Thailand's Destination Image and Intention to Visit Perception Tourist in Indonesia

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Abstract

Thailand isa popular tourist country in southeast Asia where millions of tourists come to visit each year. However, most of the first visitors left the question why so few people have tourist behavior back to the destination of Thailand. The study is to find out how the image of destinations, access surveys affect the behavior behavior through the satisfaction of Indonesian tourists on the travel destination in Thailand. The research method used is quantitative, sample retrieval technique using non-sampling and obtained samples as much as 385 respondents, the analysis tools used are path analysis and hypotheses using the import analysis tools used by Amos and SPSS. The study suggests that the live test of destination image and access reading variables affected the behavioral test of Indonesian tourists on Thai tour destinations and then for the satisfaction of tourists able to improve the relationship between the image of destinations and the behavior of Indonesian tourists on the Thai tour destinations, it contributed by reviewing the behavior patterns of tourists in Indonesia while visiting the destination of tourism. The academic and managerial implications of this discovery are useful in devising a tourist destination country tourism strategy in Thailand.

Keywords: Destination Image, Accessibility, Tourist Satisfaction, Behavioral Intention

1. Introduction

Currently, tourism consists of the main economic framework in some countries and is considered to be the economic and employment generator (Allameh et al., 2015; Harsani, 2020). In addition, the tourism industry is one of the growing international pioneers among the service industry (Fourie and Santana-Gallego, 2011; Mursalina et al., 2022). Tourism is a new experience that is unusual for individuals to encounter in their local ward (Li et al., 2008; Libre et al., 2022). The raw power of tourism's destiny depends on the quality of their natural landscape, making the environment a significant consideration (Han et al., 2018). Tourism isa part of what turns into the world's first industry because of the social, cultural and economic impact many countries desire by providing appropriate backgrounds and infrastructure and trying to satisfy tourists (Amiri and Momeni, 2011). The tourism industry has seen dramatic growth over the last few decades, enabling one of the world's most significant and fastest-growing economic sectors.

On this note, continuing tourism (st) emerged as a significant platform for achieving economic prosperity in this sector while maintaining social, cultural and environmental integrity (Edgell, 2016). For many countries, tourism is an important source of international activities, revenue, employment and exchange (Haber and Lerner, 1998). Many developed countries receive substantial annual income from the tourism industry so that other countries are concerned about expanding their tourism industry so that they can have an advantage, but it is vital for a country to develop proper infrastructure, to meet the demands of the tourists and provide decent facilities for the tourists, it can benefit the relative to the industry (Batra and Kaur, 1996).

Thailand is one of the top three holidays, after Italy and France. Thailand represents the most famous "real Asia" destination and Thai food second only to Japan's health and quality sushi (Lanjouw et al., 2001). In a study conducted by Davies (2003), the results indicated that employees at the travel agency were widely aware of Thailand. More than half remember Thailand first as its destination. It also has the image of "exotic, enjoyable, and friendly people." Culture and the coast are two attributes that especially exist in the mind of potential travelers when thinking of Thailand as a destination (Henkel et al., 2006).

In addition to natural and cultural tourism, Thailand is known for its attractive cultural pull (Henkel et al., 2006), a warm and friendly country with friendly people (Rittichainuwat et al., 2001), a variety of tourist attractions, such as historical sites, natural villages, scenic landscapes, tropical beaches, beautiful architecture and buildings, interesting customs and cultures, cultural and historical attractions, the value of money, And easy access to the country

(Rittichainuwat et al., 2001). It is also an affordable place for young people to visit (Tapachai and Waryszak, 2000). The country of Thailand will continue to build an image using the tourism to establish itself as a tourist destination that is able to attract tourists, with the growth of domestic and global tourist visitations throughout the year 2016-2019 that is presented at the Table 1.

