The Moderated Mediating Effect of Social Media Use towards Visit Intention to
Thailand among Cambodian Tourists

CHORN NEARDEY

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF

THE REQUIREMENTS FOR THE MASTER DEGREE OF MANAGEMENT

IN INTERNATIONAL TOURISM MANAGEMENT

FACULTY OF MANAGEMENT AND TOURISM

BURAPHA UNIVERSITY

2022

-

CHORN NEARDEY

วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรการจัดการมหาบัณฑิต
สาขาวิชาการจัดการการท่องเที่ยวระหว่างประเทศ
คณะการจัดการและการท่องเที่ยว มหาวิทยาลัยบูรพา
2565

The Moderated Mediating Effect of Social Media Use towards Visit Intention to
Thailand among Cambodian Tourists

CHORN NEARDEY

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE MASTER DEGREE OF MANAGEMENT
IN INTERNATIONAL TOURISM MANAGEMENT
FACULTY OF MANAGEMENT AND TOURISM
BURAPHA UNIVERSITY
2022

The Thesis of Chorn Neardey has been approved by the examining committee to be partial fulfillment of the requirements for the Master Degree of Management in International Tourism Management of Burapha University

Advisory Committee   Examining Committee

Principal advisor

.... Principal examiner

(Assistant Professor Dr. Natthakan   (Assistant Professor Dr. Apinya Ingard)
Pruksorranan)

.... Member
(Assistant Professor Dr. Natthakan Pruksorranan)

.... Member
(Dr. Tinikan Sungsuwan)

....   Dean of the Faculty of Management and Tourism
(Assistant Professor Dr. Punnee Pimapunsri)
....

This Thesis has been approved by Graduate School Burapha University to be partial fulfillment of the requirements for the Master Degree of Management in International Tourism Management of Burapha University

....   Dean of Graduate School
(Associate Professor Dr. Nujjaree Chaimongkol)
....

CHORN NEARDEY : THE MODERATED MEDIATING EFFECT OF SOCIAL MEDIA USE TOWARDS VISIT INTENTION TO THAILAND AMONG CAMBODIAN TOURISTS. ADVISORY COMMITTEE: NATTHAKAN PRUKSORRANAN, Ph.D. 2022.

The purposed of this research is to study casual relationship between destination image, attitude and visit intention of first time-tourist and repeat tourist from Cambodia to Thailand with the moderating effect of social media use in attitude and visit intention. The research is quantitative research. Survey participants is chosen using convenience sampling to collect data from the Cambodian tourists. Using non-probability sampling techniques, with purposive sampling can be reflected accessibility by the survey method, and the questionnaires is distributed to respondents. Researcher distribute the URL link of questionnaire through email and other social media platform as a google form to the samples group directly. Thailand was selected as the tourist destination and 400 surveys collected from Cambodian tourists either first time or repeated by apply Structure equation model for hypothesis testing and interactive term for moderator test. The conceptual model was used in this study as independent variable was Cognitive image, Affective image, Attitude toward destination and social media as Moderator.

ACKNOWLEDGEMENTS

First of all, I would love to express my gratitude to Her Royal Highness Princess Maha Chakri Sirindhorn for offering me a scholarship to pursue my master's degree at Faculty of Management and Tourism, Burapha University.

I am very grateful to Assistant Professor Dr. Punnee Pimapunsri, Dean of Faculty of Management and Tourism, Burapha University, for kindly supporting me during my study in Thailand.

I am very grateful to Dr. Natthakan Pruksorranan, my advisor for guidance, assistance and supports throughout the whole research project process. Her extensive knowledge, great advices, precious feedbacks and comments given is extremely valuable to accomplish this research.

I would love to show my appreciation to every committee member and lecturer who gave good advices in order to improve my research.

I would love to show my deep gratitude to my parents, family members and friends for always supporting as well as encouraging throughout the process of research project.

I am thankful for all staff of Faculty of Management and Tourism, Burapha University, for always helping and supporting me during my study in Thailand and after back to Cambodia.

Last but not least, special thanks to the 400 respondents in the study who spending your valuable time to complete my survey which allows me to conduct a successful study. What I have studied and learned is very important, and because of all of you and your willingness to share and contribute, I really appreciate it.

Chorn Neardey

TABLE OF CONTENTS

Page

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1
INTRODUCTION

This chapter aims to provide the overview of this research which consists of nine parts such as research background, statement of problem, research questions, research objective, research hypothesis, research framework, contribution of the research, research scope and term of definitions. The researcher aims to explain brief information about the reason, the essential of the research and problem based on previous investigation in first and second part. For the following part, researcher is explaining the question within the research, the objective of the study, hypothesis of the research, conceptual framework of the research, contribution benefit of this research and limitation of this research. While, the last part describes the definition of related key words used in the research.

1.1 Background

UNWTO defines tourism as people's movement toward the certain location outside their usual environment in the purposed of leisure, business, and other objectives for no more than one year (UNWTO, 1995). Tourism is an activator for economic growth, employment, development which regards as one of the most critical sectors of fastest growing of many countries in favors the development directly and indirectly on other sectors (Croes & Kubickova, 2013; Woyo & Slabbert, 2021). Milne and Ateljevic (2001) mentioned that Tourism sector became essential industry which emerge great effect on the nation's economic development. In 2019, Travel and Tourism sector experienced 3.5% growth surpassing the global economy growth of 2.5% for the ninth consecutive year and over the past five years, one in four new jobs were created by the sector, making Travel and Tourism the best partner for governments to generate employment (World Travel & Tourism Council, 2020a).

Thailand is one of the country which major economic contributor is tourism and hospitality industry through job creation and providing income for the people in form of financial for a long time, travel and tourism contribute 19.7% of the total economic account of THB3,318.6BN (USD 107.0BN) with the

growth of 1.8% in travel and tourism GDP growth in 2019 (World Travel & Tourism Council, 2020b).

In recent year, World Bank (2020b) reveals that Thailand economic growth slowed from 4.2% in 2018 to 2.4% in 2019 reflected from the impact of US-China trade tensions, slowing public investments and drought which is impacting agricultural production lead to weaker demand for export.

In 2006, during 39th ASEAN Ministerial meeting, with the lunched of ASEAN Framework Agreement on Visa Exemption, any ASEAN citizens who hold the valid national passport will be exempt from any visa requirement in purpose of visit and not excess 14 days(Pinatih, 2016) while Thailand and Cambodia considered tourism as major source of country income which led to the exchange of tourist between both countries have been going more smoothly and considered important. Moreover, by sharing the same border which make it convenience for Cambodian people who's still be limited in standard of living can travel to Thailand by bus is the advantages of Thailand as the destination for Cambodian outbound tourists (CHARNVIT KASETSIRI, 2003). In addition, the two countries have share similar of lifestyle, culture, taste of foods and religious. For these reasons, understand Cambodian people's intention to visit Thailand, their idea about Thailand's image as destination to travel are additional benefit. Anyway, the number of Cambodian tourists arrived in Thailand is highly increase from 2016 to 2017 (see Figure 1).
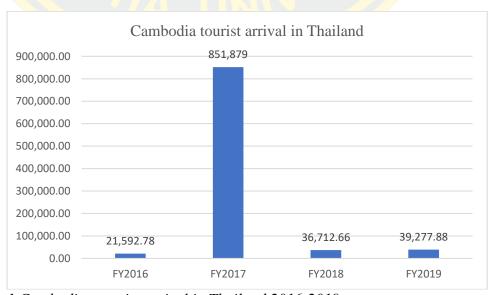
Figure 1 Cambodian tourist arrival in Thailand 2016-2019

Source: Ministry of tourism and sports, Thailand (2021)

The economic growth of Thailand, Southeast Asian countries allowed the middle-class people from these countries include Cambodia to travel for leisure and induced new flew from ASEAN countries. Table1 show how the structure of tourist arrivals changed. The number of tourists from Thailand's neighbor countries, such as Philippine, Cambodia, and Vietnam have grown rapidly. The share from East Asia is 82.85% compare to another region.

Table 1 International tourist arrivals to Thailand by nationality from January - December 2013 -2017

Country by Nationalities	Jan - Dec 2013		Jan - Dec 2017	
	Number	%Share	Number	%Share
East Asia	**1,578,621**	**67.01**	**4,493,788**	**82.85**
ASEAN	*680,758*	*28.90*	1,421,216	26.20
Brunei	968	0.04	1,249	0.02
Cambodia	**41,994**	**1.78**	**64,267**	**1.18**
Indonesia	64,540	2.74	282,774	5.21
Laos	91,765	3.90	13,520	0.25

Source: Ministry of tourism and sports, Thailand (2019)

Table 2 show the international tourist receipt of East Asia tourists to Thailand. As we can see from the data, there is slightly contraction of the share but there is the increased from Cambodia by 4.17%.

Table 2 International tourist receipts to Thailand by nationality from Jan-Dec 2019

Country of Nationality	Receipts (Million Baht)		%Change
	2019P	2018	2019/18
East Asia	**96,467**	**98,997**	**-2.56**
ASEAN	*34,244*	*34,864*	*-1.78*
Brunei	111	123	-9.83
Cambodia	**3,198**	**3,070**	**+4.17**
Indonesia	1,561	1,664	-6.24
Laos	5,243	5,046	+3.91
Malaysia	13,413	13,965	-3.96

Myanmar	1,638	1,788	-8.39
Philippines	1,861	1,607	+15.81
Singapore	5,049	5,241	-3.66
Vietnam	2,170	2,359	-8.00
China	39,557	42,257	-6.39
Hong Kong	3,564	3,434	+3.78
Japan	8,583	8,126	+5.62
Korea	6,945	6,980	-0.49
Taiwan	2,906	2,759	+5.34
Others	667	577	+15.51

Source: Ministry of tourism and sports, Thailand (2019)

Unfortunately, the COVID-19 hit Thailand in early of 2020 followed with the severe impact on the Thailand economy, particularly due to Thailand's openness to trade and affect the image of Thailand as tourist destination according to Thailand Economic Monitor report (World Bank, 2020a). According to Ministry of Tourism and Sports, tourist arrivals have been fallen to zero in April until August 2020 given the incoming travel loss by then. The tourist arrival decreased of 80% compare to 2019 (see Table 3).

Table 3 Number and receipts of International Tourist in Monthly

| | Number of International Tourist (Monthly) | | | | | Monthly receipts of International Tourist | | | | |
| | Number of Tourist | | | Change (%) | | Receipts (Bath) | | | Change (%) | |
	2563	2562	2561	63/62	62/61	2563	2562	2561	63/62	62/61
January	3,810,155	3,713,172	3,531,483	+2.61	+5.14	188,788.29	181,267.22	184,513.52	+4.15	-1.76
February	2,061,990	3,600,922	3,552,119	-42.74	+1.37	103,713.94	172,797.30	182,230.09	-39.98	-5.18
March	819,429	3,478,687	3,494,645	-76.44	-0.46	39,510.80	164,934.14	177,544.49	-76.04	-7.10
April		3,216,929	3,096,067		+3.90		142,888.83	139,635.97		+2.33
May		2,736,598	2,737,834		-0.05		115,587.96	118,279.28		-2.28
June		3,056,697	3,013,304		+1.44		130,228.45	128,769.99		+1.13
July		3,342,750	3,177,088		+5.21		168,001.94	162,234.73		+3.55
August		3,472,655	3,229,031		+7.54		170,688.50	159,917.79		+6.74
September		2,890,039	2,636,115		+9.63		140,826.15	128,410.52		+9.67
October	1,201	3,074,099	2,704,002		+13.69		151,972.68	135,263.14		+12.35
November	3,065	3,386,366	3,170,996		+6.79		171,407.12	162,068.97		+5.76
December	6,556	3,947,337	3,835,510	-99.83	+2.92		201,207.66	197,268.41		+2.00
Total	**6,702,396**	**39,916,251**	**38,178,194**	**-83.21**	**+4.55**	**332,013.03**	**1,911,807.95**	**1,876,136.90**	**-82.63**	**+1.90**

5

Therefore, the understanding of tourists' destination image needs to be considered. There seem to be nexus exist between destination image and tourist attitude (Lita, Surya, Ma'Ruf, & Syahrul, 2014). It is important to understand Cambodian perspective toward Thailand's destination image before, during and after their visit Thailand and to understand what perceived image of Thailand to Cambodian tourists.

In general, to predict consumer's intention, researchers mostly noted the certain relevance of attitude. Jalilvand, Samiei, Dini, and Manzari (2012) revealed that brand image and tourist attitude have significant influence on visit intention. Various researchers have identified factors influencing travel behavior of tourists such as variables of motivation, situational factors, environmental factors and also attitude of the tourist which influence their personal significance (Venkatesh, 2006).Visit intention is encouragement from inside self-tourists in the form of desire to visit a specific place or region. Attitude could form for any phenomenon which person can have positive, negative or neutral perspective and show supportive attitudes (Bohner & Dickel, 2011).

The fast development of information technology and the internet completely change the tourism industry(Gretzel & Fesenmaier, 2009, pp. 558-560; Ho & Lee, 2007).Information technology seem to play important role in changing the industry and user behavior. It is strongly acknowledge that effective marketing tool within tourism industry is mainly rely on the use of internet (Buhalis, 2003; Buhalis & Law, 2008).In addition, social media, internet platform and related applications have influenced the industry in differences ways and resulted with the changing of travel behavior and industry structure(Gretzel & Fesenmaier, 2009). Al-Gasawneh and Al-Adamat (2020) determined that the image of the destination was influenced using social media, leading to a rise in the likelihood of traveler choosing to visit the region. Girard and Gartner (1993) indicated that to gain the comprehensive understanding of a place is by visiting it and without having been there, traveler lacks in essential experience and knowledge for their decision making, are left in an uncertainty state to their decision. To complete the process, travelers depend on the source from internet and other addition source of information in such circumstances. Thus, the internet and

social media channels act as the tool for sharing travel experience and importantly reshaped the way tourism information is distributed. This study considers the extent to which social media plays in a moderating capacity in the dissemination of information which is influential to image and tourist attitude toward the visit intention to the destination with the specific focus on Thailand.

1.2 Statement of Problem

Meanwhile, the study of travel motivation, destination image and travel intention of Cambodian people before visiting Thailand is very crucial for both Thai and Cambodian government to better understanding the Cambodian tourist's behavior and to develop marketing strategy to promote the country travel destination while there is still few studies attempt to explore the behavior intention of Cambodian tourist in viewing of a place as destination, the cognitive and affective image indicators on their behavioral intention and decision to visit Thailand.

In Cambodia, as of January 2020, there are internet user accounted for 9.70 million which is 1.3million (15%) increase between 2019 and 2020, active social media 9.70 million increased by 1.4 million (17%) between April 2019 and January 2020, and mobile connection users account for 21.24 million increased by 765 thousand (+3.7%) among the nations of Cambodian population which accounted for 16.36 million (Simon Kemp, 2020). Social media is an innovative way to attract new customers. Some people are unaware about the social media sites while searching for information regarding tourism services. So, the tourism service providers must take some initiatives to create awareness about their destination and promote the image of the destination to tourists by including social media marketing or social media platform into the connection between destination image and consumers. Therefore, this research is developed to study the relationship between destination image, attitude and visit intention of non-tourist and repeat tourist from Cambodia to Thailand with the moderating effect of social media between attitude and visit intention.

1.3 Research Question

Based on above mentioned statement, the researcher would like to propose the following questions as the part for this study.

1. Is there any relationship between cognitive image, affective image, and attitude on Cambodian tourist's Visit Intention to Thailand?
2. Does moderating effect of social media significantly effect on the interrelationship between attitude and Visit intention?

1.4 Research Objective

The major objectives of this paper are to:

1. To investigate the relationship between images and attitude and visit intention to Thailand
2. To examine the moderating effects of social media on relationship between attitudes and visit Intention to Thailand.

1.5 Research contribution

The purpose of this study is to investigate the relationships among dimensions of destination image (cognitive and affective image), attitude toward destination, visit intention and with the moderating effect of social media on attitude and visit intention. Therefore, the finding of this study will contribute:

For the government and related stakeholders, this study hopes to provide useful information for destination marketing organization to develop proper strategy on destination image, positioning, branding, and communicating of destination to attract tourists to visit and revisit the destination. Moreover, this study will hopefully provide some useful information for the Thai tourism authority and develop tourism industry more sophisticated, attractive, and acquire the need of tourists.

Finally, for academic purposed, this study will be the source or information for further academic research and enable the researcher to be able to investigate and examine the relationship between image, Attitude, visit intention of Cambodian tourist toward Thailand with the moderate role of social media.

1.6 Hypothesis

Derived from the literature review, five hypotheses will test to achieve the purposes of this study:

1- The cognitive image significantly influences the Attitude toward destination.

2- The affective image significantly influences the attitude toward destination

3- The attitude toward destination significantly influences Intention to visit Thailand.

4- The relationship between images and visit intention through attitude is positive when the Cambodian tourist has a strong social media use.

1.7 Research Framework

Drawing from the literature review, researcher would like to suggest a conceptual model of the relationship between cognitive image, affective image, tourist's attitudes toward destination, intention to visit with moderate effect of social media as presented in figure1. The present study tests the appropriated of the model regarding Cambodians' intentions to visit Thailand as first-time visitor and repeat visitor.
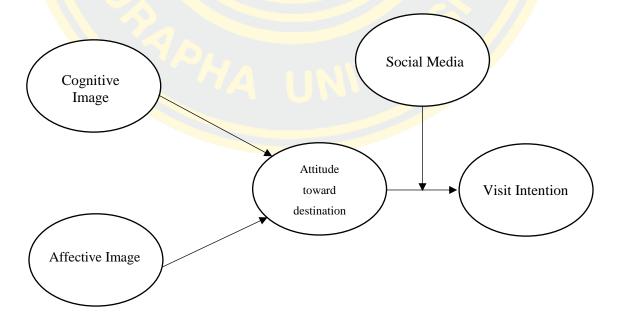
Figure 2 conceptual framework of research

1.8 Scope of Study

To make the study go smoothly, the researcher would like to employ quantitative approach by using Structural equation modelling (SEM) in order to find approach to Cambodian tourist visit intention to Thailand. Therefore, the researcher decided to draw the scope and limit the boundary of the study as following:

The research focus on destination image by Cambodian tourists who is first time and those who used to visit Thailand with their intention to visit. Therefore, the model of destination image formation by Bareli and Martin (2004) applies to determine the influence toward tourist perspective and their intention to visit with the moderated effect of social media.

The scope of population for this study include both first time and repeated Cambodian tourists who visited Thailand. Cambodian who ages from 18 years old were chosen as population in this research. Depend on the national election committee, the estimated population who were 18 years old and above had 8,831,971 (National_election_commitee, 2020).

The scope of research is approximately nine months between January to October 2021.

The questionnaires distribute online processed by google form and deliver where social media platforms such as electronic mail (E-mail) and Facebook.

The study uses the quantitative methodology and launches in Cambodia to reach the right targets. The research targets to Cambodian people only.

1.9 Term of Definition

To have a better understanding of this study, the following terms are provided as below:

Destination Image refers 'the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place'(Baud Bovy & Lawson, 1977).

Cognitive image refers belief or knowledge a person has of the characteristics or attributes of a tourist destination.

Affective image refers to the sensations evoked by place, people with various intentions may evaluate a destination in the same way if its perception satisfies their needs.

Attitude refers the individual's positive or negative evaluation of performing the behavior, refers to the person's judgement about whether performing the given behavior is good or bad and to whether the person is in favor of or against performing the behavior. Tourist attitude describes the psychological tendencies expressed by the positive or negative evaluations of tourists when engaged in certain behaviors.

Visit intention refer to one's thinking and planning to perform actual action or movement toward specific location.

Social media use refers to electronic media empowers individuals by using Internet and web based applications to connect and interact in a new and easy way which facilitates the formation of big virtual communities which were impossible before (Weaver & Morrison, 2008).

CHAPTER 2

LITERATURE REVIEW

In this chapter, researcher is going to explains the method used within this research. The purpose of this study is to examine the relationship among destination image, attitude toward destination, and visit intention with moderating effect of social media to understand about tourist's behavior toward Thailand as destination for their decision making while traveling. Therefore, the literature reviewed of this study focuses on the following areas:

1. Thailand as Destination Image
2. Cambodian Tourist Intention to Visit
3. Image, Attitude
4. Social Media Use
5. Conceptual Framework and Hypotheses

2.1. Thailand as Destination Image

Thailand is one of well-known tourism destination. In the travel & tourism competitiveness report in 2017 and 2019, the World Economic Forum have rate Thailand as rank 34 in 2017 and come up to rank 31 in year 2019 (World Economic Forum, 2017, 2019). The country locates in the part of Indochina peninsula in Southeast Asia with the area of 513,120 square with a population over 66.19 million in 2020 (World Development Indicators database). The official language of Thailand is Thai or central Thai and divided into four regions which are The North, The Central plain, The Northeast and the south. In addition, Thailand divided into 77 provinces and grouped into five grouped. Each province is divided into district and further divided into sub districts. There are two specially governed districts: Bangkok and Pattaya(THAILAND BOARD OF INVESTMENT). Bangkok is the largest and capital city of Thailand which regards as Thailand's political, commercial, industrial, and cultural hub while Pattaya became the city in 1976 due to the continuous growth of its tourism industry with the fact that the local government could not cope with

administration (Leoprapai, 1997).In term of tourism, the country divided into five regions (Central, Northern, Southern, Northern and Eastern) by the Tourism Authority of Thailand. (See Figure 4)

Figure 3 Map of Thailand (Transportation) 2013

Source: Perry-Castañeda Library

In the late of nineteenth and early twentieth century, the capital of Thailand, Bangkok, was a tourism destination. Cultural Tourism around Bangkok was the first

form of tourism to appear in Thailand in the late 1920, which recommended visiting temples, palaces and monuments, such as the grand place, National library, floating market and the ruins of Ayutthaya(Peleggi, 2007). The Siamese Royal State Railway Department was established to took responsibility for tourism and in 1927, the first English Language guidebook to Bangkok was produced(Peleggi, 2007). In 1936, the Ministry of Commerce and Transportation, the first governmental tourism planning, initialed the new project to promote tourism. In 1950, a tourism department was established due to the prospers growth of tourism.

In the early 1960s, Thailand has benefited from Cold war and Vietnam War, while it got funding for infrastructure development. Bangkok and other locations was used by the United State Military as Resting and Recreation which lead to a rapidly increase of hotels, restaurant, bar, and night clubs in various destination in Thailand(Phillips, 2015). Additionally, the development of commercial airplanes after second world war improved the mobility of international travelers. In 1959, Thai Airways International was established to response for this expansion of market.

In the 1950s, McDowall and Wang (2009) highlighted that there were the increasing of number of visitors and economic benefit which made Thai government more aware of the essential of tourism. In response to this, Thai government established the Tourism Organization of Thailand (TOT) which purposed at enlarging the scale and scope of tourism in Thailand to generated economic benefit from tourism industry as well. During that period, Thai government was influenced by the concept of modernization and meant to change Thailand from an agriculture country to an industrial one(Rigg, 2019). In 1972, the third National Economic and Social Development plan covered the promotion of the international tourism industry and service business was introduced for the first time (McDowall & Yang 2009). The policies of government considered the increasing of tourism as the major tool for developing the country (McDowall & Yang 2009). Furthermore, the monumental ruins to restored the ancient cities of Sukhothai and Ayutthaya in northern and central Thailand conducted since the mid-1980s (Peleggi, 2017) and in order to reflects the discover of Thailand as a natural, cultural and Historical destination (Rittichainuwat et al., 2020).

In 1979, Tourism Organization Authority had been upgraded to Tourism Authority of Thailand as the scope of organization became wider in tourism development, promotion conservation of tourism resources with the clear vision for world-class excellence in the promotion of modern tourism marketing (Tourism Authority of Thailand, Nd).

Followed from the 1990s, Thailand tourism has become more diverse and complex, so the Thai government tries to position Thailand as a tourism destination with culinary delights, heritage, shopping and recreation facilities to compete on the tourism market based on diversity and quality. The Thai tourism authorities have been pay attentions in alternative tourism development since the late 1990s, however they didn't pay more attention to high value tourism products and services which increase tourist's spending, such as health, golf, ecotourism, MICE (Meeting, Incentives, Conferences and Events) tourism to generate more revenues (McDowall & Wang, 2009). The Ministry of Tourism and Sports was established in 2005 to meet to the significance change of responsible in tourism. The Ministry took over the role of tourism planning and management from TAT which remain TAT's role only for promote tourism(Kontogeorgopoulos, Churyen, & Duangsaeng, 2014).

