations influence the destination image of each destination. (iv) Dynamic image refers to the fact that destination image is not stagnant but changes over time.

Pike (2008) reviewed 142 studies in the research field of destination image measurement: over half of the 142 studies focused on one country or destination and less than half used qualitative methods to research destination image. Mi (2003) determined that the research direction of destination image can be categorized as follows: concept and dimension; process of destination image formation; measurement and assessment of destination image; factors influencing destination image; destination image is always changing; and management of destination image. Destination image has a big influence on the tourism industry as can be seen from Thailand's political crisis in 2009 (Barnes, 2009).

Castro, Armario and Ruiz (2007) pointed out the following three main destination image research directions: (i) measuring destination tourism image; (ii) discussing the forming process of destination tourism image; (iii) researching the relationship between destination tourism image and tourist action. Early empirical research studied the pull factors of the destination image while more recently more attention has been paid to the

forming of destination image and influence elements. This study will follow the above three directions one by one.

- *Overall Image*

Empirical studies mostly support the opinion that the overall image or global image of a destination is the tourist's attitude towards the destination, although scholars have differing viewpoints on the concept (Beerli & Martín, 2004). Psychologists consider image to be the reflection after estimate, so the overall image/global image can be used simply to measure good or bad, like or dislike (Echtner and Ritchie, 1993). Tourists will use their own thinking and feelings to evaluate the destination and form images about certain destinations. Moutinho (1987) argued that a non-visitor will have a total thought on certain destination after thinking and evaluating the destination. Echtner and Ritchie (1993) used three questions to measure the overall image: (i) what kind of image comes to your mind when asked about a certain destination? (ii) What kind of atmosphere do you expect in your future travel to the destination? (iii) What is the most special or attractive thing that interests you about the destination? In order to improve the integrity of questionnaire, this research will use these three questions to measure the overall image of Thailand.

- *Familiarity*

The familiarity component of destination image started to get attention because of the 3Rs in marketing (Reputation, Relationship building, and Recommendation). Still, relationship building has often been ignored. Researchers have long been using the consumption patterns established by Russ and Kirkpatrick (1982) (see-interesting-like-purchase-repurchase) and Goodhardt and Ehrenberg (1989) (see-trying-repurchase), both of which highlighting the fact that familiarity will enhance purchase desire. These two models can be applied to tourists' purchase of tour packages and destination choices.

Nowadays, competition among destinations is stiff. Familiarity could have a positive influence on selecting a destination. Since tourists do not have any experience about the destination prior to their first visit, the destination image can give the feeling of familiarity and boost the sale of the tourism product. However, competition among

destination images creates conflicts that touch on different and exotic cultures. MacKay and Fesenmaier (1997) found that greater familiarity resulted in more attraction to the destination. However, they also determined that, as familiarity reaches a summit, the destination loses its attraction, thereby forming an inverted U curve. Thus, destination tourism development industries need to influence the familiarity in order to make the destination attractive.

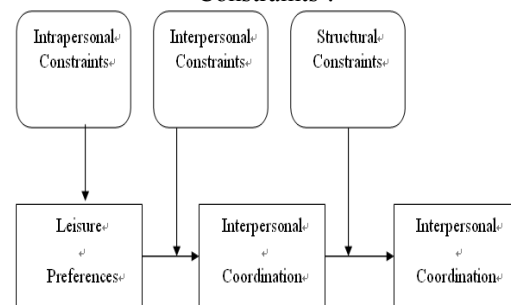
- *Travel Motivation*

Travel motivation has been emphasized for a long time in the tourism industry. Crompton (1979) pointed out that it is easy to know who, when, where and how about tourists but difficult to know why. There are many studies about tourism motivation but there is no common view of the concept (World Tourism Organization, 1999). This is due to the fact that motivation is private to each individual, reflecting each one's needs and wants. Since people have different needs and wants and diverse cultures and societies influence a person's need and wants, travel motivations are very different among various travelers.

- *Travel Constraints*

Godbey and Crawford (1987) formed a model of constraints which includes intrapersonal constraints, interpersonal constraints and structural constraints.

Figure 1: A Hierarchical Model of Leisure Constraints'



Source: Crawford, D. W., Jackson, E. L. and Godbey, G. (1991), A hierarchical model of leisure constraints, *Leisure Sciences*, Vol. 13, No. 4, pp. 309-320.

Intrapersonal constraints consist of the personal's interest and attitude influencing travel intention and decision, such as religion and personal ability. Interpersonal constraints occur when friends or family members who are expected to travel together do not have the same travel demands. Structural constraints

stem from external sources, such as money, time and season. According to Crawford, Jackson and Godbey (1991), travel constraints influence travel intention at different stages.