Table 1 Data of International Tourism visits to Thailand 2016-2019

Year	Tourist (People)	Description (%)
2016	32,529,588	Increase 8.14
2017	35,591,978	Increase 8.60
2018	38,178,194	Increase 6.77
2019	39,916,251	Increase 4.35
2020	6,702,396	Decrease 495.55

According to Table 1, the amount of data on tourist visits to Thailand is increasing annually and is doing very well, giving the economic growth to the Thai state and affecting the increasingly modern way of life, However, in 2020 the spread of the covid-19 virus causes Thai governments to apply strict rules to keeping their mass.-temporarily closing Thailand's travel to international tourists, causing a significant drop in tourist vistas in Thailand. Thus, this Thai tourism must be redeveloped in order to attract both domestic and foreign tourists, domestic tourism is just as vital to the economies of developing countries as is international tourism. This is because domestic travel tends to be less seasonal than international travel, it would contribute to a higher volume of tourism throughout the year. Furthermore, how the residents feel about tourists can be reflected in how they are treated in general. This interaction between residents and tourists had significant impact on a traveler's experience. To implement fully successful tourism policies, policymakers must recognize how people feel about the effects of tourism in their country, how they view their country, and what they see as the main attraction in their communities (Oppermann and Chon, 1997).

Furthermore, feedback from citizens will help those who are responsible for promoting, developing, and implementing tourism policies to consider citizens' need for better cooperation and make them feel part of the process. The policy of tourism is called for, among other things, a marketing management strategy that basically has elements that would include such functions as planning, organization, movement, surveillance, and evaluations of businesses to expand sales, or boost the number of tourists to have interest, or desire and interest in the products or services offered. Therefore, understanding the similarities and differences in perspective[of Thai people living in domestic and international destinations will increase the tourist experience and contribute to the success of Thai tourism.

Several previous studies have conducted empirical studies then the research conducted by Chin et al. (2018) using the SEM PLS method with 251 tourist volunteered who stated that accessibility quality and accommodation quality and its impacts towards tourists' satisfaction and subsequently leads to revisit intention. This study also examines the moderating role of local communities' attitude in enhancing the relationship among the two namely service quality components on tourists' satisfaction, further research conducted by Erawan (2020) using exploratory factor analysis and structural equation model method with 200 tourist Thai nationality who previously visited in India who stated Exploratory dimensions of destination image, satisfaction and destination loyalty of Indian cities were revealed from Thai tourists' perception the positive indirect effects of destination image on destination loyalty via satisfaction is supported, further research conducted by Tavitiyaman and Qu (2013) using analysis for completion analysis and a descriptive analysis analysis with 303 samples of tourists who had visited Thailand after the SARS disaster and tsunami, in research explains that destination image dimensions of quality of hotels and restaurants and cultural and natural attractions significantly influenced overall satisfaction. In addition, overall satisfaction had a positive effect on behavioral intention.

In this paper, we have presented in learning what items the Thailand government needs to be predicated on in the advancement of its Paris after the covid-19 disaster, using research variables such as destinations, accessibility, tourist satisfaction, and behavioral requirements using descriptive and path analysis with complementary models.

2. Literature Review

2.1. Destination Image

The image of tourism has some effect on the qualities felt by tourists. The image of tourism shapes individual expectations before visiting and will influence how customers view quality (Bigne et al., 2001). Keeping a marketing perspective, having a good image of destination will affect the quality of individual travel (Chen and Tsai, 2007). Some studies suggest that the image of destinations has an impact on the perception of the value of tourists (Jin et al., 2013; Kazemi et al., 2011). Destination images can be analyzed from different perspectives and with different individual perceptions associated with product or service attributes (Konecnik, 2004).