2.2 Cambodian Tourist and Intention to Visit

2.2.1. Cambodia Tourist Profile

Cambodia is a country of 15,552,211 populations in 2019 which located in the heart of Indochina and Southeast Asia (National institute of statistics, 2019). Tourism is one of the most important indicators in Cambodian economic growth. The economic growth of the country has led to the rising of Cambodian traveling oversea as tourist. According to the report from the department of statistic and information of ministry of tourism, the number of Cambodian outbound tourists was 660,364 from January 2019 and drop to 309,431 in same duration in 2020 (Zhang et al., 2020).

Table 4 Outbound tourism in January-April 2020

	Outbound Tourism			**Change (%)**	
	2018	2019	2020	19/18	2020/19
Cambodian outbound tourists	652,566	660,364	309,431	1.2	-53.1
International Tourist Departure	2,083,659	2,169,029	1,206,438	4.1	-44.4

Source: Ministry of Tourism (2020)

Internet subscribers grew from about 5 million in 2014 to 16.3 million by November 2020 (Telecommunication Regulartor of Cambodia).
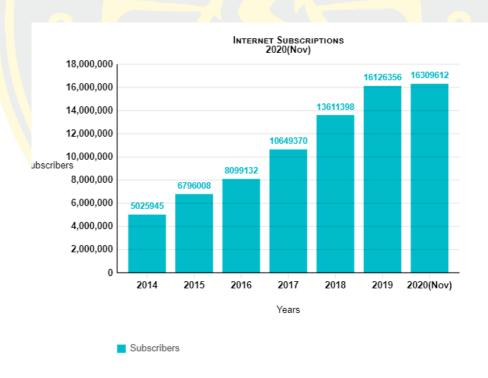
Figure 4 Number of internet subscriptions in Cambodia
Source: Telecommunication Regulartor of Cambodia

In table 5, the number of Facebook user in Cambodia grew from 8 333 000 in January 2019 up to 11 833 000 in January 2021, Instagram grew from 710 300 up to 1 399 000, messenger grew from 5 533 000 up to 10 791 000 and LinkedIn grew up to 419 200 users in January 2021. On the other hand, we can recognize that the most common social media use in Cambodia is Facebook, followed by Messenger, Instagram, and LinkedIn.

Table 5 Social Media Users in Cambodia

Year	Number of Users			
	Facebook	Instagram	Messenger	LinkedIn
January 2021	11 833 000	1 399 000	10 791 000	419 200
January 2020	9 780 000	601 300	7 026 000	370 900
January 2019	8 332 000	710 300	5 533 000	0

Source: NapoleonCat.

2.2.2. Visit Intention

Academically, Behavioral intentions can be defined as a kind of inclination to behave such as intend to recommend, intention to purchase, intent to travel, intent to visit and intent to return. Several studies indicated that intention and actual behavior are considered closely related (Ajzen, 1991; Kaplanidou & Vogt, 2007). Consequently, this concept of behavioral intention has been used mainly as a tool to measure the effects of any specific variable such as attitude (Lam & Hsu, 2006; Sparks, 2007), perceived destination image (Baloğlu, 1999; Castro, Armario, & Ruiz, 2007; Sönmez & Sirakaya, 2002).

Among behavioral intentions, in particular, intention to (re)visit or travel is regarded as one of the most significant dependent variables, as it could directly explain the possibility that a potential visitor may visit (Ng, Lee, & Soutar, 2007).

Bigné, Sanchez, and Sánchez (2001) employed behavior intention as a variable to predict consumers' actual behavior and behavior intention can be predicted by several determinants variables which are past experiences, satisfaction, and perceived value (Ajzen & Fishbein, 1980; Huang & Hsu, 2009). According to (Ajzen

& Fishbein, 1980) defines behavior intention as " a person's subjective probability that one will perform some behavior'. Followed by this perspective, Woodside and Lysonski (1989) introduced that tourist's behavioral intention, visitation intention is the perceived of livelihood of revisiting to any specific place during the specific time duration and further studies by (D. A. Baker & Crompton, 2000) highlighted visitation intention to the likelihood which individual would visit a location. Since there are different approaches to the study of visitation intention, there is no specific instrument to assess about visitation intentions.

Chen and Tsai (2007) and D. A. Baker and Crompton (2000) suggested that intention to return and intention to recommend to others can be used for measuring visitation intention.

Some researchers used other factors such as satisfaction, perceived value, involvement, motivation, perceived constraint and past experience along with Theory of Planned Behavior (TPB) to predict visitation intention (Chen & Tung, 2014; J. Liu, An, & Jang, 2020; Petrick, Morais, & Norman, 2001; Verma & Chandra, 2018).

Chen, M.-F., & Tung, P.-J. (2014) studied on environmental concern and perceived moral obligation has been applied along with the Theory of planned Behavior (TPB) to predict visitation intention. Verma and Chandra (2018) indicated that TPB along with viz moral reflectiveness and conscientiousness can predict the consumer's intention to visit and the attitude rank high in merit for predicting the visit intention of consumer as well.

Several scholars suggested that destination image is positively interacted with tourist's visitation intention (Bigné et al., 2001; Castro et al., 2007; C. F. Chen & D. Tsai, 2007; Kaplanidou & Vogt, 2007). Baloğlu (1999) indicated that both cognitive and affective images are positively related visit intention. In recent research, the concept of destination image and visitor's attitude has been integrated into the enhanced behavior intention model in order to better predict the tourist's visit intention (Huang & van der Veen, 2018).

Sparks (2007) also adopted the TPB to predict potential wine tourists' intentions to take a wine-based vacation which survey fielded in Australia, included

the core TPB model and added attitude about past wine holidays and involvement with wine activities. The attitude toward the intention to take a wine trip in the next twelve months was estimated by three core dimensions of wine tourism based on previous wine tourism research and focus group interviews and by using the expectancy-value approach. The three core dimensions were core wine experience, destination experience and personal development. The authors specified that attitude toward the behavioral intention is emotional attitude, arguing that wine tourism is a hedonic consumption experience, considering the previous research. After analyzing the collected data (n=1372), they concluded that the model based on the TPB had relatively good predictive validity.

However, most motivational theories largely neglect how motivation leads to actual decision-making, such as how it forms peoples' attitudes and how these attitudes lead to the behavioral intention of choosing a travel destination. Ajzen (1991) claimed that intention captures the motivational factors that influence a behavior and indicates how much effort people are willing to make to perform the behavior. Ajzen proposed a model to estimate intention, which has been supported in various social behavior research. This model, the TPB, was reviewed to determine whether it is applicable to this research.

Many researchers have discussed the relationship between attitude and intention. Attitude is one of the main concepts as it can drive a purchase if it the attitude is positive and at the same time if its negative it can hurt the organization image and reputation. It is essential for organizations to generate positive attitude, Attitude is an effective forecaster of tourist participation and satisfaction (Ragheb & Tate, 1993). The theory of plan behavior (Ajzen, 1985) explain that behavioral intention is affected by attitude otherwise it doesn't rationalize if there is a positive or a negative effect. As antecedents of behavioral intention, the role of attitude, subjective norm and perceived behavior control on behavioral intention has been well explained in previous studies(E. W. Baker, Al‑Gahtani, & Hubona, 2007; Cheng, Lam, & Hsu, 2006) .Many scholars in various fields have discover that attitude, as one's overall evaluation on conducting a specific behavior, exerts a positive influence

on individual intention to perform the behavior (Ajzen, 1991; E. W. Baker et al., 2007; Cheng et al., 2006).

2.3 Image and Attitude

2.3.1 Image

Images are considered as people's fell of whatever they are aware of. It designated that the image represents all contents of attitudes, impressions, and opinions, which an individual or a group of people about something that could be real or imagined, true or false (Boulding, 1956). Destination image is an interactive system of ideas, emotions, visualizations, and intentions about the destination, which is people feel about anything which they are aware, and help us learn about the world which we live in (Boulding, 1956;). The fundamental element in promotion of tourism destination is image since the different of each destination to another is the key to it success (Carballo, Araña, León, & Moreno-Gil, 2015). The important of destination image has been acknowledge as valuable concept in recognizing the tourist's destination choice over the past three decades(C. V. Gunn, 1972; Hunt, 1975). Therefore, destination with good image usually become favorite destination to travel.

Hsu, et al., (2004) introduced that tourist's perceived images of a destination play important roles in making the destination become a popular travel place. Since the early 1970's, destination image research have gain more interest form researcher in the field of tourism such as by C. V. Gunn (1972); Hunt (1975);Baud Bovy and Lawson (1977) follow the increased attention in 1990's by Pike and Ryan (2004); King, Chen, and Funk (2015). The result of image research have been use by the destination marketing organizations as intelligent destination marketing which is defined as important decision in planning, development, positioning and promotion being influenced (Tasci, Gartner, & Tamer Cavusgil, 2007).

For more than four decades, the image of a destination has been one of the main fields in research on tourism. Especially in the analysis of modern tourism, it is one of the most researched and tested concepts (Baloglu & McCleary, 1999; Svetlana & Juline, 2010). Tourists' subjective interpretation of reality is the image of destination, which the ideas or concepts about destinations held by individuals or

groups (Bigne et al. 2001). Murphy, Pritchard and Smith (2000) showed that associations and information related to destinations, including multiple components of destination and personal feelings. Tapachai and Waryszak (2000) found that tourists' feelings or impression of the destination is related to expected benefits or consumption value. Birgit (2001) emphasized the image of destination as a travel decision factor that affects the tourist in all processes, such as before, during and after his or her vacation experience. Image affects potential markets through the construction of place awareness, availability, and evaluation. It secures the destination choice of tourists (Day, Skidmore & Kolle, 2002). Hsu, L. Cai, and M. Li (2010) showed that a good image of a tourist destination can attract more tourists. Mazanec (1997) reported the attraction of urban destinations. They thought some important attractions as well as entertainment, for example, theatre, concerts, bars, discos, etc. Bigne,et al. (2001) believed that destination image affects simultaneously on perception quantity, satisfaction.

Definition of destination image

As mentioned above, destination image term is frequently used in tourism research, but there is still no precise definition given. Hunt (1975) defined a destination image as the impression hold by an individual or a group of people of certain place. Destination image defined as the formation of overall mental picture or imagery (Echtner & Ritchie, 1993) and is the combination among beliefs, ideas, and impressions that individual has of attributes and activities available at a destination (Crompton, 1979; Gartner, 1986). A destination image primarily consists of personal factors, and stimulus factors refer to external stimulus, past-experience and information of travel.

Table 6. Summary of definition of destination image

Source	Definition of destination image
Hunt (1975)	"An impression of people, places, Climates and attractions"
Lawson and Baud-Bovy (1977)	"A combined expression of all the emotional thoughts, knowledge and prejudices about a particular destination."
Crompton (1979)	"A sum total of all impressions, ideas and beliefs associated with a destination."
Phelps (1986)	"Perceptions or Impressions of a place."
Fakeye and Crompton (1991)	"Accumulated ideas, expectation, impressions beliefs and feelings toward destination."
Echtner and Ritchie (1993)	"Destination image is a multidimensional concept comprising of both symbolic and tangible features."
Baloglu and McCleary (1999)	"The quality of experience, attractions, value/environment, relaxation/escape, excitement/adventure, knowledge, social and prestige."
Sirgy and Su (2000)	"Destination image defined as any visual, oral or written representation of a location that is recorded and can subsequently be transmitted to other people."
C. F. Chen and D. Tsai (2007)	"The destination image consists of destination brand, entertainment, nature & culture, sun and sand. In effect it is mental representation of knowledge, feelings and overall perception of a particular location."
Henderson (2007)	"Multidimensional, with cognitive and affective spheres…an amalgam of knowledge, feelings, beliefs, opinions, idea, expectations and impression that people have about a particular destination"
Lee (2009)	"Destination image is the expression of overall objective knowledge, prejudice, impressions, emotional thoughts and imaginations and individual have concerned a particular place"

Source	Definition of destination image
Kamenidou, Mamalis, and Priporas (2009)	"Destination image is a set of beliefs, impressions, and ideas that people attach to a given place"
J.-H. Kim (2014)	"A favorable image of a destination formed by combination of destination attributes (e.g., beautiful landscape, shopping opportunities, culture exchange, infrastructure, safety, and activities)"

Component of destination image

According to a study about destination image component by Gartner (1994) points three components: cognitive, affective and conative as hierarchical interrelated. The cognitive component, concerning the understanding and evaluation of a known product while affective components represented by involving motives and feelings that an individual has for selecting a destination. The last one is the conative component which drives how an individual act on those thoughts and feelings. Gartner also recognized that the amount and type of information sources influence the formation of the cognitive component of images but not the affective counterpart, conflicting that an appropriate combination of image-formation agents is critical in a successful destination image-creation strategy.

The study from Echtner and Ritchie (1993) is one of the most common cited research on destination image. Image is conceptualized as a list of destination attributes, measuring just the cognitive component being recognized in most studies. Therefore, the conceptual framework for the destination image measurement by introducing a model of three continuums: Attribute Based and Holistic, Functional Psychological and Common Unique. The detailed summarize as following:
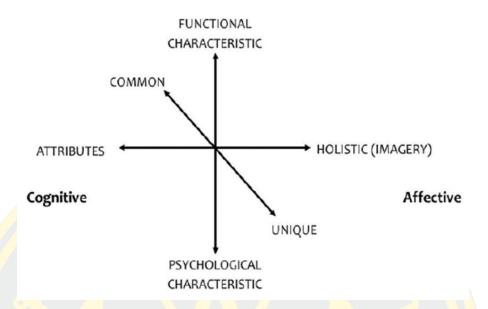
Figure 5 The Components of Destination Image Echtner and Ritchie (1993)

1. Attribute-Holistic continuum is based on the research related to natural processes, human information processing from the field of psychology and consumer behavior. Basically, it has been proposed that any product is perceived both in terms of pieces of information on each feature and in terms of more gestalt, or holistic, impressions (MacInnis and Price 1987). This recommend that images of the tourism product, the destination, should also comprise of these components. Particularly, destination image should be composed of perceptions of individual attributes such as climate, accommodation facilities, friendliness of the people as well as more holistic impressions such as mental pictures or imagery of the place.

2. Functional-Psychological continuum are the perceptions of a feature as a particular characteristic or a holistic impression of an attribute. The changes of attribute depend on the perception of the particular feature of the attraction. The study of Martineu (1958) indicates that the different between the characteristics of product image which are directly observable as functional and those which are less tangible and more difficult to observe as psychological. There are numerous aspects to the psychology. On the holistic side, the functional impression consists of an imagery of tourist. While

psychological impressions describe about the mood or atmosphere of the destination.

3. For the final continuum, Common unique is an observe of the general appearance of a place of the front image-psychological aspects such as beauty of the place, transportation, entertainment, culture, security facilities and leisure of the place which considered as unique characteristics of each location or highlights the idea that images of destinations can range based on common characteristics to those based on Unique feature from those perceptions (Echtner and Ritchie 1991).

There is a discussion about which components a destination image consist of in the literature review. Tasci et al. (2007, p. 199) pointed that 'after synthesizing all the components proposed by destination image researchers, it is sure that three main components exist: cognitive, affective and conative.' Cognitive or perceptual image is a perception that one has seen or experienced tourism in various destination through vision or hearing. Belief or Knowledge about tourism destination including the differences of tourist destinations, cultural traditions in any area and others. To considering the components of the image of tourism, it indicated that the cognitive indicator is related to personal feeling toward one thing (Balogu&McCleary,1999). In research of Jeong & Holland (2012) has bring study of components of the destination image by developing from (Balogu&McCleary,1999) by categorized into four which are activities, Facilities, Natural attraction and Cultural attraction.

Gunn (1988), given the example of traditional cognitive approach by stating that cognitive images are developed at two different levels namely organic level and induced level. The induced image forms because of externally received and processed information such as publicity, advertisement, or word of mouth. On the other hand, the organic image generates internally since the actual experience or visitation. Again, Gunn (1988) adapts the consequence stages in the process of tourist image formation. There are 7 factors which are:

1. Accumulating mental images of the destination-organic image

2. Modifying the initial image after more than information-induced image

3. Deciding to visit the destination

4. visiting the destination

5. Sharing the destination

6. returning home

7. Modifying the image based on the experiences

From the previous literature review, Fakeye and Crompton (1991. P.235) study on the factors related to tourism brand image by comparing the different image of attraction among tourists who have never been travelling, tourist who used to come once and those who come repeatedly. There are five factors consisted in the study which are:

1. Social Opportunities and Attractiveness

2. Nature and Culture

3. Accommodation, Infrastructure and Travel

4. Food and Friendliness

5. Bar and Entertainment Nightlight

Followed by previous research, there has been many researchers who have researched about the components of awareness and the those have shown factors which are part of the awareness component (Chalip, 2003). There are 9 factors which was developed to measure of image of tourism sources as following:

1. Development environment

2. Nature environment

3. Value

4. Opportunity to visit attraction

5. Safety

6. The Novelty of the attraction

7. Weather

8. Convenience

9. Family environment

By reviewing the existing scales of the attractions and attributes, Beerli and Martin (2004) classified the cognitive assessments of destination image into nine dimensions which are: 1. Natural Resource (i.e., weather, temperature, rainfall, hours of sunshine, beaches, quality of seawater, length of beaches, overcrowding of beaches, wealth of countryside, protected natural reserves, lakes, mountains, deserts, variety and uniqueness of flora and fauna) ;2. General Infrastructure (i.e. Development and quality of roads, airports and ports, Private and public transport facilities, Development of health services, Development of telecommunications, Development of commercial, Infrastructures , Extent of building development); 3. Tourist infrastructure (i.e. Hotel and self-catering, accommodation, Number of beds, Categories, Quality, Restaurants, Number, Bars, discotheques and clubs, Ease of access to destination, Excursions at the destination, Tourist centers, Network of tourist information) ;4. Tourist Leisure and Recreation (i.e. Theme parks, Entertainment and sports, activities, Golf, fishing, hunting, skiing, scuba diving, etc. Water parks, Zoos, Trekking, Adventure activities, Casinos, Night life, Shopping); 5. Culture, History and Art (i.e., Museums, historical buildings, monuments, etc., Festival, concerts, etc., Handicraft, Gastronomy, Folklore, Religion, Customs, and ways of life) ;6. Political and Economic factors (Political stability, Political tendencies, Economic, development, Safety, Crime rate, Terrorist attacks, Prices); 7. Natural Environment (i.e., Beauty of the scenery, Attractiveness of the cities and towns, Cleanliness, Overcrowding, Air and noise pollution, Traffic congestion); 8. Social Environment (i.e., Hospitality and friendliness of the, local residents, Underprivileged and poverty, Quality of life, Language barriers) ;9. Atmosphere of the place (i.e., Luxurious, Fashionable, Place with a good reputation, Family-oriented destination, Exotic, Mystic, Relaxing, Stressful, Fun, enjoyable, Pleasant, Boring, Attractive, or interesting).

Affective Image is the image gained from a sense of being evaluated after the visitor has been informed of tourist attractions or travel information of various

countries. Whether it is seeing or hearing it makes a tourist feel it is a good or bad location. Sensory factors are also based on emotional experience. The positive feelings (happy) and negative feelings (anger) can be caused by experiences related to the characteristics of tourism products and services. (Derbaix & Pham, 1991; Beerli & Martin, 2004 b, p. 228). The individual characteristics of the individual cannot be imitated or transmitted to each other, as well as the direction of the two expressions of the opposite. Example: 1) Impressed-not impressed 2) Relaxed-not relaxed 3) Safe – unsafe (Positive-negative). The behavior may change or different in concentration, such as the favorite, it is level that much favourite, less favourite, and it is the behaviour of any person to emotionally decide, with the goal to come to nothing, such as goals, animals, things or any condition. Pike's (2002) literature review found that only 6 research studies focused on emotional factors. Most researchers agree that sensory components is a one-dimension study. (Alcaniz, Garci, Sanchez, & Sanz, 2009, pp. 715-723) There are 4 factors that need to be studied;

1. Unpleasant-pleasant

2. Sleepy-arousing

3. Distressing-relaxing

4. Gloomy-exciting

(Balonglu & McCleary, 1999; Pike & Ryan, 2004) While most researchers are of the opinion differently, due to the complex composition affective Image and identifying factors of the lack of consistency, researchers have studied and developed a model for measuring the feelings of travelers to the destination. This model contains the opposite direction, such as Baloglu and McCleary (199, p. 119). Beerli and Martin (2004 b: 326) studied the factors influencing the image of tourism, they studied affective image including.

1. Satisfaction-dissatisfaction

2. Excited-not excited

Like the research Martin and Bosque (2008) study of the cognitive and effective factors and the role of physical factors affecting the image of tourist attraction, they have identified effective factors including.

1. Arousing Destination

2. Exciting Destination

3. Pleasant Destination

Including the research of Bosque and Martin (2008). The study of the satisfaction of tourists, the factors listed in the order as following;

1. Satisfaction-dissatisfaction

2. Attractive-not attractive

3. Excited-not excited

4. Relax-not relax

5. Impressed-not impressed

6. Safe-unsafe

The last research of Russell (1980). The study of the circumflex model of effect, focuses on determining how traits and emotions are structurally similar. The circumflex model allows a broader view of personality and of the interpersonal relationships integral to understanding a scale that measures the effective quality attributed to close and remote places or environment. Affective quality or image has been conceptualized as two-dimensional bipolar space that can be defined by eight variables falling in a circumflex model shown below :
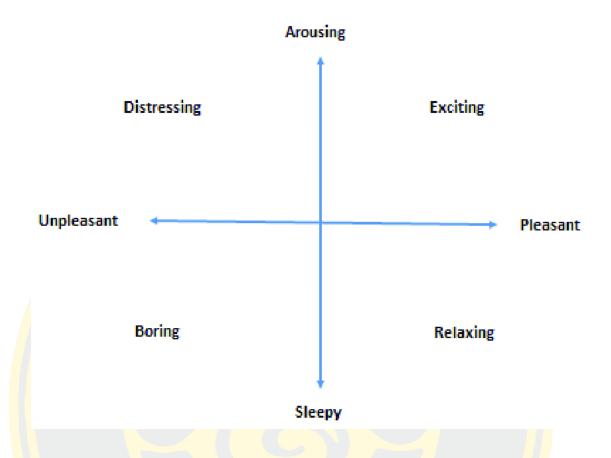
Figure 6. A circumplex model of effect by Russell (1980)

Quantitative methods have measured predominantly cognitive images using lists of attributes, while affective image have been measured using Russell, Ward and Pratt's affective grid scale or variants there of (Prayag, 2009, p. 838). But in this research, a bipolar scale based on the circumflex model above will be used as on researcher namely by Baloglu and McClearly (1999); Beerli and Martin (2004) and Martin and Bosque (2008) (Akiko, 2014, p.34)

3.3 Overall/Global Image is caused by the perception of places and the image about the evaluation of the feelings on the features of the place to be a holistic or overall reflection of the feelings of tourists on the image of the place. When considered, the elements of Cognitive Component and Affective Component thoroughly, it is found that Cognitive Component is the first element that occurs and leads to Affective Component. (Baloglue & McCleary, 1999) When bringing together two elements, it will be Overall Image or Holistic Image. (Baloglu & McCleary, 1999; Echtner & Ritchie, 2003; Beerli & Martin, 2004 a) The overall image also correlated with the evaluation of

tourism products or destinations and the positive-negative image. In other words, Baloglu and McCleary (1999) and Stern and Krakver (1993) argue that Cognitive Component and Affective Component are directly relevant to the overall tourist image and to the individual. Thus, can improve the awareness and feeling. Responding and engaging with the environment and the place by evaluating the overall image of the place. The overall image is what happens in the mind of the person, reflecting the person's knowledge and feelings. (Alcaniz and others, 2009) Corresponding to Ahmed (1991) furthering the overall image of tourism, the differences in the perceptual and sensory components can be seen as contributing to understanding that must meet the purpose of tourism. The overall image is the third element of the image, which may have something similar or different elements from Cognitive Component and Affective Component in awareness of tourism. (Gartner, 1993; Baloglu and McCleary, 1999).
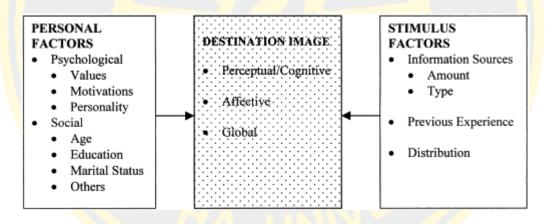
Figure 7. Destination Image Formation

Several research have included cognitive and affective attributes in the measurement of destination image such as Baloglu and McCleary (1999) and Beerli and Martin (2004).

