



RESEARCH ARTICLE

The Causal Effect of Perceived Destination Images and Perceived Experience Quality toward Revisit Intention to World Heritage Site: A Case Study on Thai Tourists and Ayutthaya World Heritage Site in Thailand

Piyaporn Sumhyai¹, Sangkae Punyasiri²

^{1,2}National Institute of Development Administration (NIDA), Bangkok, Thailand

ARTICLE INFO	ABSTRACT
Received: May 11, 2024	<p>The objectives of this research were to develop and examine the consistency of the causal effects of perceived destination images and perceived experience quality in revisit intention to World Heritage Site: A case study on Thai tourist and Ayutthaya World Heritage Site in Thailand. Using the questionnaire survey method with Cronbach Alpha reliability ($\alpha = 0.932$). The populations are Thai tourists, who traveled to World Heritage Sites in Phra Nakhon Si Ayutthaya province, this research used a sample size of 400 samples in structural equation analysis used (1) descriptive statistics, (2) Pearson correlation, and (3) hypothesized structural equations the results of the research found that perceived destination image affects to revisit intention of Thai tourists who the world heritage site visit Phra Nakhon Si Ayutthaya province Overall, it is the factor that is the most level ($\bar{x} = 4.432$; S.D.=.452) and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site. overall, it is a factor that is at the level of strong agreement ($\bar{x} = 4.221$; S.D. = .436) and (2) Analysis of positive influence perceived destination images and perceived experience quality in revisit intention to World Heritage Site: A case study on Thai tourists and Ayutthaya World Heritage Site in Thailand found that the relationship between the observed variables and the correlation coefficient (r) of 55 pairs was at a moderate level. at the statistical significance level of 0.01 and the results of the structural equation model analysis It is appropriate and consistent with the empirical data.</p>
Accepted: Jul 16, 2024	
Keywords	
Perceived Destination Images	
Perceived Experience Quality	
Revisit Intention	
World Heritage Site	
Ayutthaya.	
*Corresponding Author:	
piyaporn.sumy@stu.nida.ac.th	
Sangkae.p62@gmail.com	

INTRODUCTION

The tourism industry is a very important core industry as it generates a large amount of income for the country. The tourism industry comprises a number of businesses that are both directly and indirectly involved, such as; transportation business, hotel business, restaurant business, tour operator, etc., (Pham, Andereck, & Vogt, 2019). However, global tourism trends from 1961 to 2019, tourism industry growth has always been higher than the world average GDP. This trend has started since the 1960s, that is, people began to travel, causing countries to open up and open up new tourist destinations. This 'mega trend' has made every country see the opportunity that the tourism industry is a new industry that makes money. It has gained a great deal of entry into the country and has had a positive impact on society as a whole, creating new exchanges both in terms of culture and capital. Until the recent coronavirus outbreak of 2019, countries such as Thailand, Portugal, Jamaica, Spain, Turkey and even the Dominican Republic were affected. Each has a tourism industry supporting and

sustaining between 16% and 50% of GDP, so these countries are vulnerable to further economic collapse. Experts expect that the tourism industry in the six countries mentioned may not be able to recover in a short time or even in the medium term, and if the tourism industry is difficult to recover, it will be difficult for the overall economy to recover as well (Skryl & Marina Gregoric, 2022).

For the tourist destination services of specific and selective types of tourism; nautical, medical, wellness, rural, eco, Enogastronomy, sports, cultural, etc. By acknowledging all the facts and circumstances, it is obvious that tourism is facing many challenges worldwide, and the task for destinations is not easy, to overcome the COVID pandemic crisis and recover, rethink, restart, and rebuild tourism into sustainability, (Skryl & Marina Gregoric, 2022) it is necessary to review factors in various dimensions, especially examining current information that reflects the understanding and beliefs of tourists in order to review the destination image in decision making to travel, and revisit intention and recommended (Alegre & Cladera, 2009). However, the intention of tourists who want to come back to travel at the same tourist destination again (Zhang, Wu, & Buhalis, 2018) this results in up to 10 times more revenue for tourist attractions compared to attracting new tourists (Bandara & Ranasinghe, 2019) and willingness to recommend by spreading positive word of mouth (Shoemaker & Lewis, 1999) is an important factor in attracting new tourists to travel (Matzler, Teichmann, Strobl, & Partel, 2019). It also helps in public relations and promotes the image of the destination. On the other hand, visits and activities that take place in tourist destinations such as historical sites, monuments and excavation sites are social, cultural and economic phenomena that lead to the movement of tourists to that country, affecting the world's economic development (Zhang, 2018). There are many forms of tourism, where historical tourism is a form of tourism that involves visiting museums, archaeological sites and historical sites of a particular tourist destination (Rice, 2019). A world heritage site is a testament to the evidence of a heritage or civilization that is present today, there are unique cultural attractions.