- *Cognitive Image*

A cognitive image can be described as the “internally accepted picture” created by non-visitors about certain destination through information about the attractions, history, natural scene, shopping facility and atmosphere. Tourists use existing knowledge and information about the destination to pretest and form the cognitive image for themselves. But in this process, destination image gets distorted since the non-visitor has never been to the destination and lack real first-hand experience of the destination. Another reason for the distortion is that personal knowledge is not comprehensive. Only part of the information about the destination is received by the non-visitor (Gartner, 1993). The process of destination choice, based on the non-visitor’s cognitive image, may influence the choice of the destination. Cognitive image includes both organic image and induced image.

Gunn (1988) suggested that the cognitive image has two forms: an organic image and an induced image. The organic image is formed from many different sources of information, including mass media, school geography teaching and reading, and actual visitation. Induced image, on the other hand, is formed by the information sent directly to people from the destination marketers. This situation occurs when a person is trying to gather information about a destination or when planning a holiday. The difference between organic image and induced image is the degree of influence exerted by destination marketers. Gunn (1988) argued that destination marketers need to focus on adjusting the destination-induced image because they can do little in terms of changing the organic image.

- *Affective Image*

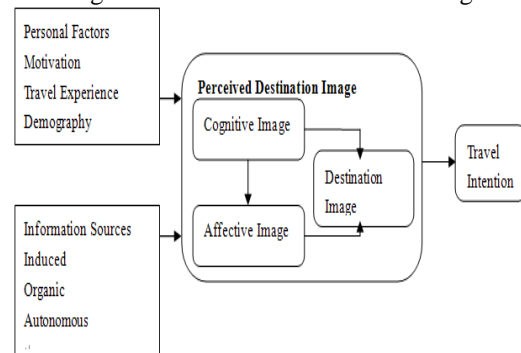
Many researchers think that affective images are developed on the basis of cognitive images (e.g. Gartner, 1993; Tasci, Gartner, and Cavaşgil, 2008). According to Gartner (1993), the affective image component is very important during the stage of evaluation when tourist try to make a travel decision. Tasci, Gartner and Cavaşgil (2008) determined that feelings have positive or negative forms. They

can influence moods (e.g. boring or relaxation), estimations (e.g. like or dislike) and emotions (e.g. happy or anger).

- *Travel Intention*

Intention to travel to a destination has a direct influence on destination choice. According to Fishbein and Ajzen (1975), from a psychological perspective, intention may be viewed as “a special case of beliefs, in which the object is always the person himself/herself and the attribute is a behavior.” As for beliefs, the strength of an intention is indicated by “the person’s subjective probability that he will perform the behavior” (Fishbein and Ajzen (1975). Intention to travel is the traveler’s perceived likelihood of visiting a specific destination within a specific time period (Woodside & Lysonski, 1989). Intention has been defined as an individual’s planned behavior in the future (Ryan, 1998). It could help to understand whether an individual would like to make a decision under a particular setting in the near future. Intention is a direct determinant of future behavior (Ryan, 1998). It could be simply understood that once the intention is settled, the behavior will follow. Therefore it is the best measurement to predict the likelihood of actual future behavior happening. Ryan’s (1998) theory of intention is regarded as one of the most powerful theories for predicting various social behaviors. In a tourism context, the travel intention process model (See Figure 2) can be applied to predict potential tourists’ behavioral intention towards traveling to a certain destination for tourism purposes.

Figure 2: Process of Decision Making



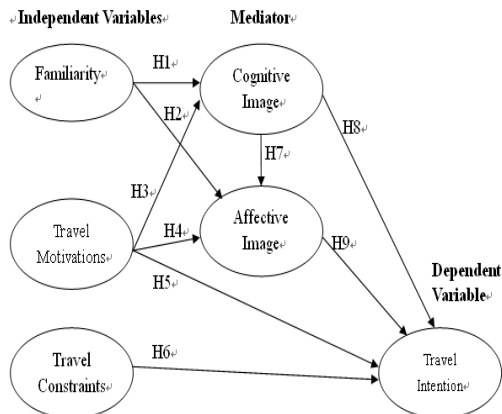
Source: Beerli, A., & Martin, J. (2004). Factors Influencing Destination Image. *Annals of Tourism Research*, 31(3), 657-681.

In this study travel intention is defined as the potential of Chinese tourists’ anticipation of a future trip to Thailand.

3. Conceptual Framework and Research Hypotheses

The conceptual framework in this research is based on the previous studies discussed above and the relationship between independent, dependent, and mediator variables. This study includes six variables, namely, familiarity, travel motivation, travel constraints, cognitive image, affective image, and travel intention.