The model of formation of a destination image was proposed (Beerli & Martin, 2004) which shows the factors influencing destination image are composed of personal factors and information sources. In personal factor consist of socio-demographic characteristics, motivations, and vacation experience. For first timer, Travel motivations influence the cognitive image components positively when there is

congruency between the nature of the destination and the traveler's motivation. The experience from travel has significant positive influence on the image awareness of a destination for first timer of that destination. Beerli and Martin review that the "accumulated experience from travelling results in tourist being more tolerant when assessing the destination since they know other realities that serve as points of".
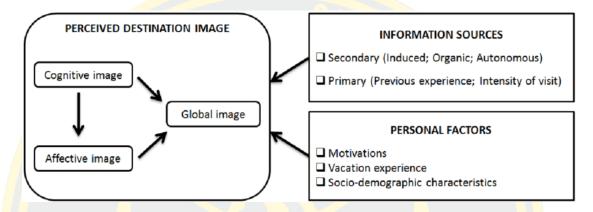
Figure 8 Destination image formation model from proposed (Beerli & Martin, 2004)

In this model, it explains that information sources are composed of both primary and secondary information sources. Primary information source refers to individual's experience at destination and number of visits. While secondary information sources refer to image occurred by induced, organic and autonomous image agent without visiting the destination. Therefore, these factors are going to form the perceived destination image which consists of cognitive and affective images. The cognitive component, concerning the understanding and evaluation of a known product while affective components represented by involving motives and feelings that an individual has for selecting a destination (Pike & Ryan, 2004).

In sum, both cognitive and affective attribute domains of destination image are relied upon to Facilitate the careful examination of destination image. Briefly again, the cognitive component of destination image refer to " a person's beliefs and Knowledge about a destination and its attributes", and the affective component of the destination image denotes " a person's feeling toward and emotional responses to a destination" (Stylidis, Shani, & Belhassen, 2017).

Related studies to destination images

Several of studies have concentrated on the relationship between; destination image and revisit intentions(Jang & Feng, 2007; Song, Kim, & Yim, 2017) and destination image and consumer loyalty (Ragb, Mahrous, & Ghoneim, 2020) and destination image and repeat visitation (Tan, 2017). Most of these concepts are the same and thus further review of the previous of these past studies is important for this research paper.

Chen Joseph and Gursoy (2001)discussed the need for travelling to specific destinations based on tourists' perceptions; destination loyalty does not necessarily have to depend on repeat visits but can be viewed from the attitudinal aspect, which is the willingness of tourists to recommend a destination to others. Further studies done by S. Kim, Lehto, and Kandampully (2019);Al-Kwifi Osama (2015); Chelliah, Khan Mohammad, and Atabakhshi Kashi Amir (2020) have discussed the effect of actual behavior or previous visit on destination image. (Baloglu & Brinberg, 1997)Other studies evaluated the relationship between destination image and behavioral intentions (Chen and Tsai, 2007); tourists satisfaction and revisit intention (Lai, Griffin, and Babin, 2009), and effects of motivation and destination loyalty (Yoon, and Uysal, 2005). Kamenidou, Mamalis, and Proporas, (2008) and Pride, (2004), studied the relationship between tourists' geographical location and destination image. Tourism researchers have also carried research on destination image measurement (Galí, and Donaire, 2005; White, 2004), destination attributes (Chen and Hsu, 2000; Ryan, and Cove, 2007) and eventually how these attributes impact on destination image (Baloglu and Brinberg, 1997; Currie, Wesley, and Sutherland, 2008).

Additionally, other tourism scholars have evaluated the influences on image change through explanation of reasons causing these changes (Sirgy, and Su, 2000); Shukla, Brown, and Harper, 2006)) and the relationship between socio-demographic elements and destination image (Currie, Wesley, and Sutherland, 2008). However, limited empirical literature has been done on what causes this destination image, more so in the absence of past experience with a particular destination. This shows that most previous studies primarily concentrated on destination images static structures

through study of relationship between destination image and behavior instead of studying dynamic nature (analyzing supply side of destination image).

Papadimitriou, Kaplanidou, and Apostolopoulou (2015) conduct the study to explore the different between local residents, former tourist, and future tourists with perception of cognitive, affective and overall image of the destination and future behavior in order to confirm the previous established structure relationships of cognitive and affective image, overall image and word of mouth intentions.

Basaran (2016) collected data from 446 former tourists of Safranbolu, Turkey to confirm that there is hierarchical related among cognitive, affective, and conative of destination image. In addition, it found out that both cognitive and affective components can be used as a predictor of tourist's behavioral intentions toward destination such as intention to revisit, recommend, and share positive word of mouth. Therefore, the socio-demographic characteristics of travelers influences both the affective and cognitive components especially when considering the age, gender, social class, and level of education.

Vongurai (2018) studies on the influence of image of Thailand and foreign tourist satisfaction on tourist loyalty for Thailand by employed the data from 400 respondents who visit Thailand and the result show that there is relationship between cognitive and affective image and those two components influence tourist satisfaction of tourist loyalty to Thailand.

Tosun, Dedeoğlu, and Fyall (2015) focus on the moderating role of past experience between destination image service quality, destination affective image and re-visit intention in the context of Alanya, Turkey with 539 data from foreign tourist. The finding is perceptions related to language, accommodation, hospitality, and activities services are addressed. Therefore, the study suggested that destination affective image is affected from accommodation-based service quality perceptions.

Afshardoost and Eshaghi (2020) study on the relationship between destination image and tourist's behavioral intention. The meta-analysis is used to synthesize the effect of destination image with the result show that destination image is important indicator to predict tourist's intentional behavior in different magnitudes.

Khan, Chelliah, and Ahmed (2017) study empirically test a comprehensive model of perspective young traveler depend on cognitive and affective perceptions about destination, travel motivations, perceived risks, and travel constraints.

Loureiro and Jesus (2019) explore how animosity and perceived risk influence the image of a destination in its three dimensions cognitive, affective, and conative with the examines on how the three dimensions of image influence the intention to revisit a destination. Evidence from 402 tourists who visited Rio de Janeiro suggest that perceived risk negatively and significantly influences cognitive, affective, and conative images.

Stylos, Vassiliadis, Bellou, and Andronikidis (2016) try to examine the complex relationship between destination image components and behavioral intentions, incorporating two pivotal but unexplored in related literature constructs, namely holistic image and personal normative beliefs (PNBs). Practically, the research highlights factors that affect tourists' tendency to select a tourism destination, which can serve as a basis for tailoring the effective positioning of destinations.

Fu, Ye, and Xiang (2016) examine the relationships and intervening mechanisms between audience involvement and tourist behavioral intentions and tested on a sample of 355 respondents, with the use of structural equation modeling and bootstrapping analysis. The empirical results indicate that audience involvement influences tourists' behavioral intentions through the mediating role of cognitive and affective images. The findings contribute to an improved understanding of how audience involvement affects tourist behavioral intentions, and the extent to which destination image mediates the relationship. Practical implications of using reality TV shows for marketing are drawn from the findings of our study.

Tan and Wu (2016) aims to achieve a deeper understanding of familiarity by examining how Prentice's familiarity dimensions are interrelated, as well as to gain insights into the structural relationships among familiarity, destination image, and future visit intention via the comparison of previous visitors and non-visitors. Hong Kong was selected as the tourist destination, and the partial least squares method was applied to analyze 493 surveys collected from residents in Taiwan.

Stylidis et al. (2017) scrutinized whether the cognitive, affective, and overall image - hypothesized to be predictors of behavioral intentions- are applicable to residents and tourists in the resort city of Eilat. The proposed model allowed for the distinct effect of each image component on overall image and behavior to be closely examined.

Stylos, Bellou, Andronikidis, and Vassiliadis (2017) intended to unravel the relative influence that each component of image has directly and indirectly, via holistic image, on revisit intentions. To conduct the study, researcher incorporate two national samples (British and Russians) of diverse tourist profile and significantly different levels of visitation frequency to investigate place attachment as a moderator. Evidence from 1362 British and 1164 Russian tourists indicated that all image components have a positive indirect effect on revisit intention via holistic image, while conative has also a direct one.

Tan (2017) investigates repeat visitation from the perspective of leisure constraints, tourist experience, destination images, and experiential familiarity (number of visits). The differences are examined across two previous visitor groups, segmented according to the number of visits to a destination i.e. Domestic holiday makers who have visited the destination just once('first-timers') and those who have previously visited it two or more times('repeaters').

Whang, Yong, and Ko (2016) categorized the pop culture involvement on an enduring level and a situational level regarding its influence on the formation of destination image and visit intention. Finally, the study analyzes the difference within structural models between China and Russia. The results indicate that situational involvement and enduring involvement have different effects on the structural model. Results also show different path results depending on nationalities.

Song et al. (2017) studied the relationship between place attachment, golf tourism destination image, and revisit intention of golf tourists. Data were obtained using questionnaires distributed to golf tourists in Hainan Province, China in 2016. Survey data from 218 tourists indicated that destination image was positively related to place attachment. Moreover, place attachment mediated the relationship between destination image and revisit intention. Implications of these findings for golf tourism marketing strategies as well as future research directions are discussed.

Yamaguchi, Akiyoshi, Yamaguchi, and Nogawa (2015) purpose to examine the theoretical relationships between service quality, past-experience, destination image, and behavioral intentions in the spring training camp of a professional baseball team in Japan. The results indicate that the service quality of spring training camps was divided into five factors: (1) place, (2) enjoyment, (3) information, (4) fan interaction, and (5) operating time. The findings suggest that service quality and experience had positive effects on both destination image and behavioral intentions. Behavioral intentions were also highly influenced by destination image.

Table 7. Related study about Destination image components

Author-Year	Topic	Variable	
		Dependent	Independent
Papadimitriou et al. (2015)	"Destination Image Components and Word-of-mouth Intentions in Urban Tourism: A Multigroup Approach"	WOM intention	Cognitive image Affective image Overall image
Basaran (2016)	"Examining the relationships of cognitive, Affective, and Conative Destination image: A research on Safranbolu, Turkey"	Conative image	Cognitive image Affective image
Vongurai (2018)	"The influence of Thailand's image and Foreign Tourist satisfaction on Foreign tourist loyalty for Thailand"	Tourist Loyalty for Thailand	Satisfaction on the Tour Cognitive image Affective image

Author (Year)	Title	Dependent Variable	Factors
Tosun et al. (2015)	"Destination service quality affective image and revisit intention: The moderating role of experience"	Revisiting Intention	Affective image, First time and Repeater, Accommodation, Local Transport, Cleanliness, Hospitality, Activities, Language communication, Airport service
Afshardoost and Eshaghi (2020)	"Destination image and tourist behavioral intentions: A meta-analysis"	Behavioral intention, Intention to recommend, Intention to revisit, Intention to visit	Overall Image, Affective image, Cognitive image, Conative image
Khan et al. (2017)	"Factors influencing destination image and visit intention among young women travelers: role of travel motivation, perceived risks, and travel constraints"	Visit intention	Travel Motivation, Travel constrains, Perceived Risk, Cognitive image, Affective image

Loureiro and Jesus (2019)	"How perceived risk and animosity towards a destination may influence destination image and intention to revisit: the case of Rio de Janeiro"	Intention to revisit	Perceive risk Animosity Cognitive image Affective image Conative image
Stylos et al. (2016)	"Destination images, holistic images, and personal normative beliefs: Predictors of intention to revisit a destination"	Intention to revisit tourism destination	Cognitive destination image Affective destination image Conative destination image Holistic image Personal Normative Belief
Fu et al. (2016)	"Reality TV, audience travel intentions, and destination image"	Behavioral Intention	Audience Involvement Cognitive image Affective Image
Tan and Wu (2016)	"An investigation of the relationships among destination familiarity, destination image and future visit intention"	Future Visit intention	Familiarity Cognitive image Affective image

Stylidis et al. (2017)	"Testing an integrated destination image model across residents and tourists"	Intention to recommend	Cognitive component Affective component Overall image
Stylos et al. (2017)	"Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists"	Intention to Revisit tourism destination	Cognitive destination image Affective destination image Conative destination image Place attachment Holistic image
Tan (2017)	"Repeat visitation: A study from the perspective of leisure constraint, tourist experience, destination images, and experiential familiarity"	Revisit intention	Tourist experience Constraint Destination Image (cognitive-affective image)
Whang et al. (2016)	"Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists"	Visit intention	Situational pop culture involvement Enduring pop culture involvement Cognitive image Affective image

			Overall image
Song et al. (2017)	"The mediating effect of place attachment on the relationship between golf tourism destination image and revisit intention"	Revisit intention	Cognitive image Affective image Place identity Place Dependence
Yamaguchi et al. (2015)	"Assessing the effects of service quality, past experience, and destination image on behavioral intentions in the spring training camp of a Japanese professional baseball team"	Behavioral intention	Service quality Past-Experience Cognitive destination image Affective destination image

Based on the above table, there are many variables related to the study of destination image, therefore, the researcher prefers to do frequency with previous research article to identify which variable of destination image should be selected to study depend on their high score of each variable if compare to others as shown in the following table frequency of independent variables as shown below:

Table 8 Independent variable of image frequency

Author/ variables	Papadimitriou et al. (2015)	Basaran (2016)	Vongurai (2018)	Tosun et al. (2015)	Afshardoost and Eshaghi (2020)	Khan et al. (2017)	Loureiro and Jesus (2019)	Stylos et al. (2016)	Fu et al. (2016)	Tan and Wu (2016)	Stylidis et al. (2017)	Stylos et al. (2017)	Tan (2017)	Whang et al. (2016)	Song et al. (2017)	Yamaguchi et al. (2015)	frequency
Affective image	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	16
Cognitive image	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	15
Conative image					√		√	√				√					4
Overall Image	√				√						√			√			4
Holistic Image								√				√					2

2.3.2 Attitude

Attitude is a very essential concept rooted in social psychology which refers to a predisposition to people, place, behavior and other views of individual environment(Gu & Ryan, 2008). A person's attitude is an outcome of the learning processes, it can represent forces that influence how the consumer will react to the object. It has three components; first, a cognitive component, it consists of beliefs and knowledge in each person that can show the thing that they perceived it is math or mismatch with their beliefs and knowledge. The second is a behavioral component, itconsists of a person's feeling or emotions or tendencies about these things can be positive or negative that depend on beliefs about the issue in each person. The third is a behavioral (conative) component, it consists of how the consumer is likely to respond to the object based on what they know about it and how they feel about It (Breckler, 1984)

Attitude, the individual's positive or negative evaluation of performing the behavior, refers to the person's judgement about whether performing the given behavior is good or bad and to whether the person is in favor of or against performing the behavior. Attitude can be measured by a person's salient beliefs towards the attitude. In other words, one will hold a favorable attitude toward performing a behavior if one believes that performing the behavior will lead to mostly positive outcomes. In contrast, if the person believes that performing a given behavior will lead to mostly negative outcomes, he or she will hold an unfavorable attitude. The second determinant of intention is the subjective norm, which is the person's perception of the social pressures to perform or not perform the given behavior. Subjective norms are also a function of beliefs, albeit beliefs of a different kind, since attitude is a personal factor, while subjective norm reflects social influence. Subjective norms are the person's beliefs about the appropriateness of the action with regard to his or her salient social referents; that is, the person will be influenced to behave in a certain way by people who are important to him or her and would be affected in some way when performing the behavior. For example, if a person

believes that most referents with whom he or she is motivated to comply think he or she should perform the behavior, the person will perceive social pressure to do so (and vice versa)(Ajzen & Fishbein, 1980).

In psychology, the term of attitude divided into three dimensions such as cognitive, value and belief, and affective(Ajzen & Fishbein, 1972, 1975). Therefore, the definitions are varied depend on the different research interest and objective of study (Ajzen & Fishbein, 1972). Moreover, beliefs and values are supposed to offer "cognitive and affective foundations" to the attitudinal determinants in identifying "individual" considerations of behavioral decision (Ajzen, 2006, p. 7). Similarly, in responding to acting or not acting one certain behavior, individuals use both affective and cognitive perspectives to evaluate the situations or consequences of actualizing the behavior (Fishbein & Ajzen,1975). While applying the term "attitude' to the research of destination image, it is necessary to understand the formation of tourist's attitudes. Gunn (1988,p.28) found that tourist uses their "characteristics, preferences and activities" to evaluate the total performance of destination images. In addition to the individual's favorability of one destination image, the individual may have considered other factors or situations that encourage their behavioral intention to act one certain behavior (Ajzen & Fishbein, 1972, 1975). Then, even though the interest of individual or favorability is crucial to stimulate the decision making of destination choices, the assessment of consequence's behavioral may provide the individual with a reference while considering the destination choice(Ajzen & Fishbein, 1975). Moreover, past-experience and habitual behaviors may involve individual to purchase any specific destination (Ajzen & Fishbein, 1975; March & Woodside, 2005). However, researcher agreed that it would be very difficult to identify the impact of habitual behavior and prior experiences on tourists' attitude(Ajzen & Fishbein, 1975; March & Woodside, 2005). The determinants of tourist's attitudes may not be directly identified, but the formation of attitude behavior and the evaluation of tourist's pre-expectancy and post-experience may help investigate influencing factors. As result, identifying tourist's attitude is necessary to improve the appropriateness of destination brands and effectiveness of destination branding(Ingram, 2000).

The theory of reasoned action (TRA) (Fishbein & Ajzen,1975) was developed into the theory of planned behavior (TPB) by (Ajzen, 1985; Ajzen, 1987, 1991, 2012) by proposed adding perceived behavioral control to the analysis of how attitude and behavior are formed which is more applicable when the probability of success and actual control over performance of a behavior are suboptimal. In theory of plan behavior, behavioral intention is represents the extent of the individual's intentions to perform or not to perform any certain behavior(Ajzen, 1991). In the affective aspect, the term ' attitude' shows the individual's favorability to object, events, or other person (Ajzen, 1991; Ajzen & Fishbein, 1975).The cognitive aspect of subjective norms and perceived behavioral control help individuals evaluate or judge situational conditions and consequences, such as the possibility or difficulty to implement one particular behavior(Ajzen, 1991; Ajzen & Fishbein, 1972, 1975; Bandura, 1977).Kraus (1995) mentioned that attitude is important because the power an ability to predict specific behavior. Attitude toward a certain behavior has been named as the level or the stand can represents individual's feeling as appropriate or not (Ajzen, 1991) while an individual with a more favorable attitude towards a behavior will have stronger intention to act the behavior. Seaton (1989) insisted that image influences tourism related attitude and behaviors. Watson and Hill (2015)indicate that affective image is found to be associated with attitudes, emotions, values, and feelings. In addition, (Santos, 1998)discover that organic image is closely related to attitude, which involves mainly subjective knowledge of a tourism destination and suggested that image can be defined as a general attitude towards a destination. Follow these evidences of study, the following hypotheses are proposed:

H1. The Cognitive image significantly influences the attitude toward destination.

H2. The affective image significantly influences the attitude toward destination.

A Person tends to assess the possible benefits or losses derived from a specific behavior to decide whether or not to perform the behavior (Baker et al.,2007; Cheng et al., 2006). As a result, person can have a willingness to perform a specific behavior when expected outcome are positively evaluated. In theory of plan behavior, an attitude reflecting overall evaluation to conduct a certain behavior would enhance an individual behavioral intention (Ajzen, 1991; Baker et al,2007). In the context of a

destination, if an individual reveals a positive attitude toward visiting a destination after subjective evaluations for the destination visiting behavior, it would reinforce an individual's behavioral intention for visit the destination. Therefore, it is hypothesized that attitude significantly affect Visit intention as follow:

H3. The attitude toward destination significantly influences Intention to visit Thailand.

2.4. Social Media

Kaplan and Haenlein (2010) categorized social media as group of internet base applicant which construct base on the ideological and technological foundation of Web 2.0 with the allowance of creation and exchange of User Generated content. They also map out the different dimension of 'self-presentation/discloser' and 'social presence/Media richness' which guide for better think about the different interactive environments online. It has become a part of human life as consumers and been argued that social media has initiated to change off-line traditional source of information, forcing marketers to consider alternative in their promotion mix (Jepsen,2006). In addition, Kotler (2017) describes his believe that technological convergence will ultimately lead to the convergence between digital and traditional marketing in his recent published book "Marketing 4.0 Moving from traditional to digital". He further explains that the more social we adopted the more we desire and need that stuffs are made for us. Loo (2017) highlight that "57% of travelers feel that brands should tailor their information based on personal preferences or past behavior". This study conducted by google and the travel marketing research organization called Phocuswright has discovered that " if a brand tailors its information and overall trip experiences on personal preferences and past behavior 36% would likely pay more for their services" (Loo,2017). Consumer prefer fast and convenient services, Booking.com has conducted research with 19000 travelers in 26 countries and found that half of consumers do not mind if they deal with real people or a computer, as long as their questions are replied and get the information that they wish to know (booking.com, 2017).

Social media is low cost, bias free, expressive and it is a convenient path for consumers to influence other consumers with their own expressions and experiences. Social media is an opportunity in marketing communication channel and according to Fotis, Buhalis, and Rossides (2012)indicated that within the academic literature there is an argument on the classification of social media types according to their level of social presence/media richness and the level of self-presentation(Živković, Gajić, & Brdar, 2014). Therefore, Fotis et al. (2012) categorized social media into six types which are social networking websites (Facebook and Instagram), blogs, content communities (Flickr, Slide share and YouTube), collaborative projects (Wikipedia), virtual social worlds (google street view, second life) and virtual game worlds (Worlds of Warcra) (Živković,2014). There are also many types of social media such as "Microblogs (Twitter), consumer review and rating websites (Trip Advisor, Epinions) and Internet for a (thorn Tree, Fodor's travel talk)"(Živković et al., 2014). Therefore, he concluded his research that social media is used during all stage of holidays planning process before, during and after a holiday (Fotis, 2012).

Many scholars have used the WOM in the literature review as a key action tool to forming the marking concept. Sernovitz (2009)recognized that human prefer talking about products and services they have used, then they also discuss about the producer and providers services. People sometimes often feel founded to the product they have consumed while some other raised that other people do not consider buying a certain product. Therefore, word of mouth marketing is about gaining the positive feedback or comments from customers.

Tucker (2011) highlight word of mouth (WOM) as important strategy in organization's success. In addition, consumers are sometimes not confidents of the producer's own advertising, and much more believing of other consumers.

Some researchers have adopted the type of WOM to the level of satisfaction since WOM can be positive or negative. Therefore, Steinkuehler and Williams (2006) came up with three important theories which involved in consumers engagement in WOM:

1. The satisfied consumers willing to share their opinions with others people for some reasons which are following: to draw attention to themselves, to hold down

cognitive conflict, to avoid negative things, to be knowledgeable within other, and like to help other.

   2. Dissatisfied customers engage in WOM for the reasons including following: To threaten others, to vent their dissatisfaction, and calm down their anxiety.

   3. Exceedingly satisfied with those who are dissatisfied will be most extreme and then have the greatest impact.

   In addition, Hennig et al., (2004) show that the internet has provided customers multiple choices to reach product information, specifically by considering the opinion of other consumers and gave opportunities for consumers to share their own consuming related opinion. Recent research of tourism related reveals that influence have greater impact on tourism related products and services in some countries (Litvin et al., 2008). Anderson (1998) have implied that e-WOM can be positive, neutral, or negative. Follow by other researchers have argued that e-WOM is more powerful than tradition one (Tucker,2011).

   Several reports have identified that the number of visitors who used online platform to review the other consumer opinion from other experience customers in travel for such destination from each year have reach the hundreds of millions (Tripadvisor.com,2009). Internet users seem to trust information from their friends, family and other peers coming from blog posts more than they do other media, Facebook posts, or tweets (Becker & Nobre, 2012).

Related studies of Social media and Tourism

X. Liu, Mehraliyev, Liu, and Schuckert (2020) found that Social media are acknowledged as an important information source that influences tourists' travel choices. However, qualitative studies that take an inductive approach to identify the roles of social media by investigating how social media affect travel choices are limited. By interviewing 21 tourists who had recently taken trips, this article aimed to identify the roles that social media played in the tourists' choices of six travel components (destination, transportation, accommodation, food and dining activities, attractions, as well as shopping and leisure activities). Four roles have been

identified: Need Generator, Supporter, Guider and Approver. Theoretical and practical implications along with future research suggestions are discussed.