Phra Nakhon Si Ayutthaya has created works of architecture, fine arts, and forged, customs, and heritages that are uniquely Thai, handed down to the present day, and is also a model of Bangkok. The United Nations Educational, Scientific and Cultural Organization (UNESCO) has designated Phra Nakhon Si Ayutthaya province as a world heritage and tourist attraction that can be classified according to the outstanding characteristics of tourism into 3 categories: 1) historical and architectural attractions; 2) arts and heritage attractions; and 3) nature education and leisure attractions. By declaring Ayutthaya historical park is world heritage site, even if it has been registered as a world heritage site, it may be withdrawn. If the management is not good, it causes deterioration and changes from the set criteria. These sites are to be assessed every three years. If the assessment finds that the management of the area and its valuable resources does not meet the criteria for inclusion as a world heritage site, this is something the committee can act to remove from such operating conditions. Currently, Phra Nakhon Si Ayutthaya is facing problems from shops and people encroaching on the world heritage city area. Therefore, there is a problem that the United Nations Educational, Scientific and Cultural Organization (UNESCO) may withdraw the Ayutthaya historical park from the world heritage city. While, the major problem of the risk of deprivation of the world heritage site of the Ayutthaya historical park is the encroachment of the historical park area. As a result of inconsistencies in the development concept of Phra Nakhon Si Ayutthaya province, Ayutthaya world heritage city has been improved to have high potential in terms of heritage and sustainable historical tourism, local government organizations And agencies in the area jointly develop the area for use, including the cooperation of entrepreneurs, shops, the private sector, and government agencies in organizing the area to be tidy, clean, suitable for a world heritage city including being accepted by all sectors in solving problems together. For the problem of organizing shops around the historical park area, it has been organized using laws and public relations campaigns to show that people in the community and ancient sites can live together on balance. Both

conservation, way of life, and development, which promotes and preserves the ancient city of Ayutthaya as a valuable historical city as a world heritage site (Prongchitr, 2018).

Based on the above information, the researcher is interested to studying the causal model of perceived destination images and perceived experience quality toward revisit intention to World Heritage Site: A case study on Thai tourists and Ayutthaya World Heritage Site in Thailand. The objectives of this research were to develop and examine the consistency of the causal effects of perceived destination images and perceived experience quality in revisit intention to World Heritage Site: A case study on Thai tourist and Ayutthaya World Heritage Site in Thailand. However, the results obtained from this study will be a guideline for the development of Phra Nakhon Si Ayutthaya world heritage sites that still show traces of the prosperity of great arts and heritage through sustainable tourism and to benefit the tourism industry in Thailand, to be a guideline for people involved in tourism at the national and provincial levels to use in setting policies and plans for tourism in the future. It can also encourage more tourists to travel to Phra Nakhon Si Ayutthaya province by promoting new cultural heritage tourism, which can lead to successful implementation.

LITERATURE REVIEW

The concept of the revisit intention

Revisit intention is a dimension of evaluating destination loyalty developed from the concept of brand loyalty in marketing by Day (1976). (Snae-Namahoot & Fakthon, 2022). It is also one of the key components of tourists' loyalty (Seetanah et al., 2020). However, revisit intentions is shows the commitment that tourists have with attraction which is the intention in the future to come to travel in tourist attractions this place again resulting from the impression of the image of tourism or have been aware of The good value of tourism including satisfaction in the service quality of tourist attractions this trip until becoming a good attitude towards this tourist destination (Chien, 2016). According to Snae-Namahoot & Fakthon (2022) indicate that intention to return to visit the destination again (Revisit) and recommend the destination to others (Recommend). Tourism management has become increasingly concerned about consumer retention in recent years (Liang et al., 2020). When customers visit a destination for the first time and return, its profitability and competitive advantage increase, it is frequently considered that keeping customers is a more cost-effective business strategy than acquiring a new one. Customers with a strong feeling of place are more inclined to return (Tajeddini et al., 2021; Shoukat & Ramkissoon, 2022). There are also findings from various researchers who can conclude that a measure of the revisit intention dimension is future intentions of tourists, which means traveler's willingness to recommend or revisit a destination including willingness to pay (e.g., Han Chunxian, 2015; Yang Ni et al., 2015; Liu Jingyan & Jing Jinjing, 2015; Tu Hongwei et al., 2017). The previous studies indicated that perceived destination image significantly influences revisit intention, (Souiden et al., 2017; Kislali et al., 2020; Zainuddin et al., 2020) and Several studies have examined the impact of perceived experience quality on revisit intention (e.g., Ariffin & Mansour, 2016; Hung et al., 2017; Mulkunee & Monpanthong, 2022), it was found that there was a positive significant relationship.