The image of destinations affects the process of decision making of tourists when they consider alternative destinations in terms of tourism search, gratification of destination, and behavioral intent (Jenkins, 1999). According to Iordanova (2016), Tourists make purchasing decisions based on the mental image they have of the place. According to Erawan (2020) stating in his research that there are four indicator elements in measuring destination image: (1) Buddhism Heritage, (2) Cultural Identify, (3) Famous Places Recall, and (4) Infrastructure. To summarize previously, the

hypothesis for this study is proposed are:

H_1: Destination Image is positively associated with Tourist Satisfaction Tourism in Indonesia on the Thailand Tourist Destination.

H_{1a} : Destination Image, either directly or through Tourist Satisfaction, has an impact on Behavioral Intention Tourism in Indonesia on the Thailand Tourist Destination.

H_4 : Destination Image is positively associated with Behavioral Intention Tourism in Indonesia on the Thailand Tourist Destination.

2.2. Accessibility

According to Hall (2004), defines accessibility quality as a destination ability to provide quality transportation for facilitating one's movement from one location to another dissemination and rural areas (Aguila and Ragot, 2014). Previous studies have revealed that the importance of accessibility quality is primarily for rural travel purposes because it is one of the important factors to influence tourists to make travel decisions (Litman, 2003). Further, Yeoman et. al, (2004), have also considered that the availability, affordability, and convenience of tourist transport infrastructure that improve the accessibility of a destination tend to lead to better success than a rural travel destination.

Guiver and Stanford (2014) point out that good accessibility quality to a destination tends to increase destination drag and attract tourists to visit, which in turn also increases tourist satisfaction (Darcy, 2010). Previous studies have imagined that the quality of accommodation has significant relationships with tourist satisfaction (Nam et al., 2011). The better quality of accommodation tends to increase the value that tourists feel about their spending, and this will increase the level of tourist satisfaction (Frías-Jamilena et al., 2013). According to Yusuf et al, (2021), accessibility can be measured by 4 indicator that is: (a) Access of information about tourist spot recommendation, (b) The road to the Tourist Spot, (c) The quality of the road to the Tourist Spot, (d) Public Transportation, and (e) Transportation Cost. To summarize previously, the hypothesis for this study is proposed are:

H_2 : Accessibility is positively associated with Tourist Satisfaction Tourism in Indonesia on the Thailand Tourist Destination.

H2a : Accessibility, either directly or through Tourist Satisfaction, has an impact on Behavioral Intention
        Tourism In Indonesia on the Thailand Tourist Destination.
H5 : Accessibility is positively associated with Behavioral Intention Tourism in Indonesia on the Thailand Tourist Destination.

2.3. Tourist Satisfaction

The satisfaction of a tourist isa comparison between the tour instrument offered with the tour instrument performance that is perceived by the tourist (Kozak, 2002) Whereas customer satisfaction according to Zeithaml et al. (2009) is the consumer evaluation of an item or service that has been assessed accordingly or has met the consumer's needs and expectations. Baker and Crompton (2000) define tourism satisfaction as the emotional state of tourists after exposure to opportunity or experience. The Kristensen et al study (2000), tested the image of destination as antecedent for satisfaction. Studies also support relationships that contentment has an effect on the intentions of consumer behavior. Wang and Hsu (2010) explore the relationship of the image of destinations, satisfaction and goodwill of Chinese tourists who find a connection between destinations and satisfaction, as well as the mediation of satisfaction on the relationship between destination images and behavioral intentions. According to Erawan (2020) there are four indicators of tourist satisfaction, namely: (1) Overall Feeling, (2) Over Expectation, (3) Impresiveness and (4) Religious Outcome. To summarize previously, the hypothesis for this study is proposed are:

H3 : Tourist Satisfaction is positively associated with Behavioral Intention Tourism in Indonesia on the
        Thailand Tourist Destination.