Figure 3: A Proposed Model of Constraints Influencing Travel Intention



Source: Created by the author for this study

In this study, Structural Equation Modeling (SEM) is used to illustrate the relationship of all the variables. This model is very suitable to deal with all kinds of situations. A total of nine hypotheses have been developed for this study (see Appendix One).

4. Research Methodology

This study relies on the descriptive research method which is typically used to determine the frequency with which something occurs or the relationship among the independent variables (Travel Motivation, Travel Constraint, Familiarity, Cognitive Image, and Affective Image) and the dependent variable (Travel Intention).

Information was gathered by distributing self-administered questionnaires, a data collection technique in which the questions need to be answered by the respondents (read and answer) themselves.

The target population in this research is people in Kunming City who have never traveled to Thailand. Specifically, they are non-visitors walking along the Golden Horse Lane area, one of the busiest sections of downtown Kunming City. This research involves 410 respondents.

Data collection was a two-step process. In the first stage, the researcher conducted a pretest by distributing 40 questionnaires on the Golden Hours Lane. In the second stage, the researcher using convenience sampling, selected people on the Golden Hours Lane as respondents.

The questionnaire consists of nine parts. The purpose of part one is to inquire about the respondents' traveling experience in Thailand and ensure that they have never been there. Part two, records personal information such as gender, age and educational background. Parts three to nine measures the respondents' travel motivation, travel constraints, familiarity, cognitive image, affective image, and travel intention. Parts three to six use a 5-point Likert scale, ranging from 'strongly disagree' to 'strongly agree'. Parts seven and eight use a 5-Point Bipolar Semantic Scale to measure affective image and travel intention and part nine consists of open-ended questions. The questionnaire includes a total of 47 questions.

5. Results and Discussion

220 of the respondents were males and 180 females, accounting respectively for 54.9% and 45.1% of the whole population sampled. 8 were under 18 years old (2%), 233 were 18-29 years old (58.3%), 123 were 30-39 years old (30.8%) and 32 were 40-49 years old (8.0%). Only 4 were 50 or older (1%). In terms of education level, they covered the whole spectrum, from primary education to doctoral degree. 45.3% of them have college level education and 50% have a bachelor degree. The rest of them have primary education (1.3%), secondary education (1.8%), and master degree level education (1.3%). 0.5% of them have a doctoral degree. The researcher used significant value of Statistical Product and Service Solutions (SPSS) AMOS for the structural equation modeling hypothesis test. If the *p*-value get three stars (***) , the null hypothesis will be rejected and indicate that there is a relationship between the variables. In the event, the *P*-value does not get stars, this means that there is no relationship between the variables.

- Summary of Hypothesis Testing

Hypotheses One, Two, Four, Six, Eight, and Nine, show significant relationships. However in Hypothesis Three, the relationship between travel motivations of Chinese non-visitor and

cognitive image is not significant.

The findings indicate that the image of Thailand in the eyes of Chinese non-visitors in Kunming city is generally good. 162 of the respondents (40.3%) think that the image of Thailand is positive. Their image of Thailand is that of an exotic, beautiful, hot and mystic place. They see it as a tourism resort. They perceive Thai people to be friendly, passionate, and well-mannered. They also see it as a happy and entertaining place where transsexuals are a very special feature of the human landscape. Counterbalancing this image is that a decidedly religious country with strongly-held beliefs; one that has created a deep impression in the minds of Chinese non-visitors. Beaches, sunshine, fruit everywhere, an excellent gastronomy, and numerous floating markets are also part of the images they have of Thailand; ones that contribute to its overall good impression. This image of Thailand in the minds of Chinese non-visitors is, however, over simplistic and somehow shallow. To assume that Thailand is all about beaches and transsexual and immediate satisfaction more or less suggested hardly does justice to its main features. In fact, to bundle Thailand's image with its transsexuals hurt it to some degree. Clearly transsexuals cannot – and are not – the only attraction of the country. Thailand has many famous places such as, for example, the Grand Palace or Ayutthaya that should stand prominently in the mind of Chinese non-visitors.

129 respondents (32.3%) were neutral, meaning they think the image of Thailand is neither good nor bad. 110 respondents (27.6%) think the image of Thailand is not good mainly because of the on-going political crisis and the 2011 flooding in much of the country.

As the results of the AMOS test show, among all the variables considered in this study, familiarity has the most powerful influence on travel intention. It influences travel intention in two ways: through cognitive image and affective image. In other words, Chinese like to go to places with which they are familiar. If they do not have enough information about the destination, they will not choose it as a travel destination. This situation fits the Chinese character; Chinese people are not adventurous.