The concept of the perceived destination images

Destination image is a key deciding factor for travelers to travel to a destination and is a factor that helps understand the behavioral intent of tourists (Soonsan, Sukahbot & Phakdee-Auksorn, 2023). For the concept of the image of a tourist attraction (Destination Images) has been applied from the concept and theory of Echtner & Ritchie (2003). The image of an attraction or place is a holistic impression of a place or perception of a place (Echtner & Ritchie, 2003). Which is the image caused by tourists evaluating a place or evaluating the environment of that place, choose to travel to places that have a good image such as famous places that are beautiful, clean, and safe? On the other hand,

tourists avoid going to places with a bad image, i.e. most tourists will not choose to go to places that are dirty, unsafe, places that are insecure (Soonsan, et al., 2023). The previous studies of researchers have defined destination image in various ways, but generally as a sophisticated construct. It is also suggested that a destination image is an interactive system of thoughts, feelings, opinions, intentions, and visualization of a particular place which is not only recognizing its multiplicity of elements (cognitive, affective, and conative) but also an influential factor in decision making. A perception of tourists on a particular tourism destination is very important for tourism service providers as it may influence the intention and actions of the tourists (Prayag & Ryan, 2012; Akgün et al., 2020; Zainuddin et al., 2020). It is often the main reason for choosing a destination that if these elements are harmonized with the other elements mentioned above, there is a high probability that the destination's image and tourist satisfaction will be improved (Herle, 2018). Many researchers have studied perceived destination image, and it is proven as a critical component in the tourism industry which leads to the intention of repeat visitation (Rusdin & Rashid, 2018; Abdullah & Lui, 2018; Abbasi et al., 2021; Chan et al., 2022; Seetanah et al., 2020). Based on the above discussion, the hypothesis is formulated as below:

H1: Perceived destination image is positively related to revisit intention.

The concept of the perceived experience quality

The travel experience differs from the everyday experience as the emotions and memories associated with it are location dependent. The perception of the tourist experience aspect is affected by a number of factors. Which may not be directly related to the service provided alone, the image of the destination can describe relationships, knowledge, opinions, decisions and emotions. The feelings and expectations of tourists about a particular destination (Florek & Insch, 2013). These are continuously developed by tourists when they gain knowledge and concoct from external sources or actually visit that place out of expectation. Tourists will choose and visit places with specific experiences in mind. However, the quality of the experience is an important factor that can increase behavioral intent, perceived value, and tourist satisfaction. The experience quality that tourists feel during their travel activities can induce more behavioral intent, such as the willingness to revisit, willingness to recommends, and their willingness to others the positives about a destination and the quality of the experience can also increase perceived value as travelers feel the value that comes from positive experiences during their visit to the destination (Stamboulis & Skayannis, 2003).

From a review of literature, theories, and related research, concepts and theories about perceived destination image: cognitive image (CI) including natural resources, general infrastructure, tourism infrastructure, natural environment, social environment, political and economic, heritage, history and art, accommodations, activities, facilities, accessibilities, famous, and affective image (AI) including: beautiful, relaxing, exciting, pleasant, and perceived experience quality: escapism (ESC), entertainment (ENT), enjoyment (ENJ), involvement (INV) and education (EDU). To use concepts and theories to create a research framework and research tools by collecting data on perceived destination image and the perceived experience quality leads to statistical modeling analysis to develop a causal relationship model of the factors underlying perceived destination images and perceived experience quality in revisit intention of Thai Tourist in Ayutthaya world heritage site, as shown in figure 1.

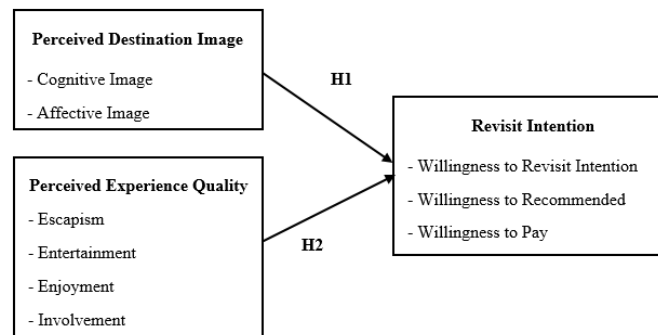


Figure 1: Conceptual framework of model perceived destination images and perceived experience quality toward revisit intention to World Heritage Site: A case study on Thai tourists and Ayutthaya World Heritage Site in Thailand.