2.4. Behavioral Intention

Behavior intention can be described as a revisit intention and recommendation. Blackwell et al., (2001) describe intention as "a subjective assessment of how we will behave in the future. The study by Hui et al (2007) suggests that satisfied travelers are willing to recommend the same destination to their relatives and friends and are also willing to revisit it in the future. In other words, content tourists have a higher probability of reselecting destination, and they are more likely to be involved in positive recommendation to others (Wang and Hsu, 2010). Rittichainuwat et al. (2003) it states that if tourists weigh only the factors of satisfaction, it can determine the behavior of their return visits. On the other hand, if tourists consider other determinations such as image of destination, travel motivation, and travel

retardation, including travel satisfaction, travel satisfaction will not impact revisiting behavior. This suggests that tourists may weigh other determinations that are more important than contentment, making contentment insignificant Lee et al. (2007). According to Zeithaml et al. (1996) placed the customer's future intentions into four categories: (a) referrals, (b) price sensitivity, (c) repurchase, and (d) complaining behavior. The stronger the intention is to engage in behavior, the more likely its performance should be. The framework model for path analysis research that has been stated previously is as Figure 1.
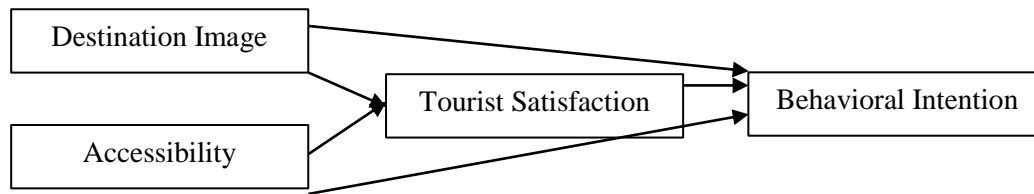

Figure 1. Framework Model

3. Methodology

3.1 Sample and Procedure

The object of research in this study is located in Indonesia with the research subject being have been to Thailand for a tourism. This study uses primary data sources, data obtained from respondents through questionnaires, or data generated from interviews of researchers with informants then secondary data which refers to data collected by other people. The population and sample in this study are tourists who travel to the country Thailand tourism destination in 2016-2020.
The sampling technique used in this study is Non Probability Sampling and the sample used is purposive sampling, namely the sample is selected by giving certain conditions to respondents who have met the sample criteria, namely have been to Thailaind for a tour at least 1 visit and Goeldner and Ritchie (2006) suggest that tourists are individuals who travel far from his home for a distance of at least 50 miles for different purposes such as business, personal affairs, and pleasures (the average distance traveled by the selected sample in this case study is 60 miles) are willing to be research respondents. For this reason, the distribution of questionnaires was carried out randomly in every tourist destination center in the Indonesia visited to Thailand Tourist Destination as many as 400 questionnaires. In the end, the total sample received in this study was 391 questionnaires through the e-form that had been made, of which only 385 samples could be used to analyze the data in this study.

3.2. Instrument

The survey consists of four parts to measure 4 variables: 6 statements to measure variable destinimage by adapting value frames from (Erawan, 2020), 6 questions to measure accessibilty variables derived from factors and items constructed by (Yusuf et al., 2021), 6 questions to measure the tourist adapsibility adapted from (Erawan, 2020), and 6 questions to measure the behavioral adaptive adaptation of (Zeithaml et al., 1996). The questionnaire USES a five-point likert scale. The validity and religious capabilities of instruments were first tested using version 24 SPSS software.

4. Findings and Discussion

A total of 400 responses were obtained from the online survey, 385 of which were usable. The average age of the participants was 20-30 years with a range of age < 20 years to > 50 years. The domicile area of the respondents is dominated by Indonesian citizens and 64.9 percent of the participants are male. 42.6% of participants with a bachelor's degree and 24.9% of respondents Around in the 0-5 million Pph interval. More details can be seen in Table 2.