As the data collected in this research point

out, Thai drama and movies are the two factors most likely to influence familiarity deeply. 52.8% of the respondents checked 'agree' or 'strongly agree' on question 23 "*I often watch Thai TV programs such as plays*". Chinese lack information sources to learn more about Thailand. They only have TV news, Thai movies and TV series or dramas to familiarize themselves with the country and develop a better knowledge of what it has to offer to them as potential tourists. Moreover, the results of the SEM analysis indicate that the news play an important role in terms of influencing familiarity which get the highest score (0.88).

The findings also indicate that relaxation while at the destination is another powerful motivating factor for Chinese non-visitors to travel. Two of questions on this particular topic, questions 7 ("*Relax body and spirit*") and 8 ("*Alleviate stress of life*") show high scores; 3.91 for question 7 and 4.04 for question 8. The percentage of respondents agreeing or strongly agreeing is also high (67.5% for question 7 and 77.5% for question 8). As China's economy is getting stronger, people are paradoxically leading more stressful lives and travel is increasingly seen as a good way to relax and as an effective stress releaser. So, as the results of the SEM analysis show with regard to question 7, which gets the highest score (0.72), body and mind relaxation has the most powerful influence on travel motivation. The findings also indicate that concerns about personal safety are another key factor constraining Chinese non-visitors' travel. Chinese – as is the case with most Asians – are quite susceptible to perceived dangers even though there may be no real danger.

In addition, the results of the SEM analysis with regard to item 15 (*travel abroad will exhaust me*) reveal that the remoteness of the destination and length of the trip can operate as a powerful constraint and influence travel intention significantly.

In Part 6, question 29 ("*Thailand has a special culture and unique customs*") has the highest mean (4.04) with 78.1% agreeing or strongly agreeing that Thailand's special culture and customs are of great interest to Chinese non-visitors. For example, Chinese students watching Thai movies or dramas get to learn more about the "Wai" (saluting putting the palms together) and the

friendliness of Thai people, two key features of Thai culture and customs. Unlike China where the social harmony and other such traditions passed down by our ancestor are losing ground and basically disappearing, traditions are firmly maintained in Thailand. The contrast gives the Chinese a chance to compare social values and because of that, stimulates Chinese people's interest in getting to know Thai customs and culture better. Another feature of particular interest to Chinese is transsexuals, a strong object of curiosity to them, whom they often associate with the Thai culture. It seems that many of them, who have never seen transsexuals before, are interested in learning more about this phenomenon which they almost invariably regard as indigenous to the country.

Finally, as the results of SEM analysis, Thai people are perceived as being extremely friendly, a factor which contribute to influencing the cognitive image of the Kingdom. Chinese find the friendliness of Thai people quite attractive and a big draw to the country.

Conclusion and Recommendations

As the findings in this research show, familiarity with the destination influences travel intention more than any of the other variables considered. Among all the source of familiarity with the destination, the news is regarded as being the most likely to strongly influence familiarity. This, however, has a double edge. On the one hand, news reels can help Chinese discover many positive facets of Thailand (its beaches, customs, etc). On the other, decidedly negative news about Thailand, such as, for example, the recent color-coded political crisis and the flooding can badly hurt Thailand's image in the eyes of Chinese, all the more as they are particularly sensitive to any events that might compromise their safety. The Thai government and related organizations should make sure that when they report negative internal events, they also release positive news about Thailand in the wake of them and show that their effect on the safety of tourists is short-timed. In other words, a less sensationalized and more balanced way of reporting events and sporadic violence or natural disasters could help diffuse the tension and the sense of alarm which such events trigger.

Moreover, since Chinese are quite interested in Thai TV plays, these shows could be used as a tool to promote - and in some cases improve - the image of Thailand as a tourism destination in the eyes of Chinese. Thai TV networks should therefore try air more shows in China in order to increase the familiarity of Chinese and enhance - and improve - the image of Thailand.

The SEM and descriptive analyses also indicate that relaxation and the need to alleviate stress of life have become the strongest emotive factors motivating Chinese to travel. This factor should play well in the hands of Thailand whose '*sabai-sabai*' culture (easy-going culture) and emphasis on relaxation and soothing massages are famous worldwide. So, Thailand should make sure that this aspect of its culture is emphasized. The country should also ensure that when dealing with Chinese tourists, stress-alleviating activities and an atmosphere conducive to relaxation take priority over anything else. The governmental offices and related organizations in charge of promoting Thailand as a tourism destination should insist on depicting Thailand as a country with a slow pace of live life where people have adopted a leisurely pace of life and are carefree.