RESEARCH METHODOLOGY

As the study is aimed at analyzing the development of the structural equation model of perceived destination images and perceived experience quality toward revisit intention to World Heritage Site: A case study on Thai tourists and Ayutthaya World Heritage Site in Thailand, the researcher decided to have Thai tourists, who traveled to World Heritage Sites in Phra Nakhon Si Ayutthaya province, as sample in the study. The researcher used criteria for determining the sample size according to the requirements of structural equation analysis (Structural Equation Model: SEM). The sample size should not be too small because the correlation coefficient tends to have a high standard error. Therefore, the researcher must determine the sample size appropriately and importantly in order to reduce the standard error. The researcher uses Thump's rule in conducting SEM. The reason for using large numbers is because a small sample size of less than 100 will reduce the accurate estimation of statistical standard errors and increase the chance of technical problems for SEM. Therefore, this research used a sample size of 400 samples, which is a large size, sufficient and of a size that passes the criteria to be consistent with population parameters (Hair et al., 2010).

Research Instrument

The research instrument finds the objectives by questionnaires based on previous study finding and the questionnaire which is usually associated with quantitative research is purposefully designed to relate to the objectives of this study the questionnaire is divided into 3 parts includes part i: demographics, part ii: factors affecting perceived destination image of Thai tourist in Ayutthaya world heritage site, and part iii: factors affecting perceived experience quality of Thai tourist in Ayutthaya world heritage site. For the content validation, copies of the questionnaire were submitted to three experts in the field for inspection in order to ascertain the appropriateness of the questionnaire. The acceptable validity is determined by index of item-objective congruence (IOC) equal to 0.5-1.00 and The reliability of the research instrument was examined by a pilot test conducted Thai tourists who do not travel to the world heritage sites in Phra Nakhon Sri Ayutthaya namely: Wat Phutthaisawan 30 cases, to measure the degree of internal consistency of the measurement scale and to make sure that overall questionnaire has enough internal consistency to yield the same results over repeated investigation. The reliability of the instrument is acceptable when Cronbach's Alpha value equal to or greater more than 0.9 all factors considered the questionnaire to have appropriate reliability.

Data analysis

After collecting data from questionnaires to ensure consistency with the research objectives. The researcher used the following steps to analyze the data.

1. Descriptive statistical analysis explain the results of basic information of Thai tourists visiting Ayutthaya world heritage site includes frequency, Percentage, Mean, Standard Deviation, Skewness, Kurtosis whether different from zero or not with Z-test statistic
2. Statistical analysis of Pearson's Correlation Coefficient to test linear relationships and identify the direction of relationships between variables.
3. Structural Equation Modeling (SEM) analysis to check the harmony of the research model with the empirical data (Model Fit). The researcher examines the consistency of the empirical model (Assessment of Model Fit) by the index used to check the consistency of the model (Measurement Model) with the empirical data includes Chi-Square index, χ^2/df , CFI, GFI, AGFI, RMSEA, and SRMR, are used to check the consistency of the model with empirical data (Hair et al., 2010; Anderson & Gerbing, 1988).

RESEARCH RESULT

The results of analyzing basic data of tourists traveling or visiting Ayutthaya World heritage tourist attractions, it was found that most of demographic information of the 400 sample tourists showed that most were females (64.39%), aged between 21 and 30 years (39.76%) with a bachelor degree (55.85%). Occupations included private employees (26.59%), with monthly income between 10,001 and 20,000 baht (52.93%). Tourists visited Ayutthaya all year round. Most chose to travel at the end of the year and the middle of the year (4th quarter, 2nd quarter) as October-December and April-June (37.56%, 35.12%). The tourists were mainly from the central part of Thailand (79.27%).

Results of research objective

1) To develop a model of the influence of perceived destination image, and perceived experience quality affects to revisit intention of Thai tourists who the world heritage site visit Phra Nakhon Si Ayutthaya province found that Tourists have levels of opinion towards perceived destination image affects to revisit intention of Thai tourists who the world heritage site visit Phra Nakhon Si Ayutthaya province Overall, it is the factor that is the most level (\bar{x} = 4.432; S.D. = .452; SK = -.216; KU = -1.029). When considering each aspect levels of opinion-cognitive Image is the most level (\bar{x} = 4.498; S.D. = .555; SK = -.504; KU = -.814) includes art, heritage, and history accommodations, facilities, tourism infrastructure, While levels of opinion-affective Image, it is the factor that is the most level (\bar{x} = 4.440; S.D. = .528; SK = -.093; KU = -1.268) includes beautiful, relaxing, and pleasant with a standard deviation of perceived destination images of Thai tourists in Ayutthaya world heritage site. The value is in the range of 0.528 to 0.845, which is less than 1 considered an appropriate criterion. The information is reasonably distributed and there are no notable differences in the provision of information mean that tourists have a slightly different perspective on affective image in the excitement factor of Thai tourists in Ayutthaya world heritage site, and Most variables have skewness and kurtosis close to 0. Skewness ranges from -0.921 to -0.093 and kurtosis ranges from -1.268 to 0.685. The skewness value decreases by 3.00 while the kurtosis decreases by 10.00, indicating that the data of the variables are normal distribution curve.