Table 2. Demographic profile of the respondents

Demographics	%	Demographics	%
Gender		*Occupation*	
Male	64.9	Entrepreneur	21.2
Female	35.1	Government employees	18.4
Age		Professional	18.6
<20	11.7	Private employees	19.4
20-30	51.3	House wife	7.1
31-40	28.3	Student/college student	15.3
41-50	7.4		
>50	1.3	*Income (PPh, million/month)*	
Education		0-5	24.9
High school diploma	15.4	5-10	22.1
Bachelor's degree	42.6	10-15	20.1
Master's degree	36.5	15-20	18.2
Advance degree	5.5	>20	14.7

4.1. Measurement Model

Statistical software applications such as application (SPSS) are used to find Cronbach Alpha Reliability analysis and analyze factors. Convergent Validity Test: Convergent validity can be accepted if all item loads are more than 0.5 then the reliability of all constructs is met when the Cronbach coefficient 'α' is more than 0.7 for all data processing constructs validity and reliability will be presented in Table 3.

Table 3. Validity and Reability

Variable	Indicator	Validity > 0.5		Reability > 0.7
		Value	Results	Results
Destination Image	DE_2	0.611	Valid	0.810
	DE_4	0.645	Valid	Reliable
Access	ACES_2	0.747	Valid	0.847
	ACES_3	0.696	Valid	Reliable
Tourist Satisfaction	TS_2	0.674	Valid	0.832
	TS_5	0.565	Valid	Reliable
Behavioral Intention	IV_1	0.741	Valid	0.856
	IV_3	0.604	Valid	Reliable
	IV_6	0.616	Valid	

4.2. Structural Equation Model Analysis

In addition, Cronbach's alpha was used to determine the reliability of the questionnaire. That The results of confirmatory factor analysis and variable reliability can be observed. After distributing and collecting the questionnaires, the data were analyzed using the structure equation modeling method with statistical software SPSS 24 and Amos 23. index of overall fit of the model including normed chi-squared (CMIN/DF), fit index (GFI), adjusted fit index (AGFI), normed fit index (NFI), comparative fit index (CFI) and the root mean squared error of approximation (RMSEA).In testing the structural equation model, SEM analysis was carried out using the help of AMOS 23 software. The results of structural modeling can be seen in Figure 2.
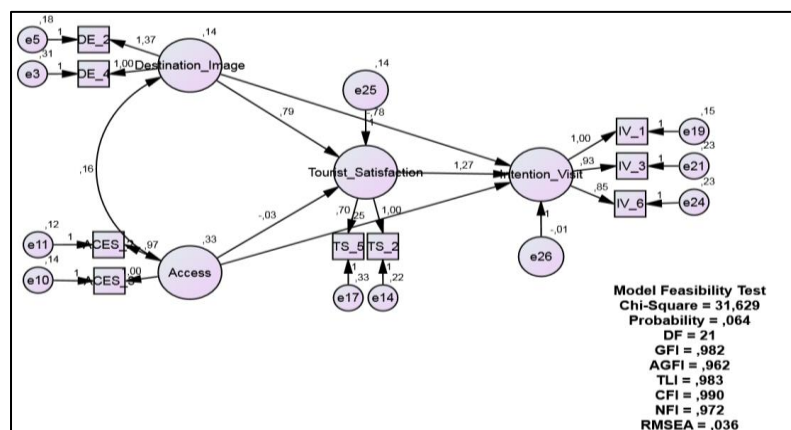

Figure 2. The result of the full model

From Figure 2, it can be explained that the direction of the relationship between destination ımage and tourist satisfaction is positive with a total influence of 63.0%, then the relationship between accessibility and tourist satisfaction is positive, with a total effect of 3.6%, destination ımage and behavioral intention is positive with a total effect by 58.3%, then the relationship between accessibility and behavioral intention is positive, with a total effect of 28.9%, then the relationship between tourist satisfaction and behavioral intention is positive, with a total effect of 18.2%.then the direction of the relationship between destination image, accessibility and tourist satisfaction with behavioral intention is positive with a total effect of 73.7%, thus, all exogenous variables have a positive relationship with endogenous variables. that is, if the variable x increases then the variable y will increase and vice versa.