Two of the main travel constraints for Chinese non-visitors are the language barrier and safety problems. These constraints, it turn out, are often and essentially influenced by the news which tend to report negative images of Thailand to Chinese and fail to offer more counterbalanced rendering of the situations reported, for example, the flooding, political riots. When the political demonstrations were reported, the impression given was that they were widespread and had paralyzed the entire country whereas in fact they mostly affected Bangkok, with the rest of the county quite safe for tourists. The over alarmist tone of news reporting can be damaging. When such events take place, Thailand should engage in some level of damage control and release some video or news reels about its positive side. For example, it could show that these events are quickly under control and locally-based and that every effort is made to ensure the safety of tourists.

With regard to the language, the widespread use of English should be emphasized. So should also be Thailand's role as an

international hub. That said, efforts should also be made to have more people directly in contact with Chinese learn some mandarin as part of the hospitality strategy.

Chinese have a very good cognitive image about Thailand. They are especially interested in Thailand's culture and customs. They also think Thai peoples are friendly. So any promotion of Thailand in China should stress this particular aspects of Thailand since Chinese are particular sensitive and responsive to them. This emotional aspect of the image of Thailand would go a long way in making Chinese look at a trip to the kingdom as a pleasant, memorable, and relaxing experience.

Admittedly, the intention of Chinese to travel to Thailand is strong. There is a real desire to discover what the country is all about. The TAT should thus increase its advertisement budget for the promotion of tourism in China and capitalize on the favorable image of the country. The advertisement could be on print media such as newspapers, magazines and brochures which could be handed over to travel agents. Internet and social media are other important media for advertisement given that China has the largest number of internet users in the world. The effectiveness of TV drama and movies cannot be overstated either as they help to form a positive image of Thailand and increase familiarity with Chinese. Exhibitions are also a good opportunity to revitalize Thailand's image. The TAT and other tourism organizations in Thailand should increase their level of participation in tourism exhibitions in China in order to further promote Thailand.

Thai International Airline could also offer discounts to travelers using a China Union credit for payments since it is easier for Chinese to buy tickets online. It could also offer some short round trip tickets from certain cities like Beijing, Shanghai and Kunming at cheaper prices as an incentive for Chinese to travel to Thailand during some special long-term holidays such as, for example, the 7-day break in October. Besides, hotels in Thailand could cooperate with travel agents in China. Alliances could be formed. Travel agents in Thailand and China could collaborate and thus create a win-win situation.

Chinese people are especially sensitive to personal safety issues. For instance, Thailand's

political crisis and rioting in Bangkok as well as last year big flood hurt Thailand's image seriously. As a result, the Thai government could develop a promotional video designed to build up the confidence of Chinese travelers. Featuring some movie stars or the Prime Minister Yinglakh Shinawatra could turn out to be great boosters as it would show their commitment to ensuring that such events would not occur again. The consulate of Thailand could also have some brochures introducing Thailand. However, at the Thai consulate in Kunming, there was no reading material available.

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Appendix One

Ho1: The relationship between familiarity of Chinese non-visitor and cognitive image is not significant.

Ha1: The relationship between familiarity of Chinese non-visitor and cognitive image is significant.

Ho2: The relationship between familiarity of Chinese non-visitor and affective image is not significant.

Ha2: The relationship between familiarity of Chinese non-visitor and affective image is significant.

Ho3: The relationship between travel motivations of Chinese non-visitor and cognitive image is not significant.

Ha3: The relationship between travel motivations of Chinese non-visitor and cognitive image is significant.

Ho4: The relationship between travel motivations of Chinese non-visitor and affective image is not significant.

Ha4: The relationship between travel motivations of Chinese non-visitor and affective image is significant.

Ho5: The relationship between travel motivations of Chinese non-visitor and travel intention is not significant.

Ha5: The relationship between travel motivations of Chinese non-visitor and travel intention is significant.

Ho6: The relationship between travel constraints of Chinese non-visitor and travel intention is not significant.

Ha6: The relationship between travel constraints of Chinese non-visitor and travel intention is significant.

Ho7: The relationship between cognitive image of Chinese non-visitor and affective image is not significant.

Ha7: The relationship between cognitive image of Chinese non-visitor and affective image is significant.

Ho8: The relationship between cognitive image of Chinese non-visitor and travel intention is not significant.

Ha8: The relationship between cognitive image of Chinese non-visitor and travel intention is significant.

Ho9: The relationship between affective image of Chinese non-visitor with and travel intention is not significant.

Ha9: The relationship between affective image of Chinese non-visitor with and travel intention is significant.