2) Tourists have levels of opinion towards perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site. Overall, it is a factor that is at the level of strong agreement (\bar{x} = 4.221; S.D. = .436; SK = -.226; KU = -.144). When considering all four aspects found that escapism, enjoyment, involvement and education are at the highest level respectively, by standard deviation of perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site, the value is in the range of 0.497 to 0.892, which is less than 1 considered an

appropriate criterion. The information is distributed appropriately and there are no notable differences in information delivery means that tourists have a slightly different perspective on escapism of Thai tourists in Ayutthaya world heritage site. Most variables have skewness and kurtosis close to 0 Skewness ranges from -1.091 to -0.175 and kurtosis ranges from -0.786 to 1.758. The skewness value decreases by 3.00 while the kurtosis decreases by 10.00, indicating that the data of the variables are Normal distribution curve (Kline, 2005, 2016) as shown in Table 1.

Table.1 The factor level perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site

Factors	\bar{x}	S.D.	Results interpretation level
Perceived Destination Image			
- Cognitive Image	4.498	.555	Excellent
- Affective Image	4.440	.528	Excellent
- The Summarized of perceived destination image	4.432	.452	Excellent
Perceived Experience Quality			
- Escapism	4.450	.572	Excellent
- Entertainment	4.345	.732	Excellent
- Enjoyment	4.472	.577	Excellent
- Involvement	4.369	.597	Excellent
- Education	4.450	.576	Excellent
- The Summarized of perceived experience quality	4.387	.610	Excellent
Revisit Intention			
- Willingness to Revisit Intention	4.456	.581	Excellent
- Willingness to Recommended	4.298	.662	Good
- Willingness to Pay	4.058	.592	Good
- The Summarized of revisit intention	4.222	.436	Excellent

Results of research objective 2) Examine the consistency of the causal relationship model perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site found that the relationship (r) of the observed variables from the identity matrix with the Pearson correlation coefficient. Each pair of variables was associated with a statistical significance level of 0.01. The magnitude of the relationship for 55 pairs was moderate ($0.4 \leq r < 0.6$) and 23 pairs were quite high ($0.6 \leq r < 0.8$). The variables with the highest correlation such as perceived experience quality (entertainment: perceived (D), enjoyment: perceived (E), involvement: perceived (F)) ($r = 0.810$) Table. 2

Table 2. The correlation values (r) of perceived destination images and perceived experience quality in revisit intention

Factors	A	B	C	D	E	F	G	H	I	J
Perceived Destination Image (A)	1									
Perceived Destination Image (B)	.486**	1								
Perceived Experience Quality (C)	.352**	.617**	1							
Perceived Experience Quality (D)	.489**	.651**	.703**	1						
Perceived Experience Quality (E)	.549**	.611**	.524**	.665**	1					
Perceived Experience Quality (F)	.622**	.533**	.538**	.612**	.689**	1				
Perceived Experience Quality (G)	.518**	.808**	.608**	.667**	.636**	.597**	1			
Revisit Intention (H)	.522**	.662**	.746**	.790**	.653**	.609**	.700**	1		
Revisit Intention (I)	.475**	.584**	.522**	.679**	.759**	.567**	.609**	.675**	1	
Revisit Intention (J)	.261**	.239**	.187**	.253**	.312**	.310**	.291**	.291**	.271**	1

From Table 2, results of data analysis to answer the objectives of the study. Confirmatory factor analysis (Confirmatory Factor Analysis: CFA) to examine the suitability and accuracy of the structural equation model by considering the component weights and R² values to check the covariation of the indicators. This variable has negative questions and negative elements added. related. It was found that all 5 variables passed the confirmatory component evaluation criteria.

While considering the results of examine the consistency of the variable measurement model perceived destination image, and perceived experience quality affects to revisit intention of tourists according to research hypothesis, perceived images positively affect revisit intention of Thai tourists in Ayutthaya world heritage site and perceived experience quality positively affect revisit intention of Thai tourists in Ayutthaya world heritage site both hypotheses, the results of the structural equation model analysis were performed according to the assumptions to find relationships between the studied factors. The criteria for examine the consistency of the model with the empirical data are

by the results of the analysis before adjusting the index statistics $\chi^2 = 782.890 / df = 41$, CFI = 0.830, GFI = 0.787, AGFI = 0.657, RMSEA = 0.182, P - value = 0.000. It was found that the value did not pass the specified criteria, meaning that the harmony index value was still not consistent with the data according to the principles of structural equation statistics (SEM). The model must be adjusted by considering the Modification Indices (MI) and adjusted according to the value. MI that introduced pairwise adjustment found an index value of $\chi^2 = 21.268 / df = 19$, CFI = 0.999, GFI = 0.993, AGFI = 0.976, RMSEA = 0.015, P - value = 0.322, which the concordance value passed the specified criteria. There were 3 rounds of model adjustment. It can be concluded that structural equation modeling model perceived destination image, and perceived experience quality affects to revisit intention of tourists in Ayutthaya world heritage site with empirical data (table. 3 and figure. 2)

Table. 3 The influence coefficient of the causal relationship model of perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site with consistency with the empirical data.

