

Australian and Russian Tourists' Perceptions of Phuket's Destination Image

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Abstract

This study presents the finding of the present destination image of Phuket perceived by Australian and Russian's tourists. The objectives are to determine whether there are differences on Phuket's destination image perceived by two nationalities. In addition, it aims to investigate the relationship between Phuket's destination image and future behavioral intentions. There were 450 questionnaires distributed to the tourists, only 410 valid questionnaires were completed. The analysis of findings indicated the influence of nationality in a way Phuket was perceived using four destination factors as the independent variables including natural and cultural environment, social and safety environment, variety of tourist infrastructures and attractions, public transportation and traffic. The results stated that public transportation and traffic had the highest mean difference in a way image was perceived between two nationalities; Australians mostly perceived Phuket as a good place to enjoy wide varieties of tourist infrastructures and attractions. Differently, Russians perceived Phuket as excellent natural and cultural environment than other counterparts. Nevertheless, Russians have higher positive attitudes on overall image and future behavioral intentions than Australians at the moderate positive level. The research also indicated the most influenced factor that has strongest impacts on three constructs; the natural and cultural environment played a direct relationship to overall image and future behavioral intentions for Australian. On the other hand, the social and safety environment directly influenced overall image and future behavioral intentions for Russian. Lastly, the investigation of Pearson Correlation concluded that overall image was in between moderate to large relationship to future behavioral intentions. It confirmed the internal relationship of three constructs which originally influenced by the perceived quality of Phuket as a tourists' destination

Keywords: Destination image, Russian tourists, Australian tourists, future behavioral intentions