Zeng and Gerritsen (2014) found that the growing role of social media in tourism has been increasingly an emerging research topic. Social media plays a significant role in many aspects of tourism, especially in information search and decision-making behaviors, tourism promotion and in focusing on best practices for interacting with consumers. Berhanu and Raj (2020)trying to address the trustworthiness of travel and tourism information sources of social media platforms. The findings revealed that visitors had a positive perception towards the trustworthiness of social media travel information sources. Visitors with the age of 18–35 years have a higher level of agreement towards the trustworthiness of social media travel information sources. As the age of visitors increases, the mean scores marginally decrease where the lowest mean scores lay on visitors who are above 46 years. Limitations and managerial/industrial implications are detailed.

In the tourism industry, the application of digital technologies in the search of tourist destinations has received considerable attention from practitioners (tourism operators). However, the study considered a thin line between the use of the Internet and social media for travel planning and precisely considered the usage of social media and not Internet websites for general information. Therefore, the avenue of social media for such interaction, communication, co-operation, and the creation of user-generated content may influence the tourists, and subsequently the intentional behavior and actual behavior of tourists. Therefore, we hypothesize that,

H4. The relationship between attitude and visit intention is moderated by social media.

2.5. Conceptual Framework and Hypothesis

Conceptual Framework

Drawing on the above discussion, this study proposed a comprehensive model and developed an instrument for measuring Cambodian tourist intention to visit Thailand based on Cognitive image, affective image, and attitude with the moderated effect of social media.

Both Cognitive and affective attributes of destination image create a unique overview and assessment of each destination, which can have significant impact on how tourist feel about the place (Beerli & Martín, 2004).

The image perception of tourist is used for them to represent "a simplification of a larger number of associations and pieces of information connected with the place," (kock et al., 2016, P.31), which is linked to cultures and heritages, national identity and festivals and events. These deterministic variables, which are direct nature and socio cultural, oriented experiences of the tourists (Tan et al., 2015), are used to describe both cognitive and affective destination images.
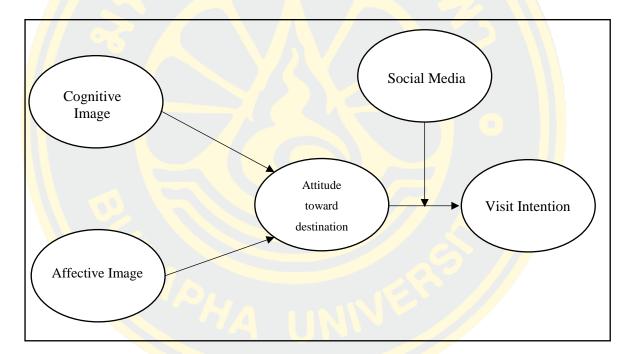
Figure 9. *Conceptual Model*

Research Hypotheses

H1- The cognitive image significantly influences the Attitude toward destination.

H2- The affective image significantly influences the attitude toward destination

H3- The attitude toward destination significantly influences Intention to visit Thailand.

H4- The relationship between attitude and visit intention

CHAPTER 3
RESEARCH METHODOLOGY

This chapter presents and discusses the research methodology adopted by researcher. It also describes the research design, research process, method of data collection, method of data analysis, and the application of the data analysis.

3.1 Research Design

The main purpose of this research is to examine and observed the interaction between destination image dimensions, attitude, and intention to visit by the moderating effect of social media. The objectives of this research are (1) To examining the connection between image and attitude toward country and product influence on visit intentions (2) To examine the moderating effects of social media on interrelationship between attitudes, travel intentions and two dimensions of destination images. To answer and reach the mentioned objectives, the researcher employs quantitative research based on cross sectional study (Cooper, 2014) fits with the nature of research's topic, problems, research questions that require an investigation. The author attempts to use survey questionnaires and does data collection at one point in time. This study struggled to gather rich data related to evaluate the collected data whether independents variable influenced dependent variables and hypothesis which statistical analysis software was used in order to perform data analysis tasks such as reliability and validity testing, confirmatory factor analysis of the measurement mode and structure equation modeling.

Independent variables

After reviewing the literature in chapter 2, conceptual model was used in this study as independent variable was Cognitive image, Affective image, Attitude toward destination and social media as Moderator.

Dependent variable

In this section describes the construct measurement of dependent variable which is Visit Intention. This study aimed to try to find out the impact of independent variables and moderator to dependent variable

3.2 Research Procedures

This current study is carried out to address the research issues and answer the research questions. Thus, the research method is hereby established from the research process formulated from the review of previous literature. It was performed in different phases – literature review, define variables to create keyword, develop questionnaires, check validation and reliability, data collection and data analysis of the entire study. the researcher reviews the relate studies, articles, journal, books, thesis, working paper, news, and public articles on the internet. Following these actions, researcher be able to understand and drawn out the theories, concepts, critical points, important argument, and research practices in involving visiting intention.

The development of the questionnaire warranted reduction of error by creating reliability and validity of the measurement construct(Kimberlin & Winterstein, 2008). Initially, the questionnaire was developed and after a thorough study of existing literature each wording of questionnaire was adequately structured and modified to make sure that it was relevant and to the point. Moreover, questions were designed according to research objective. For validation, the questionnaires questions will be checked by the experts. For reliability, the researcher will do pilot study of 30 persons to test the reliability.

The initial plan for this study was to collect data both offline and online channels; unfortunately; due to spread of Covid-19 , the original plan of collected data were changed by creating questionnaire in google form and send link to sampling group via social media such as Facebook messenger, email and Instagram chat. Moreover, researcher asked the respondents to share the questionnaires within their friends or colleagues.

3.3 Population, sample size and sampling method

      Population

      The target population and sample size of this research should be first time and repeated Cambodian tourist who use social media and age of 18 years old. The researcher will use questionnaire as research instrument. This study uses the quantitative method for discovering the casual relationship of image, attitude, and visit intention with the moderate effect of social media on Cambodia tourist attitude toward Thailand as destination. The quantitative approach employed to collected data from targeted respondents, to examine the relationship of all variables, then to discover the significant effect of research hypotheses. The present study focuses on Cambodian tourist who is first time or repeater as the target population. Since the number of populations is undefined, to determine the number of sample, the researcher intended to use calculation method from (Hair, 2019, p. 280).

      Sample Size

      The minimum requirement needed for samples are five times the amount of the research indicators and the radio that is used is 5:1 but the preferred ratio is 15:1 or 20:1. They also mentioned that the more samples collected, the more accurate the result will be. There are 39 indicators in this research, so the sampling size for this research is:

10 x 39= 390 respondents

      Since the researcher investigates Cambodian tourist attitudes who are first-time and repeated visitors to visit Thailand, the researcher adds 10 more samples to get a better result and avoid an error. Thus, the total sample size of this research is 400 people.

      Survey participants is chosen using convenience sampling to collect data from the Cambodian tourists. Using non-probability sampling techniques, with purposive sampling can be reflected accessibility by the survey method, and the questionnaires is distributed to respondents. Researcher distribute the URL link of questionnaire through email and other social media platform as a google form to the samples group

directly. In the first part of questionnaire, there are basic information which related to basic condition acquired in this research. The condition required for participant such as:

    1. Participants must be at least 18 years old.

    2. Participant must be Cambodian citizen who used to visit Thailand.

    3. Participant have freedom on making decision whether to complete the survey or not.

3.4 Research Instrument

Questionnaire

The study instrument is a researcher-designed questionnaire that was administered to participants through an on-line survey. The questionnaires for this study divide into five parts, namely Part A, B, C, D and E. The questionnaires are translated to Khmer Language by the researcher to make it more understandable and convenience for respondent to response to the questions.

In part A: Respondents' personal information and general information sources such as gender, age, education level, occupation, Income, purpose to visit Thailand, frequency of visit Thailand, information about Thailand, commonly use type of social media and frequency of social media usage.

In Part B, C, D, E, show about the assessment criteria of variables consisting in the research as following:

Part B: Images of Thailand as tourist destination (cognitive and affective image). For the affective image contain 4 questions while Cognitive image contain 22 questions divided into 4 observe variables as follow:

    1. Activities 5 questions
    2. Natural attraction 5 questions
    3. Facility 9 questions
    4. Culture, History and Art 3 questions

Part C: Tourist attitude toward Thailand as destination contain 4 questions.

Part D: Intention to Visit Thailand by Cambodian Tourist contain 4 questions.

Part E: The use of social media in making decision for visit a destination contain 5 questions.

The questionnaire was construct into 39 questions which equal to 39 items and evaluate in 5 rating scale.

1 point is equal to Strongly disagree

2 point us equal to Disagree

3 point is equal to Neutral

4 point is equal to Agree

5 point is equal to Strongly Agree

Table 9 The questionnaire structure

Scale	Number of questions	Items Number
Part A: Personal Information	10	
1. Gender	1	1
2. Age	1	2
3. Education Level	1	3
4. Occupation	1	4
5. Income	1	5
6. What is the purpose to visit Thailand?	1	6
7. How many times have you been to Thailand?	1	7
8. How did you hear information about Thailand?	1	8

9. What kind of social media which you commonly use? (You can select more than one)	1	9
10. How often do you use social media (E.g., Facebook, Instagram, Twitter…)?	1	10
Part B: Image of Thailand as Destination	26	1 to 26
COGNITIVE IMAGE	22	1 to 22
ACTIVITIES	5	(1-5)
NATURAL ATTRACTION	5	(6-10)
FACILITIES	9	(11-19)
Cultural History and Art	3	(20-22)
AFFECTIVE IMAGE	4	(23-26)
PART C: Attitude toward Destination	4	(27-30)
PART D: VISIT INTENTION	4	(31-34)
PART E: SOCIAL MEDIA	5	(35-39)
Scale	**Number of Questions**	**Item Number**
TOTAL	39	

Table 10 Items used in questioniares

Latent Variables	Sub variable	Meaning	Indicators	Reference
	Activities	Actions and behaviors of people in preparation for and during a trip at that destination	1. Thailand has many interesting places to visit 2. Shopping facilities are available in Thailand 3. Thailand is a good place to be with friend/family 4. Thailand offers good nightlife options 5. Thailand offers a variety of outdoor activities	del Bosque and Martín (2008) Elliot, Papadopoulos, and Kim (2010) Baloglu and McCleary (1999)
	Natural Attraction	Geography appeal of beauty landscape or nature of landform that have specific appeal to tourist.	6. Thailand has plentiful cultural and historical sites 7. Thailand has many natural attractions 8. Thailand has pleasant weather 9. Thailand is a famous place to visit 10. Thailand is affordable destination	Fakeye and Crompton (1991) Grosspietsch (2006) S. S. Kim and Morrsion (2005)
Cognitive Image	Facilities	Establishment of infrastructure, accommodations or	11. Thailand is a safe place to visit 12. Thailand offers good quality tourist information	Sönmez and Sirakaya (2002)

Dimension	Description	Items	Source
	recreation in support to tourism demand.	13. There are plenty of good quality hotel in Thailand 14. There are plenty of good restaurant in Thailand 15. The local people in Thailand are friendly and hospitable 16. Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc….) 17. Road infrastructure maintain good condition 18. Thailand has product with reasonable price 19. There are a lot of medical centers (Hospital)	H. Kim and Richardson (2003)
Cultural History and Art	Feature which encompassed of art and tradition, historical cultural heritage place.	20. Thailand has many interesting local festivals 21. Thailand has dominant culture 22. Thailand is a good place to increase knowledge	
Affective Image	Individual's based feeling toward the specific location.	23. Exciting 24. Pleasant 25. Delightful 26. Relaxing	(Baloglu & McCleary, 1999; Ekinci, Sirakaya-Turk, & Baloglu,

	Definition	Items	Source
			2007; Hosany, 2012; Russell & Pratt, 1980) Alcaniz, Garci, Sanchez, & Sanz, 2009, pp. 715-723
Attitude	Tourist attitude describes the tendencies of psychological expressed by either positive or negative assessment of tourists when attracted in certain behaviors.	27. Going to Thailand is Exciting 28. Going to Thailand is Pleasant 29. Going to Thailand is enjoyable 30. Going to Thailand is Fun	Joo, Seok, and Nam (2020)
Visit Intention	One's intention to take action or movement to the actual destination and willing to take action again as well as willing to recommend the destination to other.	31. I would revisit Thailand again in the future 32. I intend to visit Thailand in the next 2 years 33. I consider Thailand as the first choice among other international tourism destination to visit in the future 34. I would recommend visiting Thailand to friends or family members	(Ajzen & Fishbein, 1972, 1975, 1980) C.-F. Chen and D. Tsai (2007)

		(Rashid, Zainol, & Madden, 2017; Tan & Wu, 2016)
Social Media	Social media is a very essential networking tool or platforms which is continuously becoming merged with the social and economic aspects of life and link users to form a virtual community by using cross-platforms, and therefore affects people's behaviors and real-life activities.	35. Shared photos and video on social network sites make me think about destinations I have not thought about before
		36. I consider comments on social network sites to be a relevant source of information about destination
		37. I enjoy watching photos and videos from all around the world shared on social media sites because it can give me an idea for my next tourist destination to visit
		38. I have already changed my opinion about destination after reading comments on social media
		39. Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos

Živković et al. (2014)
X. Liu, Mehraliyev, Liu, and Schuckert (2019)
Zeng and Gerritsen (2014)

For Part B to E are related to the variables both dependent and independent. In these parts, the researcher uses five-points Likert-type scale ranging from 1 "strongly *disagree" to* 5 "strongly *agree*".

The interpreting of mean score will be employed during the data analysis as shown in the following formula:

The range from each level= (The highest score-The lowest score)/Number of levels

$$= (5-1)/5$$

$$= 0.8$$

The effectiveness can be interpreted as following the level below:

4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Average
1.81-2.60	Low
1.00-180	Very Low

Then, in order to determine the maximum of this cell, the number one, which was the lowest value on the scale, was added by the researcher. Finally, the cell's length was calculated in the following table by the researcher:

Table 11: 5-point Likert scale "Agree or disagree"

Scale	Rank Score	Level of Agreement	Interpretation
5	4.21-5.00	Strongly Agree	Very High
4	3.41-4.20	Agree	High
3	2.61-3.40	Neutral	Average
2	1.81-2.60	Disagree	Low
1	1.00-180	Strongly Agree	Very Low

Validity

The researcher asks advisor to consider and check the questionnaires that got from the review of relevant documents as well as related research. Then, the researcher takes it to test the validity, and check the appropriate wording and the language using to make revision before taking it to questioning the actual data collection. In addition, the researcher asks three experts who are specialist in tourism field to verify and the index of item-objective congruence (IOC) is used to evaluate the items of the questionnaire based on the score range from -1 to +1. The three experts include:

1. Dr. Chitlada Pinthong, Faculty of Management and Tourism
2. Asst. Prof. Dr. Petchalas Wiriyasuebphong, Faculty of Management and Tourism
3. Assistant Professor. Chavana Angkanurabun, Faculty of Management and Tourism

Any items with score lower than 0.5 are revised but the items with higher than or equal to 0.5 are used to conduct the study.

Congruent = + 1

Questionable = 0

Incongruent = -1

To prove that the questions are relevant to the topic, the formular below is used:

$$IOC = \frac{\sum R}{N}$$

IOC= consistency between the objective and content or questions and objective

$\sum R$ = total assessment points given from all qualified experts

N=Number of qualified experts

The consistency index value must be at least 0.5 or higher to be accepted.

After receiving the assessment or evaluation results, the questions were adjusted and adopted to ensure a consistency index value of each question must greater than 0.5 (Rovinelli & Hambleton, 1977).

Reliability

After revision of the questionnaires by researcher, a pilot study is conducted by the researcher with 30 people living in Phnom Penh, Cambodia who are sample group of the research in order to find out whether or not the individual score from the instrument is consistent reliable. To ensure the consistency, the researcher use Cronbach's Alpha to validate reliability. The value of Coefficient Cronbach's Alpha (George & Mallery, 2019, p. 235) as bellow:

Cronbach's alpha (α) > .9   Excellent

Cronbach's alpha (α) > .8   Good

Cronbach's alpha (α) > .7   Acceptable

Cronbach's alpha (α) > .6   Questionable

Cronbach's alpha (α) > .5   Poor

Cronbach's alpha (α) < .5   Unacceptable

The coefficient Cronbach's Alpha should be equal to or greater than 0.7 (Pallant, 2013, p. 104) to ensure the reliability of the research instruments, therefore the value of the coefficient Cronbach's Alpha should be in between 0.7 and 0.9.

Table 12: summary of pilot test result of internal reliability of the questionnaire. (n=30)

Variables		Code	Items of factor	Cronbach's Alpha of each factor
COGNITIVE IMAGE				**.937**
	ACTIVITIE	ACT1	Thailand has many interesting places to visit	.965
		ACT2	Shopping facilities are good in Thailand	.965
		ACT3	Thailand is a good place to be with friend/family	.965

Variables		Code	Items of factor	Cronbach's Alpha of each factor
		ACT4	Thailand offers good nightlight options	.966
		ACT5	Thailand offers a variety of outdoor activities	.965
	NATURAL RESOURCE	NA1	Thailand has plentiful cultural and historical sites	.966
		NA2	Thailand has many natural attractions	.965
		NA3	Thailand has pleasant weather	.967
		NA4	Thailand is a famous place to visit	.966
		NA5	Thailand is affordable destination	.966
	FACILITIES	FAC1	Thailand is a safe place to visit	.965
		FAC2	Thailand offers good quality tourist information	.966
		FAC3	There are plenty of good quality hotel in Thailand	.967
		FAC4	There are plenty of good restaurant in Thailand	.966
		FAC5	The local people in Thailand are friendly and hospitable	.966
		FAC6	Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc…)	.965
		FAC7	Road infrastructure maintain good condition	.966
		FAC8	Thailand has product with reasonable price	.964
		FAC9	There are a lot of medical centers (Hospital)	.966
	CULTURAL HISTORY and ARTs	CUL1	Thailand has many interesting local festivals	.965
		CUL2	Thailand has dominant culture	.966
		CUL3	Thailand is a good place to increase knowledge	.965
				.901
AFFECTIVE IMAGE		AFF1	Exciting	.965

Variables	Code	Items of factor	Cronbach's Alpha of each factor
	AFF2	Pleasant	.965
	AFF3	Delightful	.965
	AFF4	Relaxing	.966
ATTITUDE TOWARD DESTINATION			**.918**
	ATT1	Going to Thailand is Exciting	.965
	ATT2	Going to Thailand is Pleasant	.965
	ATT3	Going to Thailand is Enjoyable	.965
	ATT4	Going to Thailand is Fun	.964
VISIT INTENTION			**.891**
	INT1	I would revisit Thailand again in the future	.965
	INT2	I intend to visit Thailand in the next 2 years	.966
	INT3	I consider Thailand as the first choice among other international tourism destination to visit in the future	.965
	INT4	I would recommend visiting Thailand to friends or family members	.965
SOCIAL MEDIA			**.902**
	SOC1	Shared photos and video on social network sites make me think about destinations I have not thought about before	.966
	SOC2	I consider comments on social network sites to be a relevant source of information about destination	.966
	SOC3	I enjoy watching photos and videos from all around the world shared on social media sites because it can give me an idea for my next tourist destination to visit	.966

Variables	Code	Items of factor	Cronbach's Alpha of each factor
	SOC4	I have already changed my opinion about destination after reading comments on social media	.966
	SOC5	Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos	.965
Total item	**39**	**Total Cronbach's Alpha**	**.966**

Based on the result in table 11, the result of pilot test with 30 respondents showed that the total Cronbach's alpha of construct was .966 and Cronbach alpha of each item was from .964 to .966 indicate as a good reliability (Pallant, 2013). Base on this, the questionnaire can be used for collecting data and this study.

3.5 Data Collection

Primary Data

Since the study selects the sample size of 400 people, so 400 questionnaires will distribute to the respondents. The researcher will distribute the google form questionnaires through social media platform to the respondents. The survey took between five and ten minutes to complete. The detailed questionnaires are giving out to the sample group to collect data that correspond to the objectives of complete characteristics of closed-end questions. The researcher uses survey questionnaire to collect quantitative research data while the respondents will be informed in advance that their answer are kept confidential and used to academic purposes only.

Secondary Data

This data conducts from other different sources such as: articles, books, journal, theses, newspapers, and E-database of Burapha university library online, all

of these relevant with the concepts, ideas, theories, supporting researcher to complete of research.

3.6. Data Analysis

The collected questionnaires are encoded and examined in statistical program called Statistical Package for Social Science (SPSS) and Structural Equation Modelling (SEM) by IBM SPSS AMOS to analyses the data as following:

Descriptive statistic: the researcher analyses as well as examines demographic frequency of the respondents by using descriptive statistics and correlation efficiency analysis. Descriptive statistic which is used to describe the basic feature of the data in a study by providing simple summaries about the sample and measures.

Normality: The normality of data included the basic assumption which was a must for the next analysis step. The Skewness and Kurtursis values were the indicator index for checking normality of data (Hair, 2019).

Correlation: The researcher analyses and examine the relationship between destination image formation, attitude, visit intention and moderate role of social media by correlation efficiency analysis.

Structure Equation Modeling Analysis: Confirmatory Factor analysis for each construct and measurement model testing was perform using AMOS. In addition, the casual model testing through Structure equation modeling (SEM) that examines the path construct of the latent model. The main purpose of SEM was used to test the theoretical model with the empirical data whether fit or not fit and Several goodness of fit criteria has been developed to interpret a structural equation model, to determine the degree of compatibility of a model with the empirical data obtained (Hair, 2009, 2019; Hooper, Coughlan, & Mullen, 2008; Singh, 2009). Commonly used goodness of fit criteria is based on covariance matrix comparisons of data observed with the estimated covariance matrix, with several measures, including Chi-Square, Goodness of Fit Index (GFI), Root Mean Square Error of Approximation (RMSEA), Non-Normed Fit Index or Tucker Lewis Index (TLI), and Comparative Fit Index (CFI). Some criteria for goodness of fit in a structural model equation:

Table 13. Model of Goodness of Fit

Goodness of fit test	Good fit or accepted levels
Chi-square (x^2)	P value (p>.05)
x^2/df	< 3
RMSEA	< .05
TLI	≥ 0.9
CFI	≥ 0.9
GFI	≥ 0.9
AGFI	≥ 0.9

Sources: (Hair, 2009, 2019; Hooper et al., 2008; Singh, 2009)

Therefore, the important statistics for model fit criteria between model and empirical data

1. Standard errors and correlation of estimates the result from data analysis parameter estimation, standard errors, T-value and estimation score were significant as long as the errors was small and correlation was high which indicated that the model was good enough.

2. Goodness of fit measurement used to check the validity of the model:

- Chi-square statistic was used to test the significance of the testing Hypothesis. A chi square value of zero indicates the perfect fit or has no difference between values in the sample covariance matrix. The theory fitted well with the empirical data when the Chi square value was small close to the degree of freedom (df) value.

-The Relative Chi Square (χ2 / df) is minimum discrepancy divided by its degrees of freedom and the ration value should be close to 1 indicated the model well fits with the empirical data.

- Root Mean Square of the errors Approximation (RMSEA) should be smaller than .08 indicates the empirical data is well fit model.

- Trucker-Lewis Index (TLI) was in between 0 to 1. When the TLI value was more than 0.95, it indicated goodness of fit, the model was well fit with the empirical data.

- Comparative fit index (CFI) had value close to 1 which indicate that the model well fit

-The (Adjust) Goodness of Fit (GFI) had Value close .90 or .95 indicates very good fit for empirical data

Table 14. Summary of applicable statistic testing for hypothesis

Hypothesis	Applicable statistic
H1. The cognitive image significantly influences the Attitude toward destination.	Advanced Statistics SEM (CFA & SEM Modeling)
H2. The affective image significantly influences the attitude toward destination	Advanced Statistics SEM (CFA & SEM Modeling)
H3. The attitude toward destination significantly influences Intention to visit Thailand.	Advanced Statistics SEM (CFA & SEM Modeling)
H4. The relationship between attitude and visit intention is moderated by social media.	Advanced Statistics SEM (CFA & SEM Modeling) Continuous moderator variable - term interaction term to measure the moderator effect

3.7. Research Ethics

The research is required to trial standard ethical research. Prior in distribution the feedback form, the research ethics is going to be reviewed and approved by advisory committee of Burapha University G-HU113 (as shown in appendix 5), to make sure assertively and free will behavior of participant. Therefore, after getting the recognition of the participants to take part in this research of the researcher should authenticate the understand capacity of the respondents. Respondents are not liable for any operating cost participating in this study. All personal data of the respondents would be reserved confidential.

CHAPTER 4
DATA ANALYSIS AND RESULTS

This chapter presents the findings of the quantitative data surveyed collected from 400 Cambodian respondents and were used to explore the mentioned hypotheses based on research framework. The questionnaires were coded and analyzed using SPSS program by frequency, percentage, mean, standard deviation values and using SPSS for AMOS to the confirmatory factor analysis result of the cognitive and affective factor of destination image, attitude toward destination, social media and visit intention to analyses of proposed model based on Structure Equation Modeling (SEM) were used to answer the objectives of this study.