Index of item objective congruence/	Criteria	Before adjusting the model	After adjusting the model
Goodness of fit index	Index	Analysis results	Results
1. Absolute Fit Index			
1.1 Relative χ^2 , χ^2/df of CMIN/DF	< 2.00	$\chi^2 = 782.890$ df = 41 CMIN/DF= 19.095	$\chi^2 = 21.268$ df=19 CMIN/DF=1.119
1.2 P-value of χ^2 or P of CMIN	P>0.05	0.000	.322
1.3 GFI (Goodness of fit Index)	≥ 0.90	.787	.993
1.4 AGFI (Adjusted Goodness of Fit Index)	≥ 0.90	.657	.976
1.5 RMR (Root Mean Square Residual)	≤ 0.05	.023	.005
1.6 RMSEA (Root Mean Square Error of Approximation)	≤ 0.05	.182	.015
2. Relative Fit Index			
2.1 NFI (Normed Fit Index)	> 0.80	.823	.995
2.2 RFI (Relative Fit Index)	> 0.80	.763	.986
2.3 IFI (Incremental Fit Index)	> 0.80	.831	.999
2.4 TLI (Tucker-Lewis Index)	> 0.80	.772	.998
2.5 CFI (Comparative Fit Index)	> 0.80	.830	.999

3. Parsimony Fit Index						
3.1	PRATO (Parsimonious Ratio)	> 0.50	.745	Pass	.545	Pass
3.2	PNFI (Parsimony Normed Fit Index)	> 0.50	.614	Pass	.544	Pass
3.3	PCFI (Parsimony Comparative Fit Index)	> 0.50	.619	Pass	.545	Pass
4. Sample size determination index						
4.1	Hoelter	>200	46	Fail	.935	Pass

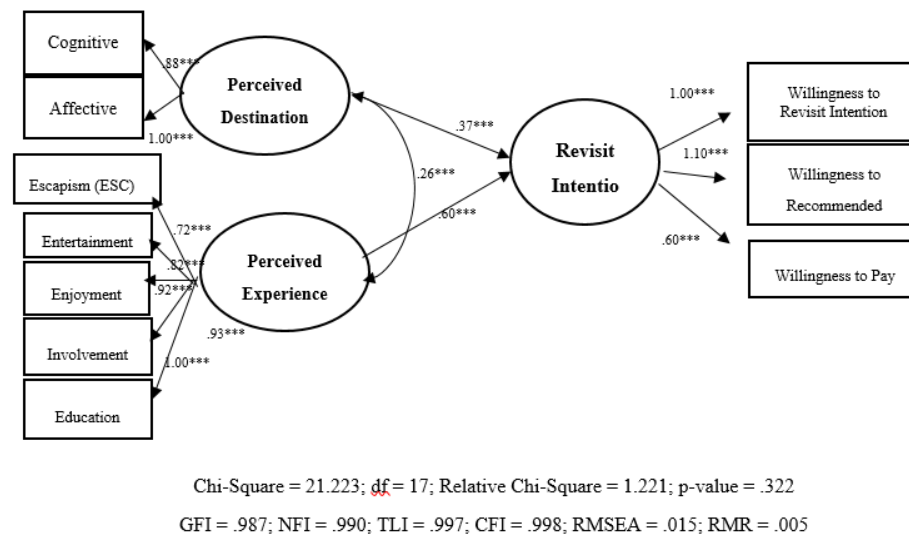


Figure 2: Results of structural equation model analysis perceived destination images and perceived experience quality in revisit intention of Thai tourist in Ayutthaya world heritage site (After adjusting model)

DISCUSSION

Results from research objective 1) results of analysis perceived destination image, and perceived experience quality affects to revisit intention of tourists in Ayutthaya world heritage site indicate that perceived destination image include cognitive image dimensions to art, heritage, and history accommodations, facilities, tourism infrastructure, and affective image dimensions to beautiful, relaxing, and pleasant. Tourists or those who have visited the Ayutthaya World Heritage tourist attractions have the same opinion that they are at the highest level regarding perceived destination image, which leads to satisfaction and intention to visit and recommend consistent with Zhang & Niyomsilp (2020) show that There is a significant impact of destination image on perceived value; perceived value plays a partial mediating role in the influence of tourist destination image on tourists' post-visiting behavioral intention and empirical findings revealed that positively relationship between perceived destination image and revisit intention will be mediated by tourist perceived

values. enhance the image of tourist destination. The good image of tourist destination can improve the perceived value of tourists, and then improve their recommendation intention and re-visit intention. Therefore, it is of positive significance to optimize the image of tourist destination, While, results of analysis perceived experience quality include escapism, enjoyment, involvement and education, tourists or those who have visited the Ayutthaya World Heritage tourist attractions have the same opinion that they are at the highest level regarding perceived experience quality consistent with Ching-Fu (2006) studied about the experience quality, perceived value, satisfaction and behavioral intention to travel to heritage sites. The study showed that the experience quality correlated to Behavioral intentions. Various empirical research findings have shown the importance of experience quality and tourist behavior intention, which found that there is a very strong positive effect between the experience quality and behavioral intention.