4.3. Model Fit Test (Goodness of Fit Model)

According to Hair (2006), stated that to assess the fit model, it is expected that the Chi-Square value is not significant (p-value> 0.05) because these results indicate that there is no difference between the model and the data, and if the model fit is not achieved, then Modification Indiches (MI) is carried out, namely by elimination of the indicator with the largest value, and so on until it reaches a value of P> 0.05. Based on this, this study conducted a CFA test using the AMOS 23.0 software, to analyze the variables and indicators in the research model, and process them in order to obtain a model fit

(goodness of fit), namely the P value (Probability) must be > 0.05 data processing for the 26 indicators will be presented in Figure 3.
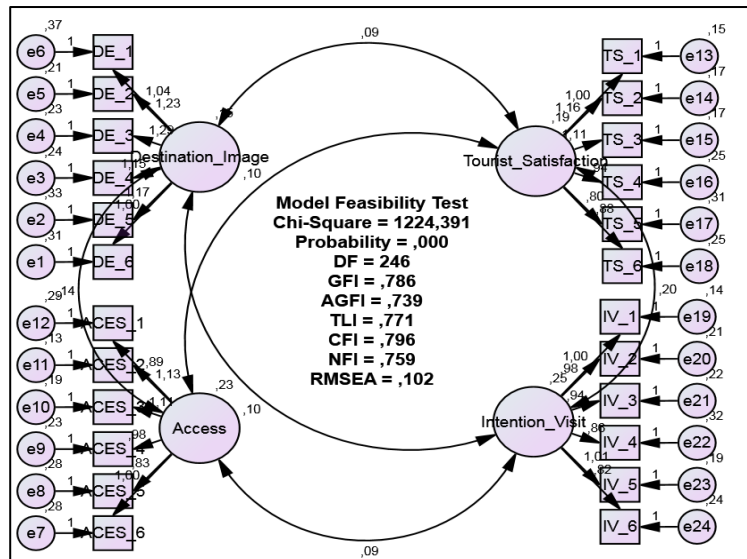

Figure 3. CFA First Model and No Fit

The explanation of Figure 3 will be presented in Table 4.

Tabel 4. CFA- First Model Initial (24 Items)

Model	CMIN/DF	P	GFI	NFI	CFI	RMSEA
CFA First Model	4.977	0.000	0.786	0.739	0.796	0.102
Acceptable Amount	< 3	> 0.05	> 0.90	> 0.90	> 0.90	< 0.10

To get a fit model in this study, from the initial indicators as many as 24 indicators, then delete 15 items (DE1,DE3, DE5, DE6, CES1, CES4, CES5, CES6, TS1, TS3, TS4, TS6, IV2, IV4, and IV5). In this study found 9 indicators for model fit shown in Figure 4.
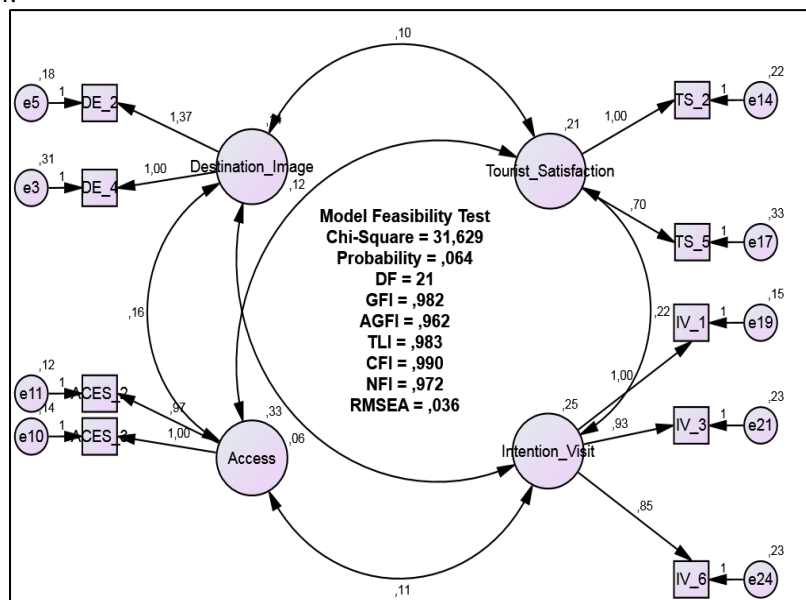