The research analysis is presented into five parts as following:

4.1 Personal Information

4.2 Descriptive statistics and Normality of the data

4.3 The results of Confirmatory factor analysis of the measurement model

4.4 The result of testing construct validity and Hypothesis testing

4.5 Effect Measurement

Symbols using in data analysis:

M   = Arithmetic Mean

SD =Standard Deviation

R   =Pearson Product Moment Correlation Coefficient

CV = Coefficient of Variation

SK = Skewness

KU = Kurtosis

β = Standardized Factor Loading

SE = Standard Error of b

t = t-value

χ2 = Chi-square

p = P-value

df = Degree of Freedom

CFI = Comparative Fit index

RMSEA = Root Mean Squared Error of Approximation

GFI = Goodness-of-fit index

AGFI = Adjusted Goodness-of-fit Index

COG = Cognitive Image

ACT = Activities

NA = Natural Resource

FAC = Facilities

CUL = Cultural History and Arts

AFF= Affective Image

INT = Visit Intention

SOC = social media

AFF*SOC= Affective image interaction with social media

4. 1. Personal Information

In this part, researcher studies general information using frequency and percentage analysis method. To identify the general information characteristics of survey participants, frequencies are drawn in Table 15.

The data shown on table reveal that the majority of respondents were female which total number of 213 equal to 53.3 % while male is 187 equals to 46.8%. Moreover, the respondents are mostly in age group of 18-24 years old at 44.3% (177) and 25-31 years old at 44.3% (177) followed by age group of 32-38 years old are 9.0% (36) and 39-45 years old are 2.5% (10).

The largest of respondents hold the bachelor's degree of 71.3% (n=285) while the second group is Master degree of 22.3% (n=89) followed by high school at 4.5% (n=18) and doctorate or higher are at 2.0% (n=8).

Most of respondents is students 37.5% (150), the second group is company staff 36.5% (146), third is government and organization staff 18.8% (75) followed by Businessman or woman 4.5% (18), and less are other 2.8% (11).

The majority of respondents' income is less than or equal 200$ (n=113; 28.3%) following by income more than 600$ (n=109; 27.3%). The third is income between 201-400$ (n=100;25.0%) while the last is between 401-600$ (n=78; 19.5%).

As for the purpose to visit Thailand, Relaxation is the largest one with 69.0% (276) while studying came next with 36.5% (146), shopping 31.5% (126), medical care 13.5% (54), Business 11.3% (45) and other such as work mission 1.5% (6).

Moreover, frequency of visit Thailand revealed that most of respondents are once time (n=163; 40.8%), 4 times or more (n=133, 33.3%), 2 times (n=61, 15.3%) and last one is 3 times (n=43, 10.8%).

For the information about Thailand, social media came in first place with 259 equals to 64.8% following by friend/colleague with 189 equals to 47.3%, family/relatives are 151 equals to 37.8% and Others is 9 equals to 2.3%.

Additionally, Facebook is most common use among social media (n=367, 91.8%) while Instagram come in second (n=217, 54.3%) following by line (n=70,17.5%) and Twitter (n=33, 8.3%).

The degree of social media usage by participants is shown as following: 2-4 hours (n=162; 40.5%), less than 2hours (n=92; 23.0%), 4-6 hours (n=74, 18.5%) and 6-8 hours (n=47, 11.8%).

Table 15 The frequency and percentage of participants

Characteristics		Frequency	Percentage
Gender			
	Male	187	46.8
	Female	213	53.3
Age	18-24 years old	177	44.3
	25-31 years old	177	44.3
	32-38 years old	36	9.0
	39-45 years old	10	2.5
Education Level	High School	18	4.5
	Bachelor Degree	285	71.3
	Master Degree	89	22.3
	Doctorate or Higher	8	2.0

Characteristics		Frequency	Percentage
Occupation	student	150	37.5
	Company staff	146	36.5
	Gov't & Organization Staff	75	18.8
	Businessman/woman	18	4.5
	other (Factory, Self-employed, Housewife, Embassy staff...)	11	2.8
Income	Less than or equal 200$	113	28.3
	Between 201-400$	100	25.0
	Between 401-600$	78	19.5
	More than 600$	109	27.3
Purpose to visit Thailand	Relaxation	276	69.0
	Study	146	36.5
	Medical care	54	13.5
	Shopping	126	31.5
	Business	45	11.3
	Other (work mission)	6	1.5
Frequency of visit Thailand	Once time	163	40.8
	2 times	61	15.3
	3 times	43	10.8
	4 times or more	133	33.3
Information about Thailand	Social Media	259	64.8
	Friend/colleague	189	47.3
	Family/relatives	151	37.8
	Other (research document, books)	9	2.3
Commonly use of social media	Facebook	367	91.8
	Instagram	217	54.3
	Line	70	17.5
	Twitter	33	8.3
Degree of social media usage per day	Less than 2 hours	92	23.0
	2-4 hours	162	40.5
	4-6 hours	74	18.5
	6-8 hours	47	11.8

Characteristics	Frequency	Percentage
More than 8 hours	25	6.3
Total Responses	400	100.0

4.2. Descriptive and Normality

4.2.1 Descriptive

The statistical analysis in this part was analyzed and demonstrated by Mean (M) and Standard deviation (S.D)'s score in which the level of each factor will be interpreted as shown in the following table:

Table 16: summary level of Each Variables in the construct

Variables	Mean	S. D	Agreement Level	Performance
Affective (AFF)	3.85	0.64	Agree	High
Cognitive (COG)	3.82	0.45	Agree	High
Attitude (ATT)	3.84	0.67	Agree	High
Social Media (SOC)	3.96	0.64	Agree	High
Visit Intention (INT)	3.48	0.91	Agree	High

n=400

According to table 16, it shown the value of each factor which was considered influence on Intention to visit Thailand depending on the participant's perception. Social Media (SOC) was the highest while Intention to visit is the lowest mean score, as demonstrated as 3.96 and 3.48, respectively. Additionally, the agreement levels were ranked between "Agree" and "Disagree" but both are illustrated "high" perform.

Moreover, among the 4 independent variables (AFF, COG, ATT and SOC), COG has the lowest mean score (M=3.82) while social media was the highest

(M=3.98). It could be illustrated that both variables were in "Agree" level with "high" performance.

4.2.2 Normality of data testing

In order to next analyzing for factor analysis, the researcher initial had to test the normality of the data which focused on Mean, Standard Deviation, Coefficient of variation, Skewness and Kurtosis as shown in Table 16.

From Table 16 show the results of descriptive statistics of 39 indicators base on observed variables namely by Cognitive image, Affective Image, Attitude toward destination image, social media and visit intention.

Cognitive Image was measure by four observed variables which are Activities, Natural Resources, Facilities and Culture Art and History. For Activities was measured by 5 indicators which is ordered from highest to lowest mean score as following shopping facilities are available in Thailand (ACT2), Thailand has many interesting places to visit (ACT1), Thailand is a good place to be with friend or family (ACT3), Thailand offers good nightlights options (ACT4) and Thailand offers a variety of outdoor activities (ACT5). The mean scores were 4.43, 4.13, 3.89, 3.87 and 3.82 respectively. Natural Attraction was measured by 5 indicators which ordered from highest to lowest mean scores as following Thailand has plentiful cultural and historical sites (NA1=3.69), Thailand is affordable destination (NA5=3.60), Thailand has many natural attractions (NA2=3.51), Thailand is a famous place to visit (NA4=3.47), and Thailand has pleasant weather (NA3=3.38). Facility was measured by 9 indicators with the mean score start from 4.16, 4.11, 4.10, 3.95, 3.92,3.85, 3.76, 3.70 and 3. 23 which are The local people in Thailand are friendly and hospitable (FAC5), There are plenty of good restaurant in Thailand (FAC4), Road infrastructure maintain good condition (FAC7), Many kinds of transportation to select (taxi, motorcycle taxi, minibus) (FAC6), Thailand offers good quality tourist information (FAC2), Thailand is a safe place to visit (FAC1), There are a lot of medical center (Hospital) (FAC9), There are plenty of good quality hotel in Thailand (FAC3), Thailand has product with reasonable price (FAC8). For Cultural History and Arts was measured by 3 indicators which is ordered from highest to lowest mean score as following Thailand has many interesting local festivals (CUL1), Thailand is a good

place to increase knowledge (CUL3) and Thailand has dominant culture (CUL2). The mean scores were 4.04, 4.01 and 3.41 respectively.

Affective image measured by 4 indicators from highest to lowest pleasant (AFF3) 3.97, Delightful (AFF1) 3.86 following by Exciting (AFF2) and Relaxing (AFF4) with the same score of 3.78.

Attitude toward destination measured by 4 indicators from highest to lowest "Going to Thailand is enjoyable" (ATT3), "Going to Thailand is pleasant" (ATT2), "Going to Thailand is Fun" (ATT4), "Going to Thailand is Exciting" (ATT1). The scores are 3.90, 3.87, 3,85 and 3.72 accordingly.

Visit Intention measured by 4 indicators from highest to lowest following I am planning to visit Thailand in the next 2 year (INT1), I intend to visit Thailand in the next 2 years (INT2), I would revisit Thailand again in the future (INT4) and I consider Thailand as the first choice among other international destination to visit in the future (INT3). The mean scores are 3. 65, 3.61, 3.55 and 3.12.

Social Media was measured by 5 indicators which are Shared photos and video on social network sites make me think about destinations I have not thought about before (SOC1), I enjoy watching photos and videos shared on social media sites because it can give me an idea for my next tourist destination to visit (SOC3), Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos (SOC5), I consider comments on social network sites to be a relevant source of information about destination(SOC2) and I have already changed my opinion about destination after reading comments on social media (SOC4). The mean scores are approximately ordered as 4.06, 4.03,4.03,3.95 and 3.72 respectively.

Table 17: Descriptive statistics of all indicators

Variables	Acronym	M	S.D	CV%	SK	KU
Cognitive Image						
Activities						
Thailand has many interesting places to visit	Act1	4.13	.715	17.324	-.726	1.342
Shopping facilities are available in Thailand	Act2	4.43	.621	14.028	-.913	1.737
Thailand is a good place to be with friend/family	Act3	3.89	.755	19.397	-.449	.477
Thailand offers good nightlife options	Act4	3.87	.7336	18.980	-.051	-.580
Thailand offers a variety of outdoor activities	Act5	3.82	.733	19.177	-.093	-.417
Natural Attraction						
Thailand has plentiful cultural and historical sites	NA1	3.69	.756	20.528	-.173	-.080
Thailand has many natural attractions	NA2	3.51	.791	22.533	.004	.036
Thailand has pleasant weather	NA3	3.38	.807	23.907	-.323	.567
Thailand is a famous place to visit	NA4	3.47	.742	21.406	-.064	.289
Thailand is affordable destination	NA5	3.60	.722	20.056	-.313	.340
Facilities						
Thailand is a safe place to visit	Fac1	3.85	.740	19.200	-.318	.141

Thailand offers good quality tourist information	Fac2	3.92	.701	17.904	-.191	-.223
There are plenty of good quality hotel in Thailand	Fac3	3.70	.779	21.080	-.468	.618
There are plenty of good restaurant in Thailand	Fac4	4.11	.683	16.639	-.470	.611
The local people in Thailand are friendly and hospitable	Fac5	4.16	.667	16.045	-.347	-.169
Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc…)	Fac6	3.95	.761	19.279	-.457	.401
Road infrastructure maintain good condition	Fac7	4.10	.651	15.892	-.209	-.246
Thailand has product with reasonable price	Fac8	3.23	.810	25.115	-.120	.218
There are a lot of medical centers (Hospital)	Fac9	3.76	.802	21.307	-.454	.344
Cultural History and Art						
Thailand has many interesting local festivals	Cul1	4.04	.714	17.700	-.341	-.153
Thailand has dominant culture	Cul2	3.41	.812	23.789	-.068	.298
Thailand is a good place to increase knowledge	Cul3	4.01	.734	18.316	-.470	.353
Affective Image						
Exciting	Aff1	3.78	.795	21.014	-.373	.278
Pleasant	Aff2	3.97	.675	16.995	-.505	1.024
Delightful	Aff3	3.86	.744	19.288	-.681	1.414
Relaxing	Aff4	3.78	.771	20.411	-.353	.407

Attitude toward destination

		Mean	SD			
Going to Thailand is Exciting	ATT1	3.72	.821	22.090	-.173	-.233
Going to Thailand is Pleasant	ATT2	3.87	.707	18.260	-.110	-.353
Going to Thailand is enjoyable	ATT3	3.90	.741	18.993	-.510	.908
Going to Thailand is Fun	ATT4	3.85	.760	19.720	-.470	.494

Visit Intention

I am planning to visit Thailand in the next 2 years	INT1	3.65	1.054	28.927	-.657	.078
I intend to visit Thailand in the next 2 years	INT2	3.61	1.035	28.662	-.638	.146
I consider Thailand as the first choice among other international tourism destination to visit in the future	INT3	3.12	1.030	33.046	-.127	-.340
I would revisit Thailand again in the future	INT4	3.55	1.089	30.695	-.596	-.106

Social Media

Shared photos and video on social network sites make me think about destinations I have not thought about before	SOC1	4.06	.738	18.171	-.437	.090
I consider comments on social network sites to be a relevant source of information about destination	SOC2	3.95	.754	19.095	-.481	.500
I enjoy watching photos and videos shared on social media sites because it can give me an idea for my next tourist destination to visit	SOC3	4.03	.794	19.735	-.648	.505
I have already changed my opinion about destination after reading comments on social media	SOC4	3.72	.844	22.672	-.418	.280
Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos	SOC5	4.03	.807	20.046	-.765	1.005

The result of data normality distribution of observed variables and indicators

The coefficient of covariation (C.V) of the data was closed which was between 14.028 to33.046 indicated that the data distributions were medium. The indicators that had the highest coefficient was I consider Thailand as the first choice among other international tourism destination to visit in the future (INT1) and the indicators that had lowest coefficient of covariance was Shopping facilities are available in Thailand (ACT2).

Skewness and kurtosis values of the indicators were between -3 to 3 which was in the statement from Kline (2015, p.50) indicated that the data was in normal curve. The sample size of this research was big enough so the data would be in normal curve (Hair et al, 2014).

In conclusion, based on the descriptive statistical analysis of all the indicators were suitable for analyzing multilevel confirmatory factor analysis (Hair et al., 2014; Kline, 2005, p.50), which would be detail as following paragraph.

4.5 The result of confirmatory factor analysis of the measurement model

The multilevel analysis in this study was the multiple confirmatory factor analysis of observed variables (39) among 5 latent variables namely as Cognitive image (COG) with four observed variables (Activity, Natural Attraction, Facility, and Cultural history and Art), Affective image (AFF), Attitude toward destination (ATT), social media (SOC) and Intention to visit (INT) by employing AMOS 24.0 The result of confirmatory factor analysis (CFA) was categorized into 9 models as following:

Activity model (ACT) was measured by five items namely as ACT1 to ACT5. The confirmatory factor analysis and construct validity result were shown in table 18 and Figure 10.

Table 18 The confirmatory factor analysis of ACTIVITY (ACT)

Criteria Index	Good fit or accepted levels	Score		Result
		First	Modification	
Chi-Square (x^2)	P>.05	.00	.24	Pass
x^2/df	< 3	10.29	1.39	Pass
TLI	≥ 0.9	.79	.99	Pass
GFI	≥ 0.9	.95	1.00	Pass
AGFI	≥ 0.9	.85	.98	Pass
CFI	≥ 0.9	.89	1.00	Pass
RMSEA	≤ 0.05	.15	.03	Pass

Six indicators were utilized to estimate the Activity (ACT) as mentioned in Table 17. In initial estimation, the results of CFA showed the qualification of the model since the value of criteria index were shown x^2 =51.44, x^2/df=10.29, TLI=.79, GFI=.95, AGFI=.85, CFI=.89, and RMSEA=.15 which needs further estimate.

After analyses, the model was well fitted x^2 =4.16, x^2/df=1.39, TLI=.99, GFI=.99, AGFI=.98, CFI=1.00, and RMSEA=.03 which indicate that this model had good construct validity and associated with the empirical data because CFI is closed to 1, RMSEA was less than 0.5 and x^2/df value was lower than 3 (Byrne, 2016; Wheaton et al., 1977).

Table 19 The result of confirmatory factor analysis of ACT
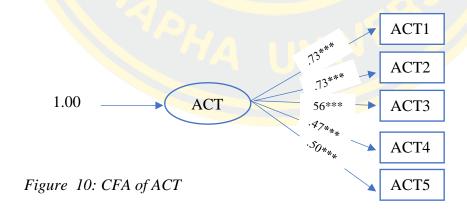
Observed Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2
Activity	Thailand has many interesting places to visit	ACT1	.73	-	-	.54

Observed Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2
	Shopping facilities are good in Thailand	ACT2	.73	.08	10.24***	.54
	Thailand is a good place to be with friend/family	ACT3	.56	.09	9.00***	.31
	Thailand offers good nightlight options	ACT4	.47	.09	7.00***	.22
	Thailand offers a variety of outdoor activities	ACT5	.50	.09	8.09***	.25

χ2 =4.16, df = 3, χ2 /df= 1.39, TLI=.99, CFI=1.00, GFI = 1.00, AGFI=.98, RMSEA =.03

*** P<.001

The table 19 indicated that the standardized factor loading value (β) of the items were positively significant at statistical level .001 while the factor loading value stay between .47 to .73 and the squared Multiple Correlations (R^2) of all items ranks from 22% to 54%.

Figure 10: CFA of ACT

Natural attraction was measured by five items namely as NA1 to NA5. The confirmatory factor analysis and construct validity result were shown in table 19 and Figure 11.

Table 20 The confirmatory factor analysis of Natural Attraction (NA)

Criteria Index	Good fit or accepted levels	Score		Result
		First	**Modification**	
Chi-Square (x^2)	P>.05	.00	.17	Pass
x^2/df	< 3	10.35	1.66	Pass
TLI	≥ 0.9	.79	.98	Pass
GFI	≥ 0.9	.95	1.00	Pass
AGFI	≥ 0.9	.84	.98	Pass
CFI	≥ 0.9	.89	1.00	Pass
RMSEA	< 0.05	.15	.04	Pass

Based on table 20, the model was well fitted as x^2=4.99, degree of freedom (df)=3, x^2/df=1.66, TLI=.98, GFI=1.00, AGFI=.98, CFI=1.00, and RMSEA=.04. This model had good construct validity and associated with the empirical data because CFI is closed to 1, RMSEA was less than 0.5 and X^2/df value was lower than 3 (Byrne, 2016; Wheaton et al., 1977).

Table 21. The result of confirmatory factor analysis of NA

Observed Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2
	Thailand has plentiful cultural and historical sites	NA1	.68	-	-	.46
	Thailand has many natural attractions	NA2	.59	.12	7.71***	.34
Natural Attraction	Thailand has pleasant weather	NA3	.53	.11	7.86***	.28

Observed Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2
	Thailand is a famous place to visit	NA4	.62	.11	8.19***	.38
	Thailand is affordable destination	NA5	.59	.09	8.91***	.35
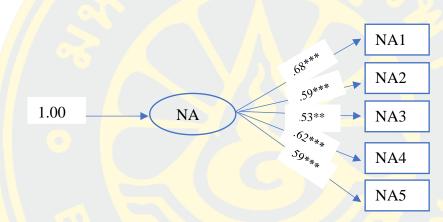
Figure 11 CFA of NA

From table 21 showed that the standardized factor loading value (β) of the items were positively significant at level .001 while factor loading value stayed between .53 to .68 and coefficient prediction value (R^2) of items ranked from 28% to 46%.

Facility (FAC) was measured by nine items namely as FAC1 to FAC9 and the confirmatory factor analysis and construct validity result were shown in table 22 and Figure 12.

Table 22 The confirmatory factor analysis of Facility (FAC)

Criteria Index	Good fit or accepted levels	Score		Result
		First	Modification	
x^2	P>.05	.00	.11	Pass

x^2/df	< 3	4.21	1.39	Pass
TLI	≥ 0.9	.88	.99	Pass
GFI	≥ 0.9	.94	.98	Pass
AGFI	≥ 0.9	.91	.97	Pass
CFI	≥ 0.9	.91	.99	Pass
RMSEA	< 0.05	.09	.03	Pass
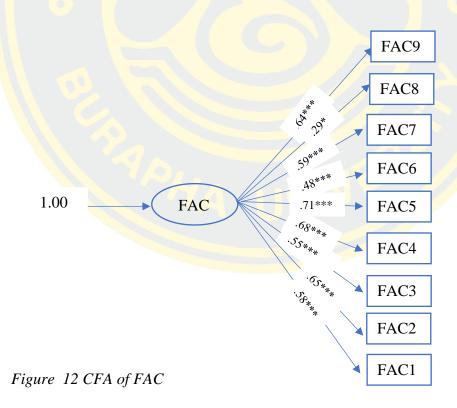
This model had good construct validity and associated with the empirical data because CFI is closed to 1, RMSEA was less than .05 and x^2/df value was lower than 3 (Byrne, 2016; Wheaton et al., 1977). There are 9 items were utilized to estimate the Facility (FAC) as in below table (23). The result the model was well fitted as x^2=45.974, degree of freedom (df)=24, X^2/df=1.916, TLI=.99, GFI=.98, AGFI=.97, CFI=.99, and RMSEA=.03.

Table 23 The result of confirmatory factor analysis of FAC

Observed Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2
Facilities	Thailand is a safe place to visit	FAC1	.58	.09	9.30***	.34
	Thailand offers good quality tourist information	FAC2	.65	.09	9.76***	.42
	There are plenty of good quality hotel in Thailand	FAC3	.55	.09	9.04***	.30
	There are plenty of good restaurant in Thailand	FAC4	.68	.08	10.87***	.47
	The local people in Thailand are friendly and hospitable	FAC5	.71	.10	9.72***	.51

	Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc…)	FAC6	.48	.09	7.80***	.23
	Road infrastructure maintain good condition	FAC7	.59	.08	9.58***	.35
	Thailand has product with reasonable price	FAC8	.29	.09	5.24***	.09
	There are a lot of medical centers (Hospital)	FAC9	.64	-	-	.41

The standardized factor loading value (β) stayed between .29 to .71 while the squared Multiple Correlations (R^2) of all indicators ranked from 9% to 51%.

Figure 12 CFA of FAC

Cultural History and Arts was measured by 3 items namely as CUL1 to CUL3. The confirmatory factor analysis and construct validity result were shown in table 24 and Figure 13.

Table 24 The confirmatory factor analysis of Cultural History and Arts (CUL)

Criteria Index	Good fit or accepted levels	Score		Result
		First	Modification	
x^2	P>.05	.00	.96	Pass
x^2/df	< 3	101.605	.002	Pass
TLI	≥ 0.9	.07	1.00	Pass
GFI	≥ 0.9	.85	1.00	Pass
AGFI	≥ 0.9	.09	1.00	Pass
CFI	≥ 0.9	.69	1.00	Pass
RMSEA	< 0.05	.50	.00	Pass

From table 24, the model was well fitted as X^2=.002, degree of freedom (df)=1, X^2/df=.002, TLI=1.00, GFI=1.00, AGFI=1.00, CFI=1.00, and RMSEA=.000. This model had good construct validity and associated with the empirical data because CFI is closed to 1, RMSEA was less than 0.5 and X^2/df value was lower than 3 (Byrne, 2016; Wheaton et al., 1977).

Table 25 The confirmatory factor analysis of Cultural History and Arts (CUL)

Observed Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2

Cultural History and Arts	Thailand has many interesting local festivals	CUL1	.86		-	.74
	Thailand has dominant culture	CUL2	.56	.08	9.75***	.32
	Thailand is a good place to increase knowledge	CUL3	.74	.08	10.57	.55

Moreover, the standardized factor loading value (β) stayed between .56 to .86 while coefficient prediction value (R^2) of all indicators ranked from 32% to 74%.
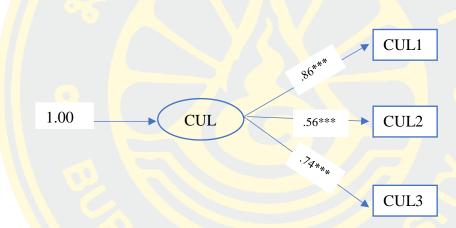
Figure 13: CFA of CUL

Cognitive image (COG) was measured by four observed variables. The result of confirmatory factor analysis and construct validity were indicating in table 26.