Results from research objective 2, results of analysis to examine consistency of the causal relationship model perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site. In conclusion, the results of the research are as follows: perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site there is a correlation coefficient ($\beta = 0.52$; $\beta = 0.52$; $p < 0.05$). While, perceived destination images have consistency in the variables that affect perceived experience quality and revisit intention of Thai tourists in Ayutthaya world heritage site can be explained that if tourists have more destination images and perceived experience quality, the more tourists will return to travel again. Therefore, the research hypothesis is accepted, the results of the research were consistent with Mulkunee & Monpanthong (2022) have studied the analysis of destination experience quality and satisfaction towards destination loyalty for cruise passengers in Thailand the findings revealed that destination experience quality has both direct and indirect influences destination loyalty in the issue of intention to return to travel again, and destination experience quality positively influenced on destination satisfaction and destination loyalty. Meanwhile, destination satisfaction positively influenced on destination loyalty, and AAnggia Ayu Lestari, Yasri, Abror (2018) indicate that destination image positively significant with tourist satisfaction as a result, it leads to revisit intention, and it also explained further that the ability to manage good tourist destinations will make a positive contribution. A tourist attraction with a good image will contribute to increased satisfaction and loyalty of tourists on the tourist attraction. According Rajesh (2013) indicate that destination image construct has been influenced by factors like infrastructure & facilities, heritage attractions, natural made attractions, destination safety & cleanness, friendly local community & atmosphere, rejuvenation and service price and affordability. The satisfaction construct has been influenced by factors like entertainments, destination attractions and atmosphere, accommodation, food, transportation services and shopping. The destination loyalty construct has influenced by intentions to revisit, word of mouth promotion and recommending to others. The earlier study result reveals that destination image and tourist satisfaction directly influence revisit intention.

Conclusions

In the study of the model perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site. Based on the findings of this research perceived destination images, perceived experience quality and revisit intention in high level and consistency of the causal relationship model of perceived destination images and perceived experience quality that positively affect revisit intention of Thai tourists in Ayutthaya world heritage site. In addition, the data of the current study suggest implications for possible guidelines for site managers and policy makers to incorporate into the cultural heritage attraction sites' plans. Because tourism infrastructure is one of the important elements that drives people to visit cultural heritage attractions, it will be an important challenge for the site managers to provide visitors with high quality attributes to meet their expectations. In order to attract more visitors, not only youths but

also every group of visitors, the responsible parties should focus on the weak attributes for improvement. The amenities that should be monitored closely, according to the current case, were to increase the number of parking spaces. This issue is very important and has to be provided at the attractions since it is considered basic tourism amenity. Because relaxation was rated as the second most important reason to visit the sites. If visitors are not satisfied with the amenities, it will be hard for them to relax and they may easily change their mind and go to other kinds of attractions such as shopping malls or amusement parks. Because cultural activity is cited as an interest of youth visitors, site managers should create more activities that offer the opportunities to the young people to learn about local cultures. Providing youth visitors with information about the cultural heritage sites as well as emphasizing the importance of the sites could be done during these activities and events. The sites' staff will need to be trained regularly in order to offer updated information and quality service to ensure that they create a positive experience rather than a negative one. Another implication that should definitely be of concern, since it could increase the number of young visitors, is the effectiveness of the medium used to promote the cultural heritage attractions. According to the current findings as well as previous studies, youths today are in the internet of things era. They surf the Internet and World Wide Web heavily for tourism purposes, such as searching for information, booking a package, or sharing their travel experience with the others. Therefore, web designers of an attraction website should design its webpage based on the characteristics of young people, who are eager to learn about the local culture, and give them an opportunity to learn the way of life and a culture that they have never experienced.

RECOMMENDATIONS

1. Executives and personnel involved in managing the Ayutthaya, UNESCO world heritage city for heritage tourism should join the meeting to review heritage tourism in other ways more than it is today to have more diverse travel guidelines.
2. There should be a policy for heritage tourism in Thailand 4.0. In order to create new forms of heritage tourism behavior, such as national tourism the tourists can directly experience the ways of the villager's life. There should be historic and ancient heritage tourism exhibition for the tourist to experience and appreciate the villager's ways of life, governance and heritage.
3. At the tourism plan meeting, there should be minutes of the meeting about sustainable tourism in cultural issues as the main consideration to make heritage site tourism suitable and coincide to the context of the existing cultural tourism area.