Figure 4. CFA Final Model Fit

Then, the CFA model with 9 indicator items was retested and resulted in an appropriate fit (P 0.050). The indicators generated from the fit model are known that the indicators affect the research fit model where the structure with the scale is in accordance with the actual and confirmed data. data processing for the 11 indicators that have been adjusted to the fit model will be presented in Table 5.

Table 5. CFA-Final Model Fit (9 Indicators)

Model	CMIN/DF	P	GFI	NFI	CFI	RMSEA
Final Model Fit	1.506	0.064	0.982	0.972	0.990	0.036
Acceptable Amount	< 3	> 0.05	> 0.90	> 0.90	> 0.90	< 0.10

4.4. Hypothesis Testing

The next objective in the structural model analysis is to estimate the influence parameters between variables, which will also prove the research hypothesis. The following is a summary of the parameter estimation results from the SEM analysis that has been carried out as presented in Table 6.

Table 6. The Result of the Structural Model

Variable			Coefficient	t Count	pValue	Result
Destination_Image	--->	Tourist_Satisfaction	0.792	3.218	0.001	H_1 is supported
Accessibility	--->	Tourist_Satisfaction	-0.029	-0.201	0.841	H_2 is not supported
Tourist_Satisfaction	--->	Behavioral_Intention	1.266	5.150	***	H_3 is supported
Destination_Image	--->	Behavioral_Intention	-0.785	-2.171	0.030	H_4 is supported
Accessibility	--->	Behavioral_Intention	0.249	2.665	0.026	H_5 is not supported

Based on the Table 6, came up with some conclusions. First, the regression standard coefficient (path coefficient) between destination image variables and tourist tourist variables is 0792 (positive) and has a value of 0.001 less than 0.05, so h0 is denied. It means, destination image variable has had an impact on Indonesian tourist tourist tourist tourist destinations on a travel destination in Thailand, thereby giving hypothesis 1 accepted.

Second, the regression standard coefficient (line coefficient) between accessibility variables and tourist tourist variables is - 0029 (negative) and has a.841 greater value than 0.05, so h0 is accepted. Meaning the accessbility variable has no effect on the Indonesian tourist tourist tourist on the travel destination in Thailand, which means that hypothesis 2 is being denied.

Third, at hypothesis 1a, test t is done twice; First to see if destination image has a directly significant impact on a behavioral and second whether destination has a significant impact through the existence of tourist profiles. The default regression (coefficient path) between a destination image variable anda behavioral variable is -0,785 (negative) and has a value of 0030 less than 0.05, and h0 is denied, and it can be defined that a destination variable has an impact on the behavior behavior. Then to test the significance of tourist features as a model mediation variable, can be checked from single test results by first looking for path coefficient value (estimates) and standard error for each path. Then find the standard error value together between the two paths. Based on the calculations obtained value by 0.001 is smaller than 0.05, so it could be concluded that tourist traits are capable of defining relationships between destination image and behavioral behaviors, which kind of mediation is half mediation, meaning if not mediated, This destination image variable is able to influence directly on behavioral behaviors on tourist destinations in Thailand without being mediated by tourist variables items so that the 1a hypothesis is accepted.