Table 26 The confirmatory factor analysis of Cognitive Image (COG)

Criteria Index	Good fit or accepted levels	Score		Result
		First	**Modification**	
x^2	P>.05	.00	.00	Pass
x^2/df	< 3	4.13	1.57	Pass

TLI	≥ 0.9	.80	.96	Pass
GFI	≥ 0.9	.83	.95	Pass
AGFI	≥ 0.9	.71	.92	Pass
CFI	≥ 0.9	.82	.97	Pass
RMSEA	< 0.05	.09	.04	Pass

Based on table 26 exhibited that the result of confirmatory factor analysis of Cognitive Image by program AMOS 24.0. The confirmatory factor analysis was employed to get the assessment of measurement construct of cognitive image. The model demonstrated a successful model fit as criteria index were pointed out chi-square =261.52, degree of freedom =167, X^2/df= 1.57, TLI=.96, CFI=.97, GFI=.95, AGFI=.92 and RMSEA=.04. The construct provided construct validity and consistent with quantitative data since the CFI score was close to 1, RMSEA value was less than .05 and X^2/df was also less than 3 (Byrne, 2016; Wheaton et al.,1977).

Table 27: The result of second order confirmatory factor analysis of Cognitive image

Latent Variables	Observed Variables	Indicators	Acronym	Result			
				β	SE	T (C.R)	R²
Cognitive Image	Activity		ACT	.98	.08	11.76***	.96
	Natural Attraction		NA	.96	.08	12.69***	.93
	Cultural History and Arts		CUL	.93	.08	12.57***	.87
	Facilities		FAC	1.00	-	-	1.0
χ2 =261.52, df = 167, χ2 /df= 1.57, TLI=.96, CFI=.97, *GFI* = .95, *AGFI*=.92, *RMSEA* =.04							

*** *p < .001*

The result of secondary confirmatory analysis of Cognitive image clarified that the standardized factor loading value (β) of all indicators ranked between .93 to 1.0. and the coefficient prediction (R^2) scored of the observed items were 87% to 100% based on Table 27.

Affective image (AFF) was measured by four indicators, called AFF1 to AFF4 and the result and construct validity of AFF were clearly mentioned in the bellow tables.

Table 28 The confirmatory factor analysis of Affective Image (AFF)

Criteria Index	Good fit or accepted levels	Score	Result
x^2	P>.05	.55	Pass
x^2/df	< 3	.60	Pass
TLI	> 0.95	1.00	Pass
GFI	> 0.95	.99	Pass
AGFI	> 0.90	.99	Pass
CFI	> 0.95	1.00	Pass
RMSEA	< 0.08	.00	Pass

Based on table 28, the result of CFA showed that the model fitted well the empirical data which considered from $X^2=$1.20, Degree of freedom (df)=2, $X^2/df=.60$, *TLI=1.00, CFI=1.00, RMSEA=.000, GFI=1.00 and AGFI=.99.* Therefore, it found that the model had pretty good construct validity and consistence to the empirical data due to CFI score was closed to 1, RMSEA value was less than .05 and X^2/df less than 3 (Byrne, 2016; Wheaton et al., 1977).

Table 29 CFA of Affective Image

Latent Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2
Affective Image	Exciting	AFF1	.85	-	-	.67
	Pleasant	AFF2	.75	.05	16.44***	.64
	Delightful	AFF3	.82	.05	18.55***	.72

	Relaxing	AFF4	.80	.05	18.03***	.56

*** $p < .001$

The standardized factor loading (β) of all indicators were affirmatively significant at level .01 once there ranked from .75 to .85 and coefficient prediction (R^2) were from 56% to 72%.
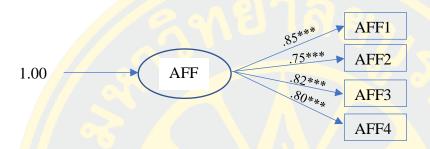
Figure 14: CFA of Affective Image

Attitude toward destination was measured by four indicators and result will show as following in Table 28 and Figure 15.

Table 30 The confirmatory factor analysis of Attitude (ATT)

Criteria Index	Good fit or accepted levels	Score	Result
x^2	P>.05	.43	Pass
x^2/df	< 3	.62	Pass
TLI	≥ 0.9	1.00	Pass
GFI	≥ 0.9	1.00	Pass
AGFI	≥ 0.9	.99	Pass
CFI	≥ 0.9	1.00	Pass
RMSEA	< 0.05	.00	Pass

Based on table 30, the result of CFA showed that the model fitted well the empirical data which considered from x^2 =0.62, Degree of freedom (df)=1, x^2/df =.62, TLI=1.00,CFI=1.000, RMSEA=.000, GFI=1.00 and AGFI=.99.

Therefore, it found that the model had pretty good construct validity and consistence to the empirical data due to CFI score was closed to 1, RMSEA value was less than .05 and X^2/df less than 3 (Byrne, 2016; Wheaton et al., 1977)

Table 31 The result of the measurement construct of Attitude (ATT)

Observed Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2
Attitude toward destination	Going to Thailand is Exciting	ATT1	.84	-	-	.70
	Going to Thailand is Pleasant	ATT2	.88	.05	19.88***	.77
	Going to Thailand is Enjoyable	ATT3	.83	.05	18.78***	.68
	Going to Thailand is Fun	ATT4	.87	.05	19.92***	.76

*** p < .001

The standardized factor loading (β) of all indicators were affirmatively significant at level .001 once there ranked from .83 to .88 and coefficient prediction (R^2) were from 68% to 77%.

Figure 15. CFA of ATT

Intention to visit (INT) was measured by four indicators and result will show as following in Table 32 and Figure 16.

Table 32 The confirmatory factor analysis of Intention to visit (INT)

Criteria Index	Good fit or accepted levels	Score	Result
x^2	P>.05	.82	Pass
x^2/df	< 3	.05	Pass
TLI	≥ 0.9	1.01	Pass
GFI	≥ 0.9	1.00	Pass
AGFI	≥ 0.9	1.00	Pass
CFI	≥ 0.9	1.00	Pass
RMSEA	< 0.05	.00	Pass

According to table 31, the result of CFA showed that the model fitted well the empirical data which considered from $x^2 = 0.05$, Degree of freedom (df)=1, x^2/df=0.05, TLI=1.01, CFI=1.00, RMSEA=.00, and GFI=1.00. Therefore, it found that the model had pretty good construct validity and consistence to the empirical data due to CFI score was closed to 1, RMSEA value was less than .05 and X^2/df less than 3 (Byrne, 2016; Wheaton et al., 1977).

Table 33 The result of confirmatory factor of Intention to Visit (INT)

Observed Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2
	I would revisit Thailand again in the future	INT1	.94	-	-	.89
Intention to Visit	I intend to visit Thailand in the next 2 years	INT2	.87	.03	26.44***	.77
	I consider Thailand as the first choice among other international tourism destination to visit in the future	INT3	.55	.05	12.09***	.30
	I would recommend visiting Thailand to friends or family members	INT4	.86	.04	25.57***	.79

*** $p < .001$

 The standardized factor loading (β) of all indicators were affirmatively significant at level .01 once there ranked from .55 to .94 and coefficient prediction (R^2) were from 30% to 89%.
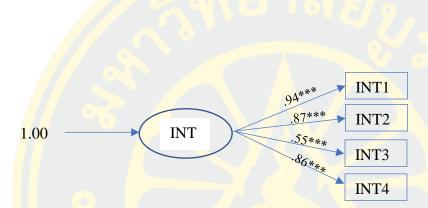

Figure 16. CFA of INT

 According to Table 34, the social media was measured by five indicators and result show in following:

Table 34 The confirmatory factor analysis of Social Media Use (SOC)

Criteria Index	Good fit or accepted levels	Score	Result
x^2	P>.05	.84	Pass
x^2/df	< 3	.287	Pass
TLI	> 0.95	1.00	Pass
GFI	> 0.95	.99	Pass
AGFI	> 0.90	.99	Pass
CFI	> 0.95	1.00	Pass
RMSEA	< 0.08	.00	Pass

The model fitted well the empirical data which considered from

$x^2=$.860, Degree of freedom (df)=3, x^2/df=.287, TLI=1.00, CFI=1.000,
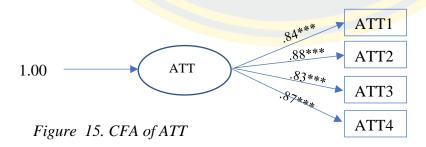
RMSEA=.000, GFI=.99 and AGFI=.99. Therefore, it found that the model had pretty

good construct validity and consistence to the empirical data due to CFI score was

closed to 1, RMSEA value was less than .05 and x^2/df less than 3 (Byrne, 2016;

Wheaton et al., 1977).

Table 35 The result of confirmatory factor of social media (SOC)

Observed Variables	Indicators	Acronym	Result			
			β	SE	T (C.R)	R^2
	Shared photos and video on social network sites make me think about destinations I have not thought about before	SOC1	.85	-	-	.72
Social Media	I consider comments on social network sites to be a relevant source of information about destination	SOC2	.82	.056	17.68***	.67
	I enjoy watching photos and videos from all around the world shared on social media sites because it can give me an idea for my next tourist destination to visit	SOC3	.78	.059	16.76***	.60
	I have already changed my opinion about destination after reading comments on social media	SOC4	.63	.065	13.04***	.40

	Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos	SOC5	.64	.058	14.20***	.41

*** *p < .001*

According to table 35, the standardized factor loading (β) of all indicators were affirmatively significant at level .001 once there ranked from .63 to .85 and coefficient prediction (R^2) were from 40% to 72%.
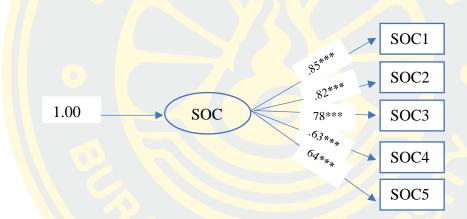

Figure 17. CFA of SOC

4.7 The Result of Testing Construct Validity

Overall Latent variable measurement test

Measurement model are concerned about the relationship between latent variables and observed variables and a structural model presents the regression structure among latent variables (Byrne, 2013), which is where the interrelationship among latent variables is evaluated and hypothesis are tested. The relevant paths which are consisted the test of hypothesized relationship among latent variables and the overall fit of the proposed model of data. The path analysis in research were focus on exogenous variables to endogenous variables through the moderator variable and 1

endogenous variable; as the result, there were 4 hypotheses proposed as mentioned in Chapter 2.

Before determining the overall latent variable measurement testing, each individual has been examined and investigated separately in order to make sure if each one had good model fit to the empirical data or not. Based on goodness of fit indices and modification indices, the measurement of each model was employed since they are being used to confirm the correlation of the empirical data that has been collected to the theory developing the model fit (P.lee, 2006). The result of CFA is an indication of the effects of latent variables on observed items.

Table 36 Confirmatory factor analysis result of the overall construct

Criteria Index	Good fit or accepted levels	Score		Result
		First	Modification	
Chi-square (x^2)	p>.05	.00	.09	Pass
x^2/df	< 3	2.76	1.08	Pass
TLI	> 0.95	.86	.99	Pass
GFI	> 0.90	.80	.93	Pass
AGFI	> 0.90	.78	.90	Pass
CFI	> 0.90	.87	.99	Pass
RMSEA	< 0.08	.07	.01	Pass

***p>.01

The overall model explained that it did not provide a good fit since some criteria index values do not meet the minimum standard of model fit criteria. The values are described as the following: Chi-square (x^2)=1896.60, Degree of freedom (df)=688, TLI=0.86, GFI= 0.80, AGFI=0.78, CFI=0.87 and RMSEA=.07. Anyway, this construct needs re-analyzing in order to meet the model fit criteria.

The modification indices reveal that the model could be a good fit if the high correlated indicators are modified; therefore, the correlation also improves within the constructs as the correlating within factor error is easier to justify than cross latent

constructs (Hooper, Coughlan, &Mullen, 2008). However, the correlated error terms should have a theoretical justification to make it valid. Thus, to improve model fit, some error indicators have been correlated within the constructs since high inter item correlation illustrates a strong relationship to the construct and probably measuring the similar thing (yoon,2002).

According to Table 36, after running data, the result revealed that there was good fit with the empirical data due to all criteria index value met the model fit criteria as shown: chi-square (X^2) = 620.771, degree of freedom (df)=574, X^2/df=1.081, CFI=.995, GFI=.929, AGFI=.903 and RMSEA=.01. Briefly, this measurement model had good construct validity and consistence with the empirical data since CFI score was close to 1, RMSEA value was less than .5 and X^2/df score less than 3.
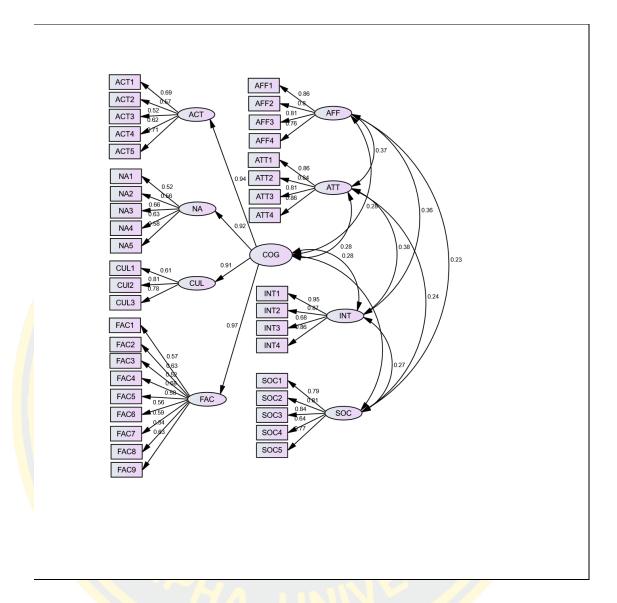
Figure 18 Overall Construct Testing

Several authors insist that it is needed to validate the construct in order to develop theory testing (Peter, 1981). The primary concern for both CFA and Structure equation model (SEM) is to assess the validity of construct in order to propose the measurement theory (Hair et al., 2014). Validity is the extent to which the sets of measure items truly reflect the concept that the researcher is attempting to measure (Howell et al., 2005). While Joppe (2000) defines the term "validity tool" as to "determine whether the researcher truly measures that which it was intended to measure or how truthful the research results are". Construct validity is divided into

four components; convergent validity, reliability, discriminant validity and criterion validity (Peter, 1981; Hair et al., 2014).

Convergent validity and discriminant validity are explained as a subset of construct validity. It is type of validity test that is closely related to multitrait-multimethod approach. Convergent describes the theoretical correlation between two measures of constructs of constructs which in fact are related, while discriminant validity is the extent to which the measures of construct have no relationship and are conceptually different (Stangor, 2014). To reach the convergent validity, high correlation between constructs is described as evidence of this validity, Convergent validity is based on the high proportion in common variance in which each factor illustrates high loading (Hair et al., 2014).

According to this study, factor loading and Average Variance Extracted (AVE) were employed to approach convergent validity (Fornell and Larcker,1981). Reaching the convergent validity, the factor loading ranges from 0.5 with ideally a maximum of 0.7 (Hair et al., 2014), it was discovered that less than five loading was deleted.

Table 37. Reliability and Validity of the constructs

Constructs	Sub-constructs	Items	Loading	t-value	Alpha	CR	AVE
COGNITIVE IMAGE		NA	.92	12.28***		0.965	0.875
		FAC	.97	11.87***			
		ACT	.94	13.01***			
		CUL	.91	-	.919		
AFFECTIVE IMAGE		AFF3	.86	-		0.883	0.654
		AFF1	.81	**17.59*** **			
		AFF2	.80	19.04***			
		AFF4	.76	17.91***	.879		
ATTITUDE		ATT1	.86	22.16***	.910	0.907	0.711

Constructs	Sub-constructs	Items	Loading	t-value	Alpha	CR	AVE
		ATT2	.84	24.48***			
		ATT3	.81	20.48***			
		ATT4	.86	-			
SOCIAL MEDIA		SOC1	.79	-		0.881	0.598
		SOC2	.81	16.81***			
		SOC3	.84	17.85***			
		SOC4	.64	13.21**			
		SOC5	.77	14.08***	.867		
INTENTION to VISIT		INT3	.95	-		0.908	0.716
		INT1	.68	14.12***			
		INT2	.87	27.23***			
		INT4	.86	26.80***	.886		

***P<.001

As shown in Table 37, t value for standardized factor loadings of the items of each construct ranging from 11.87 to 27.23 found to be significant at level .001. Moreover, the standardized factor loading stayed between .64 to .97 which indicate that constructs are significant and it can be proof the convergent validity of the construct (Hair et al., 2014). In addition, Fornell and Lacker (1981) and Hair et al., (2010) suggested that the Construct Reliability (CR) should be higher than 0.7 and the Average Variance Extracted (AVE) is greater than 0.5. Based on table 35 shows that the AVE of Cognitive image, Affective image, Attitude toward destination, social media and Intention to visit were .875,.654,.711,.598 and .716 respectively. The CR value of the construct were.965,.883,.907,.881,.908 respectively or stayed in order as 8 to 9. Thus, the constructs can provide adequate evidence of convergent validity since all CR score were higher than 0.7 (Hair et al.,2010).

Furthermore, discriminant validity clarifies the level of uniqueness of construct from another construct (peter, 1981). Discriminant validity can be identified by Fornell and Larker (1981) formula. It can be confirmed in case the average variance extracted (AVE) is higher than the average share variance (ASV) and maximum share variance (MSV). To elaborate in another way, ASV and MSV must be greater than AVE then the discriminant validity would be available. Therefore, it can show support while AVE construct value is higher than the square of correlation (Hair et al., 2010). Similarly, there are two criteria test of the discriminant validity such thing as Correlation coefficient between the two dimensions of lower than one and the correlation coefficient of the two dimensions lower than Cronbach's alpha reliability coefficient; therefore, the discriminant validity can be occurred (Gaski & Nevin, 1985).

Table 38 Discriminant validity test

	CR	AVE	MSV	MaxR(H)
COG	0.965	0.875	0.689	0.971
AFF	0.883	0.654	0.774	0.888
INT	0.908	0.716	0.325	0.941
ATT	0.907	0.711	0.774	0.909
SOC	0.880	0.598	0.410	0.890

The above table (38) indicated that both MSV and Marx(H) value of each construct correlation were lower than AVE value. For this matter, the test provided good evidence of discriminant validity.

4.7 Structure Equation model, Moderate effect and Hypothesis testing

Structure Equation Model Measurement

After finishing the validity and reliability test in CFA model, the next step is path analysis of the structure equation modeling, which is used to test the hypotheses in order to confirm the relationship and influence among the latent variables in the structure model. Path analysis (SEM) is not quite different from regression because it can conduct either multiple regression analysis or overall assessment model fit that depends on Chi-square statistic (Singh &Wilkes, 1996). The relationship between the constructs can be identified by determining path coefficient (parameter value) of every hypothesis and each estimated path coefficient can be analyzed in its respective statistical significance for the hypotheses' relationship including standard error and t-values (yoon, 2002). The chi-square value the traditional measure for the sample and fitted covariance matrix. A fit model would address a significant threshold of the chi-square/df, GFI, CFI, RMSEA and RMR. Thus, it can be established an acceptable threshold level consistency.

Table 39: The Result of the Structural Model fit Indices

Criteria index	Model fit index	Modification score	Result
Chi-Square x^2	$p > .05$	.067	Pass
x^2/df	≤ 3	1.065	Pass
GFI	$>.9$	.919	Pass
CFI	$>.9$	.997	Pass
RMSEA	$\leq .05$	.013	Pass
RMR	$\leq .8$	.061	Pass

There were 5 latent variables including 39 indicators, which were used to test the structure equation model in this study. The primary result explained that it did not give goodness of fit in the model while some criteria index did not meet the model fit criteria which require further re-estimating the model in order to get fit.

Consequently, the structure model equation found the goodness of model fit since all criteria index reached the standard of the model fit criteria as indicated: Chi-square =1139.953, DF=1070, chi-square/df=1.06, p-value =.067, GFI=.919,

CFI=.997, RMSEA=.013, RMR=.061; therefore, this structure model provides a goodness of model fit.
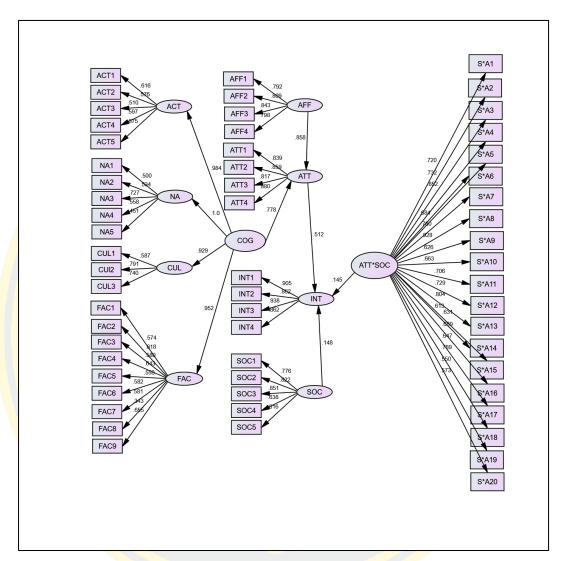
Figure 19: Structure equation model testing

Hypothesis Testing

There were 4 hypotheses which tested in order to check how significant they are. As the result, there were 4 hypotheses providing support the model in this study. They were illustrated as the following: (H1)- Cognitive image significantly influence Attitude toward destination (β=.248, t-value=3.628, SE=.088). (H2)-Affective image significantly influences attitude toward destination (β=.661, t-value=9.206, SE=.078). (H3)- The attitude toward destination significantly influences intention to visit

Thailand (β=.551, t-value=11.804, SE=.070). (H4)- The relationship between images and visit intention through attitude is positive when the Cambodian tourist has a strong social media use (β=.145, t-value=3.74, SE=.064).

PATH MODEL

Table 40. Hypothesis summary

Hypothesis	Path			Loading score	S. E	t-value (C.R)	Decision
H1	COG		ATT	.246	.088	3.628	Supported
H2	AFF		ATT	.661	.078	9.206	Supported
H3	ATT		INT	.571	.070	11.804	Supported
H4	ATT*SOC		INT	.145	.064	3.74	Supported

*p<.01, **p<.05, *** P<.001

4.8 Direct and Indirect effect estimation of Model

Based on table 41, the result showed that there were two variables which have direct effect among each other in the construct; there were ATT and INT. Those of effect were illustrated in the following:

COG found positively direct effect on ATT (.778) while it indicated positive indirect effect on INT (.398). On the other hand, AFF revealed the positive direct effect on ATT (.858) and positive indirect effect on INT (.440). Likewise, ATT pointed out direct effect on INT (.512). For SOC found positively direct effect on INT (.148).

Table 41. Direct and Indirect Effect Matrix of Model

DV	ATT			INT		
IV	T.E	D.E	I.E	T. E	D.E	I.E
COG	.778	.778	-	.398	-	.398
AFF	.858	.858	-	.440	-	.440
ATT	-	-	-	.512	.512	-
SOC	-	-	-	.148	.148	-

CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATION

This section addressed the summary of the research results from the previous chapters. Additionally, the objectives of the research were discussed, which were followed by practical implication, recommendation, limitation, and suggestion for future research, as well as conclusion as listed below:

5.1 Summary of finding

5.2 Discussion

5.3 Recommendation for Managerial Implication

5.4 Limitation and suggestion for future research

5.1 Summary of Finding

This section shows the conclusion of the finding in the study. The researcher will briefly demonstrate some key areas such things as: demographic profile of the respondents, SEM analysis including CFA of structural model on tourist's intention to visit (INT), hypothesis testing, and effecting level on intention to visit. There were 400 Cambodian people who used to come to Thailand through convenient sampling method. The google form for questionnaire was created and distribute through many channels of social media to target sampling and got 400 respondents.