REFERENCES

- Alegre, J., & Cladera, M. (2009). Analysing the effect of satisfaction and previous visits on tourist intentions to return. *European Journal of Marketing*, 43(5/6), 670-685.
- Anderson, J., & Gerbing, D. (1988). Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach. *Psychological Bulletin*, 103, 411-423.
- Bandara, A., & Ranasinghe, J. (2019). Study on the influence of marketing Mix factors on the revisit intention of inbound tourists. Paper presented at the International Research Conference of UWU, International Research Conference of UWU.
- Baloglu, S. & McCleary, K. W. (1999). A model of destination Image Formation. *Annals of Tourism Research*, 26(4), 868-897.
- Daolomchan, P., Prapinongsakorn S., & Techataweewan, W. (2021). Information-Seeking Behaviors of Thai Generation Y Travelers. *Journal of Information Science*, 39(1), 38-58
- Echtner, C. M. and Ritchie, J. R. B. (2003). The meaning and measurement of destination image. *The Journal of Tourism Studies* 14 (1), 37-48.

- Florek, M., & Insch, A. (2013). When fit matters: Leveraging destination and event image congruence. In L. Dwyer and E. Wickens (Eds.), *Event tourism and cultural tourism: Issues and debates* (pp. 27–48). New York, NY, Routledge.
- Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2010). *Multivariate Data Analysis*. 7th ed. Upper Saddle River, NJ: Prentice Hall.
- Han, C. X. (2015). The Relationship between Tourism Perceived Value and Satisfaction and Behavioral Intention. *Human Geography*, 3, 137-144.
- Herle, F. A. (2018). The Impact of Destination Image on Tourists' Satisfaction and Loyalty in the Context of Domestic Tourism. *Marketing – from Information to Decision Journal*, 1(2), 14–26.
- Liu, J. Y., & Jing, J. J. (2015). Study on the Influence of Religious Tourism Experience on Tourist's Behavioral Intention — Intermediation of Tourist's Mood. *Tourism Science*, 29(3), 36-48.
- Matzler, K., Teichmann, K., Strobl, A., & Partel, M. (2019). The effect of price on word of mouth: First time versus heavy repeat visitors. *Tourism Management*, 70, 453-459.
- Oliver, R. L. (1999). Whence Consumer Loyalty. *Journal of Marketing*, 63, 33-34.
- Pham, K., Andereck, K., & Vogt, C. (2019). Local residents' perceptions about tourism development. *Travel and Tourism Research Association, Advancing Tourism Research Globally*, 74.
- Prongchit, P. (2018). The historical city of Phra Nakhon Si Ayutthaya and its satellite cities: removal from being a world heritage site. *Social science journal Srinakharinwirot University*, 21(2018), 148-158.
- Rice, M. (2019). Earlier voyages and future destinations in the study of tourism. *Apuntes. Revista de ciencias sociales*, 46(85), 5-22.
- Robinson & Etherington. (2006). *Customer Loyalty: A Guide for Time Travelers*. New York: Palgrave Macmillan. 6-8.
- Shoemaker, S., & Lewis, R.C. (1999). Customer loyalty: The future of hospitality marketing. *International Journal of Hospitality Management*, 18(4), 345–370.
- Skryl, T. V., & Gregoric, M. (2022). Tourism in the Post-COVID Age. V. S. Osipov (ed.), *Post-COVID Economic Revival*, Volume II,
- Stamboulis, Y., & Skayannis, P. (2003). Innovation strategies and technology for experience-based tourism. *Tourism Management*, 24(1), 35 – 43.
- Soonsan, N., Sukhabot, S., Phakdee-Auksorn, P. (2023). Understanding the relationship between gastronomic experience, satisfaction, and revisit intention. *Kasetsart Journal of Social Sciences* 44 (2), 585–592.
- Tu, H. W., Xiong, L. Y., & Huang, Y. M. et al. (2017). Effect of Destination Image on Tourist's Behavioral Intention - Based on Theory of Emotional Evaluation. *Journal of Tourism*, 32(2), 32-41.
- Yang, N., Gao, J., & Lu, C. Y. et al. (2015). Study on the Relationship between Urban Tourism Image and Tourist Behavior Intention Based on SEM — Taking Xi'an as an Example. *Resources and Environment in Arid Zones*, 29(2), 190-195.
- Zhang, T. (2018). An analysis of the impact of tourism regulation on economic growth--Taking Yunnan as an example. Paper presented at the 2018 International Conference on Sports, Arts, Education and Management Engineering (SAEME