Fourth, at the 2a hypothesis, the t test is done twice; First to see if aceessibility affects directly the behavior behavior and second whether aceesintention affects significantly through the existence of tourist facilities. The regression standard (coefficient path) between acces variables and behavioral variables is 0249 (positive) and has a 026 lesser value than 0.05, so h0 is rejected. Then to test the significance of inequality value as a mediation variable in a model, can be checked from a single test result by first looking for path coefficient value (estimates) and standard error for each path. Then find the standard error value together between the two paths. By accounting that the value of that value is 0.841 larger than 0.05, which leads to the fact that some tourist surveys have not been able to improve the relationship of accesses with behavior items which means that accesses can affect directly behavior behavior without tourist benefits. So, that concludes hypothesis 2a being denied.

Third, the regressive coefficient standard between any tourist variables and behavioral variables is 1,266 (positive) and has a value of 0,000 less than 0.05, so h0 is rejected. Meaning variable tourist items have an impact on the Indonesian behavioral tourist destination on a travel destination in Thailand, thus adopting a 3 hypothesis.

Fourth, regression coefficient (path coefficient) between destination image variables and behavioral variables are -0,785 (negative) and has a value of 0030 less than 0.05, so h0 is rejected. It means a destination image variable has an impact on the behavior of Indonesian tourists on a tourist destination in Thailand, leaving hypothesis 4 accepted.

Fifth, the regression standard coefficient (line coefficient) between the accessibility variable and the behavioral variable is 0239 (positive) and has a value of 026 less than 0.05, so h0 is rejected. Meaning that the variable accesses has a positive impact on the behavioral tourist of Indonesian tourists on a tourist destination in Thailand that a 5 hypothesis is approved.

4.5 Discussion and Implication

In the study, it was found that the image of destinations and accesaccesses can directly affect the behavior of Indonesian tourists on tourist destinations in Thailand. Thailand has abundant cultural and natural wealth neighboring

country's temporary attractions, such as like Singapore, lack of local culture and nature and scenic beauty (Hui & Wan, 2003). Thailand still has others cultural and natural tourism offered to tourists. These results can change the perception of tourists in that they will tend to visit Thailand, (Rittichainuwat, 2006). At another place case, some travelers can travel north part of Thailand for cultural attractions instead of natural beauty. The culture and nature are so unique attractions can make a difference behavioral intention factor. Destination marketers can provide other marketing tactics promote different destination packages for travelers like Chiang Mai and Chiang Rai (Tavitiyaman & Qu, 2013).

As previous research points out, accessibility, facilities, attractions, package availability, tourism activities, and support services all positively affect service quality (Zabkar et al., 2010). The quality of service itself tends to have a positive effect on both visitor's satisfaction and behavioral intentions. In this study, however, the management of destinations has had little effect on the intention of revisit. Visitors seem to have little regard for destination management as reason for their return. Obviously, rendering good service is essential to increasing visitors' satisfaction at the legacy site, and it is believed to lead to repeated visits, positive mouth - to - mouth visits, and increased international visits (Adie et al., 2018; Della & Franch, 2017). Many visitors who view learning the cultural values of each country as an exciting activity to carry out. Visitors hope to learn something new, and they look for opportunities to visit historic sites to learn the values that are embedded in the site (Nguyen & Cheung, 2016).

5. Conclusions

The behavior behavior isa variable that should be noted for the management of a tourist destination, as it will contribute to the plans for returning to the attractions of time periods, where tourists tend to be filled with their hopes, good service experiences, and satisfaction, they will have the stronger intention of revisiting a particular destination ata time. Interestingly, visitor satisfaction has had the highest influence on the intention of returning to tour destinations in the Philippines

The study can answer the previous question, that is, whether the image of destinations, accessiibility, the satisfaction of travelers can affect the Indonesian behavioral tourist on the travel destination in Thailand. According to research, image destinations and accesaccesses can specifically behavioral Indonesian tourists for a trip to Thailand and then destination image can influence Indonesian behavioral tourists for a trip to Thailand if through a variable mediation of tourist satisfaction and then tourist satisfaction has an impact on the Indonesian behavioral tourist Tours of Thailand.

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