For demographic information, the majority of respondents were female which total number of 213 equal to 53.3% while male was 187 equals to 46.8%. Mostly, the respondents were in age group of 18–24-year-old (n=177, 44.3%), 25–31-year-old at (n=177,44.3%) followed by age group of 32–38-year-old (n=36, 9.0%), and 39-45 years old (n=10, 2.5%). Moreover, the majority of respondents hold the bachelor degree (n=285, 71.3%) while the second group was Master degree (n=89, 22.3%) followed by high school at 4.5% (n=18) and doctorate or higher (n=8, 2.0%). Most of respondents are students 37.5% (n=150), the second group is company staff 36.5%(n=146), third is government and organization staff 18.8% (n=75) followed by Businessman or woman 4.5% (n=18) and less are other 2.8% (n=11). The majority of

respondents' income is less than or equal 200$ (n=113; 28.3%) following by income more than 600$ (n=109; 27.3%). The third is income between 201-400$ (n=100; 25%) while the last is between 401-600$ (n=78; 19.5%). As for the purpose to visit Thailand, Relaxation is the largest one with 69.0%(n=276) while studying come next with 36.5% (n=146), shopping 31.5% (n=126), medical care 13.5% (n=54), business 11.3%(n=45) and other such as work mission (n=6). Moreover, frequency of visit Thailand revealed that the most of respondents are once time (n=163; 40.8%), 4 times or more (n=133; 33.3%), 2 times (n=61; 15.3%) and last one is 3 times (n=43, 10.8%). For the information about Thailand, social media came first place with 259 equals to 64.8% following by friend/colleague with 189 equals to 47.3%, family/relatives are 151 equals to 37.8% and other is 9 equals to 2.3%. Additionally, Facebook is most common use among social media (n=70; 17.5%) and Twitter (n=33, 8.3%). Lastly, the degree of social media usage by participants is shown as following: 2-4 hours (n=162; 40.5%), less than 2hours (n=92; 23.0%), 4-6 hours (n=74, 18.5%) and 6-8 hours (n=47, 11.8%).

Descriptive statistic

The result of measurement level of each constructs released that on Intention to visit Thailand depending on the participant's perception. Social Media (SOC) was the highest while Intention to visit is the lowest mean score, as demonstrated as 3.96 and 3.48, respectively. Additionally, the agreement levels were ranked between "Agree" and "Disagree" but both are illustrated "high" perform. Beside this, among the 3 independent variables and moderator (AFF, COG, ATT and SOC), COG has the lowest mean score as M=3.82 while social media was the highest M=3.98. Therefore, it could be explained that both variables were in "Agree" level with "high" performance.

The result of data normality distribution of observed variables

The coefficient of variation (C.V) of the data were between 14.028 to 33.046 indicated that the normality of data distributions was medium. The highest indicator is (INT1)-I consider Thailand as the first choice among other international tourism destination to visit in the future and lowest is (ACT2)- Shopping facilities are available in Thailand. For this reason, the data was considered reasonable for predicting the tourist's

intention to visit Thailand. Additionally, Skewness and Kurtosis of each observed items scored between absolute value (+3, -3) which indicated that the values of the data provided a normal curve and normal distribution. Lastly, the data was suitable for further conducting CFA.

The result of CFA on each construct testing

The multiple analysis in the research was multiple confirmatory factors analyzed five latent variables which are Cognitive image (COG), Affective image (AFF), Attitude toward destination (ATT), intention to visit (INT), social media (SOC) and 4 additional observed variables of Cognitive image namely Activity (ACT), Natural attraction (NA), Facility (FAC) and Culture History and Art (CUL). The result described as following:

Cognitive image consisted of four variables which are activity, Natural Attraction, Facility and Cultural Art and History. The ranking from 1 to .93. The highest is facility, Activity and Natural Attraction followed by Cultural art and history.

Activity consisted of 5 indicators. The highest are AC1_ Thailand has many interesting places to visit and ACT2_Shopping facilities are good in Thailand (β=.73) with the same factor loading. The second is ACT3_Thailand is a good place to be with friend/family (β=.56). Next, ACT5_Thailand offers a variety of outdoor activities(β=.50). Lastly, ACT4_Thailand offers good nightlight options (β.47). The factor loading value stay between .47 to .73 and the squared Multiple Correlations (R2) of all items ranks from 21% to 53%.

Nature Attraction consisted of 5 indictors with ranking from highest to lowest as following, NA_ 1 Thailand has plentiful cultural and historical sites (β= .67), NA4_ Thailand is a famous place to visit (β=.62), NA5_Thailand is affordable destination(β=.59), NA2_ Thailand has many natural attractions(β=.58), lastly NA3_Thailand has pleasant weather (β=.53). The factor loading value stay between .53 to .68 and the squared Multiple Correlations (R2) of all items ranks from 28% to 46%.

Facility consisted of 9 observed items rank from .71 to .29 accordingly. FAC5_The local people in Thailand are friendly and hospitable (β=.71). FAC4_ There are plenty of good quality hotel in Thailand (β=.68); FAC2_ Thailand offers good quality tourist information (β=.65), and, FA9_ There are a lot of medical centers (β=.64), FAC7_Road infrastructure maintain good condition (β=.59), and FAC1_Thailand is a safe place to visit(β=.58). FAC3_ There are plenty of good

quality hotel in Thailand(β=.55); FAC6_Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc.) (β=48) followed by FAC8_Thailand has product with reasonable price (β=.29).

Culture History and Arts consisted of 3 items ranked from .56 to .74. CUL1_thailand has many interesting local festivals (β=.86), CUL3_Thailand is a good place to increase knowledge (β=.74) and CUL2_Thailand has dominant culture(β=.56).

For, Affective image measure by 4 observed items ranked from .75 to .85 accordingly. The highest is AFF1_Exciting (β=.85) followed by AFF3_Delightful (β=.82) and AFF4_Relaxing(β=.80). Lastly is AFF2_Pleasant (β=.75).

Attitude toward destination measured by ATT2_Going to Thailand is pleasant (β=.88), ATT4_Going to Thailand is fun (β=.87), ATT1_Going to Thailand is exciting (β=.84) and ATT3_Going to Thailand is enjoyable (β=.83).

Intention to Visit measured by four items which are INT1_I would revisit Thailand again in the future(β=.94), INT2_I intend to visit Thailand in the next 2 year (β=.87), INT4_I would recommend visiting Thailand to friends or family members (β=86) and INT3_I consider Thailand as the first choice among other international tourism destination to visit in the future (β=.55).

Social media measured by five items. SOC1_ Shared photos and video on social network sites make me think about destinations I have not thought about before (β=.85), SOC2_I consider comments on social network sites to be a relevant source of information about destination (β=.82), SOC3_ I enjoy watching photos and videos from all around the world shared on social media sites because it can give me an idea for my next tourist destination to visit (β=.78), SOC5_ Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos (β=.64),SOC4_I have already changed my opinion about destination after reading comments on social media (β=.63).

5.2 Discussion

The purpose of this study was to measure the relationship between each variable on Intention to visit Thailand as well as the moderator in the interaction between attitude toward destination and intention to visit. The attitude toward

destination were considered as the main factor influence and predict the Intention to visit Thailand of Cambodia visitors both first time and repeat. The external factors which influence the intention visit Thailand by direct effect on Attitude to destination are two common components of destination image which are cognitive image and affective image.

Finding was discussed depended on exogenous variables influence on tourist's intention to visit Thailand.

Hypothesis 1_ Cognitive image significantly influence attitude toward destination. The cognitive image is very important attribute on one's self judgement towards the destination connected to their perception and beliefs process within their thinking and knowledge leading either positive or negative to judge on any specific destination. On the other hand, cognitive image represents how tourist process information relating to their understanding, perception and belief. Huang& Hsu (2009) discovered that many factors have led tourist to travelling and those factors and motivations occurred differently according to the type of destinations and purpose of their travel. Pearce (2011) studies on tourist motivation and its benefit as well as constraints to destinations and illustrated that there are different layers of motivation for travel. Every destination has unique and different attraction characteristics. Therefore, many travel destinations try to present their attractiveness of the destination to attract tourist visit their place.

Hypothesis 2_ Affective image significantly influence on attitude toward destination. When it comes to emotional or feeling, Affective image is considered as another important feature whether they feel right toward the destination and lead them to revisit the place again for the next journey or not. Affective and attitude have been studies extensively in the literature of most study. Moreover, it will define how their emotion satisfy and impressed by that certain destination through processing their mind on returning back to that place. Phillips and Jang (2008) studied the affective image on attitude toward destination and found the direct impact of affective image on attitude toward destination. Kim and Morries (2007) found out that the affective construct had significantly influence on their attitude through the examined customer's attitude toward product. Huang and Hsu (2009) illustrated that affective

factor such as pleasant and exciting are internally related to attitude variable. Therefore, we can conclude that affective image is significant predictor of the attitude toward the destination.

Hypothesis3_Atitude toward destination significantly influence Intention to visit. Jalilvand and Samie et al (2012) noted that attitude toward destination impact on Visit intention. The positive experience of products, service and other resources provided by destinations its self would bring up to repeat visits and to disseminated positive about the destination among tourist. The result of this study confirmed that tourists have great attitude tend to be more likely to have the intention to visit the destination as predicted. For this matter, Huang & Hsu, (2009) defined that tourist always determine what they perceived and experienced in form of their attitude and those who intend to visit a tourist destination were mostly directly influenced by their attitudes toward that destination which might be the result of cognitive and affective component draw from visual stimulation while Hassanein& Head (2007) dedicated those tourists respond to behavioral intention and performance. In the end, we can conclude that general attitude toward the destination is significant predictor of the intention to visit. 117

Hypothesis 4 The relationship between images and visit intention through attitude is positive when the Cambodian tourist has a strong social media use. This result show that there is significant difference between the interaction term of social media and attitude toward destination in the relationship between image and visit intention as moderator. Then, this result supported the hypothesis because there is moderating effect of social media on the relationship between interaction and intention to visit Thailand. Benitez, Castillo, Llorens, and Braojos (2018) found that there is no direct effect related to the social media use variables on visit intention but the moderating effects of social media use were partly supported. Sigala, Christou, and Gretzel (2012) social media has been recognized to influence a tourist's decision-making process in every part of the trip: pre-trip, during trip, and post-trip which making it important in every step of the traveling process. In contrast, as moderator, social has played no moderated effect on the relations between attitude and intention to visit even it statistically significance on intention to visit but there is no difference change within the relationship.

5.3 Recommendation for Managerial Implication

In addition to theoretical implications, managerial implications are provided in this study. In order to investigate Cambodian travelers in Thailand based on this study, the managers in the tourism industry and the hospitality industry can use the results of this study to guide the travel and tourism's implications and strategic plans of marketing. Moreover, the tourism business and the hospitality industry should be experts, which refers to great knowledge of a destination, including familiarity and past experience. As travelers' destination choices are rapidly increasing in number, destination images can be used as a mental short-cut for evaluating information in the decision-making process. As explained in the previous part, the image refers to the first impression for the customers. Therefore, tourism business and the hospitality industry should invest in advertising to create a sensation of an interesting and wonderful place to visit, thus acknowledging and understanding that the image of destination can affect the decision-making process. Destination image of Thailand and information credibility combination as a key marketing tool for tourism industry, it could help tourism business and Thailand increase number of visiting travelers which lead to a better economy as well as expand potential new markets in the future.

5.4 Limitation and Recommendation for Future Research

This current study does have several limitations and I would like to recommend for further study as following:

➢ Firstly, the research survey contributed in a broad area with a very large population. The sample in this current study may not represent the whole population of Cambodian travelers to Thailand and with different generation. As present in Chapter 4 table 16, the Standard Deviation of Visit Intention shown the unnormal value by INT1 (S. D=1.054), INT2 (S. D=1.035), INT3 (S. D=1.030) and INT4(S. D=1.089) which dedicated that the data is not stable due to the various type of generation of each respondent so I would recommend the next research to focus on either generation Y or Z by limiting age group and compare the value with current research if there is any different

➢ Additionally, some of the respondents in this study may have misunderstood or have a different interpretation. This miscommunication can lead to skewed results. Future research should consider particular names or specific online travel content that could contribute to the same content scenarios. This research focuses on the only two components of destination image that affecting the overall decision-making process only, thus there may have a possibility correlation between the variables that effect in each step of decision-making process. Therefore, future research may focus on purchasing decision making process in order to investigate which factors affect in each step of the decision-making process or attitude toward destination.

➢ Future research may focus on modeling to incorporate other theoretical constructs by inserting new variables such as gender diversity or group dynamics.

➢ Future studies would investigate more on which type content of E-WOM are used for the choice of tourist destination.

➢ It's very recommended if the future studies can develop the similar research by combining quantitative and qualitative methods, which then the results can be compared and benchmarked to enrich the academic study of hospitality research in terms of destination image and visit behavioral intentions at various tourist destinations. Nevertheless, as a limitation of questionnaire survey, there must be a measurement against error in assessing the respondent's honesty since this study is only focus on interpreting the cognitive image and affective image on tourist's attitude toward destination on their visit intention to Thailand through quantitative methods.

REFERENCES

Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism management, 81*. doi:10.1016/j.tourman.2020.104154

Ajzen, I. (1985). *From Intentions to Actions: A Theory of Planned Behavior*.

Ajzen, I. (1987). Attitudes, Traits, and Actions: Dispositional Prediction of Behavior in Personality and Social Psychology. In L. Berkowitz (Ed.), *Advances in Experimental Social Psychology* (Vol. 20, pp. 1-63): Academic Press.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179-211. doi:https://doi.org/10.1016/0749-5978(91)90020-T

Ajzen, I. (2006). Behavioral interventions based on the theory of planned behavior. In.

Ajzen, I. (2012). The theory of planned behavior. In *Handbook of theories of social psychology, Vol. 1* (pp. 438-459). Thousand Oaks, CA: Sage Publications Ltd.

Ajzen, I., & Fishbein, M. (1972). Attitudes and normative beliefs as factors influencing behavioral intentions. *Journal of personality and social psychology, 21*, 1-9.

Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin, 82*, 261-277.

Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*.

Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The relationship between perceived destination image, social media interaction and travel intentions relating to Neom city. *Academy of Strategic Management Journal, 19*(2), 1-12.

Al-Kwifi Osama, S. (2015). The impact of destination images on tourists' decision making: A technological exploratory study using fMRI. *Journal of Hospitality and Tourism Technology, 6*(2), 174-194. doi:10.1108/JHTT-06-2015-0024

Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research, 27*(3), 785-804. doi:https://doi.org/10.1016/S0160-7383(99)00108-5

Baker, E. W., Al‑Gahtani, S. S., & Hubona, G. S. (2007). The effects of gender and age on new technology implementation in a developing country. *Information Technology & People*.

Baloğlu, S. (1999). A path analytic model of visitation intention involving information sources, socio demographic and trip characteristics of international travelers. *Journal of Travel & Tourism Marketing, 3*(3), 221-233.

Baloglu, S., & Brinberg, D. (1997). Affective images of tourism destinations. *Journal of travel research, 35*(4), 11-15.

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research, 26*(4), 868-897.

Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological Review, 84*(2), 191-215. doi:10.1037/0033-295X.84.2.191

Basaran, U. (2016). Examining the Relationships of Cognitive, Affective, and Conative Destination Image: A Research on Safranbolu, Turkey. *International Business Research, 9*(5). doi:10.5539/ibr.v9n5p164

Baud Bovy, M., & Lawson, F. (1977). *Tourism and recreation development*. Retrieved from

Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research, 31*(3), 657-681.

Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Tourism management, 25*(5), 623-636.

Berhanu, K., & Raj, S. (2020). The trustworthiness of travel and tourism information sources of social media: perspectives of international tourists visiting Ethiopia. *Heliyon, 6*(3), e03439. doi:https://doi.org/10.1016/j.heliyon.2020.e03439

Bigné, J., Sanchez, M., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism management, 22*, 607-616.

Bohner, G., & Dickel, N. (2011). Attitudes and attitude change. *Annual review of psychology, 62*, 391-417.

Breckler, S. J. (1984). Empirical validation of affect, behavior, and cognition as distinct components of attitude. *Journal of personality and social psychology, 47*(6), 1191.

Buhalis, D. (2003). *eTourism: Information technology for strategic tourism management*: Pearson education.

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism management, 29*(4), 609-623.

Carballo, M. M., Araña, J. E., León, C. J., & Moreno-Gil, S. (2015). Economic valuation of tourism destination image. *Tourism Economics, 21*(4), 741-759.

Castro, C. B., Armario, E. M., & Ruiz, D. M. (2007). The influence of market heterogeneity on the relationship between a destination's image and tourists' future behaviour. *Tourism management, 28*(1), 175-187.

CHARNVIT KASETSIRI. (2003). Kyoto Review of Southeast Asia. Retrieved from https://kyotoreview.org/issue-3-nations-and-stories/a-love-hate-relationship/

Chelliah, S., Khan Mohammad, J., & Atabakhshi Kashi Amir, B. *Antecedents of perceived beneficial destination image: a study on Middle-Eastern medical tourists visit Iran.*

Chen, C.-F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management, 28*(4), 1115-1122. doi:https://doi.org/10.1016/j.tourman.2006.07.007

Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management, 28*(4), 1115-1122. doi:https://doi.org/10.1016/j.tourman.2006.07.007

Chen Joseph, S., & Gursoy, D. (2001). An investigation of tourists' destination loyalty and preferences. *International Journal of Contemporary Hospitality Management, 13*(2), 79-85. doi:10.1108/09596110110381870

Chen, M.-F., & Tung, P.-J. (2014). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management, 36*, 221-230. doi:https://doi.org/10.1016/j.ijhm.2013.09.006

Cheng, S., Lam, T., & Hsu, C. H. (2006). Negative word-of-mouth communication intention: An application of the theory of planned behavior. *Journal of Hospitality & Tourism Research, 30*(1), 95-116.

Cooper, D. R. (2014). *Business Research Method* (12th ed.). New York: The McGraw-Hill Companies.

Croes, R., & Kubickova, M. (2013). From potential to ability to compete: Towards a performance-based tourism competitiveness index. *Journal of Destination Marketing & Management, 2*(3), 146-154. doi:https://doi.org/10.1016/j.jdmm.2013.07.002

Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of travel research, 17*(4), 18-23.

del Bosque, I. R., & Martín, H. S. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research, 35*(2), 551-573. doi:https://doi.org/10.1016/j.annals.2008.02.006

Echtner, C. M., & Ritchie, J. B. (1993). The measurement of destination image: An empirical assessment. *Journal of travel research, 31*(4), 3-13.

Ekinci, Y., Sirakaya-Turk, E., & Baloglu, S. (2007). Host image and destination personality. *Tourism Analysis, 12*(5-6), 433-446.

Elliot, S., Papadopoulos, N., & Kim, S. S. (2010). An Integrative Model of Place Image: Exploring Relationships between Destination, Product, and Country Images. *Journal of travel research, 50*(5), 520-534. doi:10.1177/0047287510379161

Fakeye, P. C., & Crompton, J. L. (1991). Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley. *Journal of travel research, 30*(2), 10-16.

Fotis, J. N., Buhalis, D., & Rossides, N. (2012). *Social media use and impact during the holiday travel planning process*: Springer-Verlag.

Fu, H., Ye, B. H., & Xiang, J. (2016). Reality TV, audience travel intentions, and destination image. *Tourism management, 55*, 37-48. doi:10.1016/j.tourman.2016.01.009

Gartner, W. C. (1986). Temporal influences on image change. *Annals of Tourism Research, 13*(4), 635-644.

Gartner, W. C. (1994). Image formation process. *Journal of Travel & Tourism Marketing, 2*(2-3), 191-216.

George, D., & Mallery, P. (2019). *IBM SPSS statistics 26 step by step: A simple guide and reference* (Fifteenth ed.): Routledge.

Girard, T., & Gartner, W. C. (1993). Second home second view: Host community perceptions. *Annals of Tourism Research, 20*(4), 685-700.

Gretzel, U., & Fesenmaier, D. (2009). Information technology: Shaping the past, present and future of tourism.

Grosspietsch, M. (2006). Perceived and projected images of Rwanda: visitor and international tour operator perspectives. *Tourism management, 27*(2), 225-234.

Gu, H., & Ryan, C. (2008). Place attachment, identity and community impacts of tourism—the case of a Beijing hutong. *Tourism management, 29*(4), 637-647. doi:https://doi.org/10.1016/j.tourman.2007.06.006

Gunn, C. A. (1988). *Vacationscape: Designing tourist regions*: Van Nostrand Reinhold.

Gunn, C. V. (1972). Designing tourist regions. *Austin. Ed: Taylor and Francis*.

Hair. (2009). Multivariate data analysis.

Hair. (2019). *Multivariate Data Analysis* (8th Edition ed.): Cengage Learning.

Henderson, J. C. (2007). Uniquely Singapore? A case study in destination branding. *Journal of Vacation Marketing, 13*(3), 261-274.

Ho, C.-I., & Lee, Y.-L. (2007). The development of an e-travel service quality scale. *Tourism management, 28*(6), 1434-1449.

Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural Equation Modelling: Guidelines for Determining Model Fit. Electronic Journal of Business Research Methods, 6 (1), 53–60.

Hosany, S. (2012). Appraisal determinants of tourist emotional responses. *Journal of travel research, 51*(3), 303-314.

Huang, S., & Hsu, C. H. C. (2009). Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention. *Journal of travel research, 48*(1), 29-44. doi:10.1177/0047287508328793

Huang, S., & van der Veen, R. (2018). The moderation of gender and generation in the effects of perceived destination image on tourist attitude and visit intention: A study of potential Chinese visitors to Australia. *Journal of Vacation Marketing, 25*(3), 375-389. doi:10.1177/1356766718814077

Hunt, J. D. (1975). Image as a factor in tourism development. *Journal of travel research, 13*(3), 1-7.

Ingram, H. (2000). Consumer Psychology of Tourism, Hospitality and Leisure. *International Journal of Contemporary Hospitality Management*.

Jalilvand, M. R., Samiei, N., Dini, B., & Manzari, P. Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management, 1*(1-2), 134-143.

Jang, S. S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism management, 28*(2), 580-590.

Joo, Y., Seok, H., & Nam, Y. (2020). The moderating effect of social media use on sustainable rural tourism: A theory of planned behavior model. *Sustainability, 12*(10), 4095.

Kamenidou, I., Mamalis, S., & Priporas, C.-V. (2009). Measuring destination image and consumer choice criteria: The case of Mykonos Island.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons, 53*(1), 59-68. doi:10.1016/j.bushor.2009.09.003

Kaplanidou, K., & Vogt, C. (2007). The interrelationship between sport event and destination image and sport tourists' behaviours. *Journal of Sport & Tourism, 12*(3-4), 183-206.

Khan, M. J., Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research, 22*(11), 1139-1155. doi:10.1080/10941665.2017.1374985

Kim, H., & Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research, 30*(1), 216-237.

Kim, J.-H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism management, 44*, 34-45.

Kim, S., Lehto, X., & Kandampully, J. (2019). The role of familiarity in consumer destination image formation. *Tourism Review, 74*(4), 885-901. doi:10.1108/TR-10-2018-0141

Kim, S. S., & Morrsion, A. M. (2005). Change of images of South Korea among foreign tourists after the 2002 FIFA World Cup. *Tourism management, 26*(2), 233-247.

Kimberlin, C. L., & Winterstein, A. G. (2008). Validity and reliability of measurement instruments used in research. *Am J Health Syst Pharm, 65*(23), 2276-2284. doi:10.2146/ajhp070364

King, C., Chen, N., & Funk, D. C. (2015). Exploring destination image decay: A study of sport tourists' destination image change after event participation. *Journal of Hospitality & Tourism Research, 39*(1), 3-31.

Kontogeorgopoulos, N., Churyen, A., & Duangsaeng, V. (2014). Success factors in community-based tourism in Thailand: The role of luck, external support, and local leadership. *Tourism planning & development, 11*(1), 106-124.

Kraus, S. J. (1995). Attitudes and the Prediction of Behavior: A Meta-Analysis of the Empirical Literature. *Personality and Social Psychology Bulletin, 21*(1), 58-75. doi:10.1177/0146167295211007

Lawson, F., & Baud-Bovy, M. (1977). *Tourism and recreation development, a handbook of physical planning*: Architectural Press.

Lee, T. H. (2009). A structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists. *Leisure sciences, 31*(3), 215-236.

Leoprapai, B. (1997). Social sector decentralization: the case of Thailand.

Lita, R. P., Surya, S., Ma'Ruf, M., & Syahrul, L. (2014). Green attitude and behavior of local tourists towards hotels and restaurants in West Sumatra, Indonesia. *Procedia Environmental Sciences, 20*, 261-270.

Liu, J., An, K., & Jang, S. (2020). A model of tourists' civilized behaviors: Toward sustainable coastal tourism in China. *Journal of Destination Marketing & Management, 16*, 100437. doi:https://doi.org/10.1016/j.jdmm.2020.100437

Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2019). The roles of social media in tourists' choices of travel components. *Tourist Studies, 20*(1), 27-48. doi:10.1177/1468797619873107

Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2020). The roles of social media in tourists' choices of travel components. *Tourist Studies, 20*(1), 27-48.

Loo, J. (2017). The future of travel: New consumer behavior and the technology giving it flight. *Think with Google. Available from*.

