

The Relationship among Thai Food Image, Destination Image, Tourist's Behavioral Intention and Revisit Intention of Thailand - A case of Taiwanese Tourist

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ABSTRACT

This study was conducted to investigate the relationship between Thailand's food image and destination image, and tourist's behavioral intentions and revisit intentions regarding Thailand. Since Thai cuisine is popular in Thailand and in many other countries including Taiwan, the best way to promote the country is with the word "food". It is the taste of the food that perks the senses and is part of the travel experience. The role of food could be used to improve the marketing of many destinations. This study applied a quantitative method that surveyed Taiwanese travelers who have been to Thailand. The results of this study found that Taiwanese tourists perceived Thailand as having interesting cultural activities and attractions and also unique street food; most of them intend to revisit Thailand in the future. Moreover, this study also found that Thailand's food image has a relationship with its destination image, tourist's behavioral intentions and tourist's revisit intentions; a positive food image can increase Taiwanese tourist satisfaction leading them to recommend Thai food and Thailand to their friends and relatives, and also to return to visit Thailand again in the future.

Key words: Thai food, food image, destination image, behavioral intention, revisit intention, Thailand