Loureiro, S. M. C., & Jesus, S. (2019). How perceived risk and animosity towards a destination may influence destination image and intention to revisit: the case of Rio de Janeiro. *Anatolia, 30*(4), 497-512. doi:10.1080/13032917.2019.1632910

March, R., & Woodside, A. G. (2005). Testing theory of planned versus realized tourism behavior. *Annals of Tourism Research, 32*(4), 905-924. doi:https://doi.org/10.1016/j.annals.2004.07.012

McDowall, S., & Wang, Y. (2009). An analysis of international tourism development in Thailand: 1994–2007. *Asia Pacific Journal of Tourism Research, 14*(4), 351-370.

Milne, S., & Ateljevic, I. (2001). Tourism, economic development and the global-local nexus: Theory embracing complexity. *Tourism geographies, 3*(4), 369-393.

Ministry of Tourism. (2020). *Tourism Statistics Report*. Retrieved from
https://seishiron.com/wp-content/uploads/2020/06/CAM042020.pdf

Ministry of Tourism and Sports. (2019). Retrieved from
https://www.mots.go.th/mots_en/News-link.php?nid=3646. จำนวนและรายได้ของ
นักท่องเที่ยว เดือนธันวาคม 2562P https://www.mots.go.th/mots_en/News-
link.php?nid=3646

NapoleonCat. Social media users in Cambodia. Retrieved from
https://napoleoncat.com/stats/social-media-users-in-cambodia/2020/02

National institute of statistics. (2019). Retrieved from http://nis.gov.kh/index.php/km/

National_election_commitee. (2020). Official result of voter's checking and voter's
registration list 2020. Retrieved from
https://www.nec.gov.kh/khmer/content/4742

Ng, S. I., Lee, J. A., & Soutar, G. N. (2007). Tourists' intention to visit a country: The
impact of cultural distance. *Tourism management, 28*(6), 1497-1506.

Pallant, J. (2013). SPSS survival manual: A step by step guide to data analysis using.
Berkshire, England: McGraw-Hill.

Papadimitriou, D., Kaplanidou, K., & Apostolopoulou, A. (2015). Destination Image
Components and Word-of-Mouth Intentions in Urban Tourism: A Multigroup
Approach. *Journal of Hospitality & Tourism Research, 42*(4), 503-527.
doi:10.1177/1096348015584443

Peleggi, M. (2007). *Thailand: The worldly kingdom*: Reaktion Books.

Peleggi, M. (2017). *Monastery, Monument, Museum*: University of Hawaii Press.

Perry-Castañeda Library. Map Collection. Retrieved from
https://legacy.lib.utexas.edu/maps/thailand.html

Petrick, J. F., Morais, D. D., & Norman, W. C. (2001). An Examination of the
Determinants of Entertainment Vacationers' Intentions to Revisit. *Journal of
travel research, 40*(1), 41-48. doi:10.1177/004728750104000106

Phelps, A. (1986). Holiday destination image—the problem of assessment: An example
developed in Menorca. *Tourism management, 7*(3), 168-180.

Phillips, M. (2015). *Thailand in the Cold War*: Routledge.

Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of
cognitive, affective, and conative perceptions. *Journal of travel research, 42*(4),
333-342.

Pinatih, N. K. D. A. (2016). ASEAN Framework Agreement on Visa Exemption and
Transnational Crime: East Java Case Studies. *IAFOR Journal of the Social
Sciences, 2*.

Ragb, H., Mahrous, A. A., & Ghoneim, A. (2020). A proposed measurement scale for
mixed-images destinations and its interrelationships with destination loyalty and
travel experience. *Tourism Management Perspectives, 35*, 100677.
doi:https://doi.org/10.1016/j.tmp.2020.100677

Ragheb, M. G., & Tate, R. L. (1993). A behavioural model of leisure participation,
based on leisure attitude, motivation and satisfaction. *Leisure studies, 12*(1), 61-
70.

Rashid, B., Zainol, N. A., & Madden, K. (2017). Determinants of intention to visit
Phuket, Thailand. *Journal of Tourism Management Research, 2*, 31-43.

Rigg, J. (2019). *More than rural: Textures of Thailand's agrarian transformation*:
University of Hawaii Press.

Rittichainuwat, B., Laws, E., Maunchontham, R., Rattanaphinanchai, S., Muttamara, S., Mouton, K., . . . Suksai, C. (2020). Resilience to crises of Thai MICE stakeholders: A longitudinal study of the destination image of Thailand as a MICE destination. *Tourism Management Perspectives, 35*, 100704.

Rovinelli, R., & Hambleton, R. (1977). The use of content specialists in the assessment of criterion-referenced test item validity: 1977. *Dutch J Edu Res*.

Russell, J. A., & Pratt, G. (1980). A description of the affective quality attributed to environments. *Journal of personality and social psychology, 38*(2), 311.

Santos, J. (1998). The role of tour operators' promotional material in the formation of destination image and consumer expectations: The case of the People's Republic of China. *Journal of Vacation Marketing, 4*(3), 282-297.

Seaton, T. (1989). Promotional strategies in tourism. *Promotional strategies in tourism.*, 335-339.

Sernovitz, A. (2009). Word of Mouth Marketing: How Smart Companies Get People Talking3th ed. *Austin: Kapaln Publishing*.

Simon Kemp. (2020). *DIGITAL 2020: CAMBODIA*. Retrieved from https://datareportal.com/reports/digital-2020-cambodia

Singh, R. (2009). Does my structural model represent the real phenomenon?: a review of the appropriate use of Structural Equation Modelling (SEM) model fit indices. *The Marketing Review, 9*(3), 199-212.

Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of travel research, 38*(4), 340-352.

Song, H.-M., Kim, K.-S., & Yim, B. H. (2017). The mediating effect of place attachment on the relationship between golf tourism destination image and revisit intention. *Asia Pacific Journal of Tourism Research, 22*(11), 1182-1193. doi:10.1080/10941665.2017.1377740

Sönmez, S., & Sirakaya, E. (2002). A distorted destination image? The case of Turkey. *Journal of travel research, 41*(2), 185-196.

Sparks, B. (2007). Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions. *Tourism management, 28*(5), 1180-1192. doi:https://doi.org/10.1016/j.tourman.2006.11.003

Steinkuehler, C. A., & Williams, D. (2006). Where everybody knows your (screen) name: Online games as "third places". *Journal of computer-mediated communication, 11*(4), 885-909.

Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism management, 58*, 184-195. doi:10.1016/j.tourman.2016.10.014

Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism management, 60*, 15-29. doi:10.1016/j.tourman.2016.11.006

Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism management, 53*, 40-60. doi:10.1016/j.tourman.2015.09.006

Tan, W.-K. (2017). Repeat visitation: A study from the perspective of leisure constraint, tourist experience, destination images, and experiential familiarity. *Journal of*

Destination Marketing & Management, 6(3), 233-242.
doi:10.1016/j.jdmm.2016.04.003

Tan, W.-K., & Wu, C.-E. (2016). An investigation of the relationships among destination familiarity, destination image and future visit intention. *Journal of Destination Marketing & Management, 5*(3), 214-226.
doi:10.1016/j.jdmm.2015.12.008

Tasci, A. D., Gartner, W. C., & Tamer Cavusgil, S. (2007). Conceptualization and operationalization of destination image. *Journal of Hospitality & Tourism Research, 31*(2), 194-223.

Telecommunication Regulartor of Cambodia. Internet subscribers. Retrieved from https://www.trc.gov.kh/en/internet-subcribers/

THAILAND BOARD OF INVESTMENT. Retrieved from https://www.boi.go.th/index.php?page=social_and_culture

Tosun, C., Dedeoğlu, B. B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing & Management, 4*(4), 222-234.
doi:10.1016/j.jdmm.2015.08.002

Tourism Authority of Thailand. (Nd). TAT History. Retrieved from https://www.tat.or.th/en/about-tat/history

Tucker, T. (2011). Online word of mouth: characteristics of Yelp. com reviews. *Elon Journal of Undergraduate Research in Communications, 2*(1), 37-42.

UNWTO. (1995). UNWTO technical manual: collection of tourism expenditure statistics. In: UNWTO Madrid.

Venkatesh, V. (2006). Where to go from here? Thoughts on future directions for research on individual‐level technology adoption with a focus on decision making. *Decision Sciences, 37*(4), 497-518.

Verma, V. K., & Chandra, B. (2018). An application of theory of planned behavior to predict young Indian consumers' green hotel visit intention. *Journal of Cleaner Production, 172*, 1152-1162. doi:https://doi.org/10.1016/j.jclepro.2017.10.047

Vongurai, R. (2018). The Influence of Thailand's Image and Foreign Tourist Satisfaction on Foreign Tourist Loyalty for Thailand. *International Journal of East Asian Studies, 22*(2), 2-21.

Watson, J., & Hill, A. (2015). *Dictionary of media and communication studies*: Bloomsbury Publishing USA.

Weaver, A. C., & Morrison, B. B. (2008). Social networking. *Computer, 41*(2), 97-100.

Whang, H., Yong, S., & Ko, E. (2016). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. *Journal of Business Research, 69*(2), 631-641.
doi:10.1016/j.jbusres.2015.06.020

Woodside, A. G., & Lysonski, S. (1989). A General Model Of Traveler Destination Choice. *Journal of travel research, 27*(4), 8-14.
doi:10.1177/004728758902700402

World Bank. (2020a). *Thailand Economic Monitor : Thailand in the Time of COVID-19 (English)*. Retrieved from Washington, D.C. : World Bank Group.: https://documents.worldbank.org/en/publication/documents-reports/documentdetail/456171593190431246/thailand-economic-monitor-thailand-in-the-time-of-covid-19

World Bank. (2020b). The World Bank In Thailand,. Retrieved from https://www.worldbank.org/en/country/thailand/overview

World Development Indicators database. World Development Indicators database. Retrieved from https://databank.worldbank.org/views/reports/reportwidget.aspx?Report_Name=CountryProfile&Id=b450fd57&tbar=y&dd=y&inf=n&zm=n&country=THA

World Economic Forum. (2017). *The Travel & Tourism*

Competitiveness

Report 2017. Retrieved from Geneva: World Economic Forum:

World Economic Forum. (2019). *The Travel & Tourism*

Competitiveness

Report 2019. Retrieved from Geneva: World Economic Forum:

World Travel & Tourism Council. (2020a). *Global_Economic_Impact_&_Trends_2020*. Retrieved from https://wttc.org/Research/Economic-Impact#:~:text=In%202019%2C%20Travel%20%26%20Tourism's%20direct,contribution%20to%20the%20world's%20GDP&text=330%20million%20jobs%2C%201%20in,28.3%25%20of%20global%20services%20exports)

World Travel & Tourism Council. (2020b). Thailand 2020 Annual Research: Key Highlight. Retrieved from https://wttc.org/Research/Economic-Impact

Woyo, E., & Slabbert, E. (2021). Tourism destination competitiveness: A view from suppliers operating in a country with political challenges. *South African Journal of Economic and Management Sciences, 24*(1), 3717.

Yamaguchi, S., Akiyoshi, R., Yamaguchi, Y., & Nogawa, H. (2015). Assessing the Effects of Service Quality, Past Experience, and Destination Image on Behavioral Intentions in the Spring Training Camp of a Japanese Professional Baseball Team. *Journal of Convention & Event Tourism, 16*(3), 228-252. doi:10.1080/15470148.2015.1043611

Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives, 10*, 27-36. doi:https://doi.org/10.1016/j.tmp.2014.01.001

Zhang, Z., Plathong, S., Sun, Y., Guo, Z., Munnoy, T., Ma, L., . . . Tanboot, L. (2020). Analysis of the island tourism environment based on tourists' perception—A case study of Koh Lan, Thailand. *Ocean & Coastal Management, 197*, 105326. doi:https://doi.org/10.1016/j.ocecoaman.2020.105326

Živković, R., Gajić, J., & Brdar, I. (2014). The impact of social media on tourism. *Singidunum Journal of Applied Sciences*, 758-761.

APPENDICES

Appendix 1

The Results of reliability

The Results of reliability

Case Processing Summary

		N	%
Cases	Valid	30	96.8
	Excluded[a]	1	3.2
	Total	31	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.966	39

Item Statistics

Item	Mean	Std. Deviation	N
Thailand has many interesting places to visit	4.07	.944	30
Shopping facilities are good in Thailand	3.90	.803	30
Thailand is a good place to be with friend/family	3.77	.817	30
Thailand offers good nightlight options	3.70	.837	30
Thailand offers a variety of outdoor activities	3.50	.820	30
Thailand has pleasant weather	3.07	.944	30
Thailand has many natural attractions	3.67	.844	30
Thailand has plentiful cultural and historical sites	3.70	.702	30
Thailand is a famous place to visit	3.83	.592	30
Thailand is affordable destination	3.90	.712	30
Thailand is a safe place to visit	3.43	.774	30
Thailand offers good quality tourist information	3.43	.898	30
There are plenty of good quality hotel in Thailand	3.60	.770	30
There are plenty of good restaurant in Thailand	3.97	.615	30
The local people in Thailand are friendly and hospitable	3.57	.728	30
Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc…)	3.97	.964	30
Road infrastructure maintain good condition	3.90	.712	30
Thailand has product with reasonable price	3.70	.952	30
There are a lot of medical centers (Hospital)	3.93	.785	30
Thailand has dominant culture	3.50	.777	30
Thailand has many interesting local festivals	3.67	.884	30
Thailand is a good place to increase knowledge	3.37	.809	30
Pleasant	3.77	.679	30
Exciting	3.87	.776	30
Delightful	3.63	.669	30
Relaxing	3.73	.785	30
Going to Thailand is Enjoyable	3.93	.740	30
Going to Thailand is Pleasant	3.73	.740	30
Going to Thailand is Exciting	3.83	.699	30
Going to Thailand is Fun	3.80	.887	30

I consider Thailand as the first choice among other international tourism destination to visit in the future	3.33	.959	30
I intend to visit Thailand in the next 2 years	3.47	1.008	30
I would revisit Thailand again in the future	3.90	1.029	30
I would recommend visiting Thailand to friends or family members	3.63	.999	30
I enjoy watching photos and videos from all around the world shared on social media sites because it can give me an idea for my next tourist destination to visit	3.90	.923	30
I consider comments on social network sites to be a relevant source of information about destination	3.47	.973	30
Shared photos and video on social network sites make me think about destinations I have not thought about before	3.77	.817	30
I have already changed my opinion about destination after reading comments on social media	3.23	.935	30
Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos	3.70	.988	30

Item-Total Statistics

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Thailand has many interesting places to visit	139.77	436.461	.731	.965
Shopping facilities are good in Thailand	139.93	440.409	.746	.965
Thailand is a good place to be with friend/family	140.07	441.789	.692	.965
Thailand offers good nightlight options	140.13	447.913	.497	.966
Thailand offers a variety of outdoor activities	140.33	436.644	.843	.965
Thailand has pleasant weather	140.77	450.116	.379	.967
Thailand has many natural attractions	140.17	440.971	.692	.965
Thailand has plentiful cultural and historical sites	140.13	448.533	.578	.966
Thailand is a famous place to visit	140.00	451.448	.573	.966
Thailand is affordable destination	139.93	446.685	.632	.966
Thailand is a safe place to visit	140.40	443.559	.677	.965
Thailand offers good quality tourist information	140.40	444.041	.565	.966
There are plenty of good quality hotel in Thailand	140.23	454.737	.331	.967
There are plenty of good restaurant in Thailand	139.87	452.671	.503	.966
The local people in Thailand are friendly and hospitable	140.27	449.926	.510	.966
Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc…)	139.87	434.740	.760	.965
Road infrastructure maintain good condition	139.93	451.651	.464	.966
Thailand has product with reasonable price	140.13	431.085	.865	.964
There are a lot of medical centers (Hospital)	139.90	450.783	.444	.966
Thailand has dominant culture	140.33	448.851	.509	.966
Thailand has many interesting local festivals	140.17	441.247	.651	.965
Thailand is a good place to increase knowledge	140.47	442.051	.691	.965
Pleasant	140.07	442.961	.798	.965

Exciting	139.97	439.620	.799	.965
Delightful	140.20	445.131	.731	.965
Relaxing	140.10	444.852	.627	.966
Going to Thailand is Enjoyable	139.90	443.541	.710	.965
Going to Thailand is Pleasant	140.10	438.714	.870	.965
Going to Thailand is Exciting	140.00	441.931	.810	.965
Going to Thailand is Fun	140.03	433.482	.865	.964
I consider Thailand as the first choice among other international tourism destination to visit in the future	140.50	438.466	.668	.965
I intend to visit Thailand in the next 2 years	140.37	439.551	.607	.966
I would revisit Thailand again in the future	139.93	433.857	.730	.965
I would recommend visiting Thailand to friends or family members	140.20	435.062	.723	.965
I enjoy watching photos and videos from all around the world shared on social media sites because it can give me an idea for my next tourist destination to visit	139.93	442.271	.595	.966
I consider comments on social network sites to be a relevant source of information about destination	140.37	443.757	.525	.966
Shared photos and video on social network sites make me think about destinations I have not thought about before	140.07	444.823	.601	.966
I have already changed my opinion about destination after reading comments on social media	140.60	444.593	.526	.966
Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos	140.13	438.189	.654	.965

Scale Statistics

Mean			Variance	Std. Deviation	N of Items
	143.83		466.213	21.592	39
		Variables	Code	Items of factor	Cronbach's Alpha of each factor
COGNITIVE IMAGE					
	ACTIVITIE	ACT1	Thailand has many interesting places to visit		.965
		ACT2	Shopping facilities are good in Thailand		.965
		ACT3	Thailand is a good place to be with friend/family		.965
		ACT4	Thailand offers good nightlight options		.966
		ACT5	Thailand offers a variety of outdoor activities		.965
	NATURAL RESOURCE	NA1	Thailand has plentiful cultural and historical sites		.966
		NA2	Thailand has many natural attractions		.965
		NA3	Thailand has pleasant weather		.967
		NA4	Thailand is a famous place to visit		.966
		NA5	Thailand is affordable destination		.966
	FACILITIES	FAC1	Thailand is a safe place to visit		.965
		FAC2	Thailand offers good quality tourist information		.966
		FAC3	There are plenty of good quality hotel in Thailand		.967
		FAC4	There are plenty of good restaurant in Thailand		.966
		FAC5	The local people in Thailand are friendly and hospitable		.966
		FAC6	Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc…)		.965
		FAC7	Road infrastructure maintain good condition		.966
		FAC8	Thailand has product with reasonable price		.964
		FAC9	There are a lot of medical center (Hospital)		.966
		CUL1	Thailand has many interesting local festivals		.965

	CULTURAL HISTORY and ARTs	CUL2	Thailand has dominant culture	.966
		CUL3	Thailand is a good place to increase knowledge	.965
		AFF1	Exciting	.965
		AFF2	Pleasant	.965
		AFF3	Delightful	.965
		AFF4	Relaxing	.966
ATTITUDE TOWARD DESTINATION		ATT1	Going to Thailand is Exciting	.965
		ATT2	Going to Thailand is Pleasant	.965
		ATT3	Going to Thailand is Enjoyable	.965
		ATT4	Going to Thailand is Fun	.964
VISIT INTENTION		INT1	I would revisit Thailand again in the future	.965
		INT2	I intend to visit Thailand in the next 2 years	.966
		INT3	I consider Thailand as the first choice among other international tourism destination to visit in the future	.965
		INT4	I would recommend visiting Thailand to friends or family members	.965
SOCIAL MEDIA		SOC1	Shared photos and video on social network sites make me think about destinations I have not thought about before	.966
		SOC2	I consider comments on social network sites to be a relevant source of information about destination	.966
		SOC3	I enjoy watching photos and videos from all around the world shared on social media sites because it can give me an idea for my next tourist destination to visit	.966
		SOC4	I have already changed my opinion about destination after reading comments on social media	.966
		SOC5	Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos	.965

Appendix 2
The result of IOC

for questionnaire item evaluation

This questionnaire can be used as research tool (Quantitative research)

☐ Acceptable

☐ Acceptable but need revision

☐ Not Acceptable

Signature...

Expert

............../....4....../...21

Content Validity Test IOC of Questionnaire (Quantitative Research)

Thesis Title	An Investigation into the relationships between Image and Attitude on Visit intention to Thailand Among Cambodian tourist: The Moderating effect of social media
Researcher Name	CHORN NEARDEY
ID Number	62920001
Major	International Tourism Management
Faculty	Management and Tourism
University	Burapha University
Telephone Number	090-7272729
email	62920001@go.buu.ac.th / neardeychorn@gmail.com
Advisor	Dr. Natthakan Pruksorranan

This questionnaire can be used as research tool (Quantitative research)

☐ Acceptable

☐ Acceptable but need revision

☐ Not Acceptable

Signature..........Petchant Vai..........

Expert

22 / Apr / 22

Content Validity Test IOC of Questionnaire (Quantitative Research)

Thesis Title	An Investigation into the relationships between Image and Attitude on Visit intention to Thailand Among Cambodian tourist: The Moderating effect of social media
Researcher Name	CHORN NEARDEY
ID Number	62920001
Major	International Tourism Management
Faculty	Management and Tourism
University	Burapha University
Telephone Number email	090-7272729 62920001@go.buu.ac.th / neardeychorn@gmail.com
Advisor	Dr. Natthakan Pruksorranan

This questionnaire can be used as
research tool (Quantitative research)

☐ Acceptable

☑ Acceptable but need revision

☐ Not Acceptable

Signature....*Chorn A.*....

Expert

9 , APR , 2021

Content Validity Test IOC of Questionnaire (Quantitative Research)

Thesis Title An Investigation into the relationships between Image and Attitude on Visit intention to Thailand Among Cambodian Tourist: The Moderating effect of social media

Researcher Name CHORN NEARDEY

ID Number 62920001

Major International Tourism Management

Faculty Management and Tourism

University Burapha University

Telephone Number 090-7272729
email 62920001@go.buu.ac.th / neardeychorn@gmail.com

Advisor Dr. Natthakan Pruksorranan

The Results of IOC

for questionnaire item evaluation

Thesis Title: An Investigation into the Relationship Between Image and Attitude on Visit Intention to Thailand Among Cambodian Tourist: The Moderating Effect of Social Media

The researcher tested the accuracy of the content (content validity) of the query with 3 experts as bellow:

1. Expert 1 Dr. Chitlada Pinthong

2. Expert 2 Asst. Prof. Dr. Petchalas Wiriyasuebphong

3. Expert 3 Assistant Professor. Chavana Angkanurabun

The researcher has set the Item Objective Congruence (IOC) Index of each item not less than 0.5. Refer to summary table of the content validity test of questionnaire as follows:

-1 mean inconsistent   0 mean uncertain   +1 mean consistent

Questions	Expert			IOC Result	Interpreted Results
	1	2	3		
PART A: Personal Information and screening question					
Gender ☐ 1). Male ☐ 2). Female	1	1	1	1.00	Consistent
Age	1	1	1	1.00	Consistent

☐ 1). 18- 24 years old					
☐ 2). 25- 31 years old					
☐ 3). 32- 38 years old					
☐ 4). 39- 45 years old					
☐ 5). More than 45 years old					
Education Level ☐ High school ☐ Bachelor Degree ☐ Master Degree ☐ Doctorate and higher	1	1	1	1.00	Consistent
Occupation ☐ Student ☐ Company staff ☐ Government and Organization staff ☐ Businessman/woman ☐ Other	1	1	1	1.00	Consistent
Income ☐ Less than or equal 200$ ☐ Between 201- 400$ ☐ Between 401-600$ ☐ More than 600$	1	1	1	1.00	Consistent
What is the purpose to visit Thailand? ☐ 1) Relaxation ☐ 2) Study ☐ 3) Medical care ☐ 4) Shopping ☐ 5) Business ☐ 6) Other	1	1	1	1.00	Consistent

How many times have you been to Thailand? □ 1) 1 time □ 2) 2 times □ 3) 3times □ 4) 4 times or more	1	1	1	1.00	Consistent
How did you hear information about Thailand? □ 1. Social Media □ 2. Friend / colleague □ 3. Family/ Relatives □ 4. Other (please specify) …….	1	1	1	1.00	Consistent
What kind of social media which you commonly use? (can select more than one) □ 1. Facebook □ 2. Instagram □ 3. Line □ 4. Youtube □ 5. Other (please specify) …………	1	1	1	1.00	Consistent
How often do you use social media (E.g. Facebook, Instagram, Twitter…)? □ 1. Less than 2hours □ 2. 2-4 hours □ 3. 4-6 hours □ 4. 6-8 hours □ 5. More than 8 hours	0	1	1	0.67	Consistent
Part B: Image of Thailand as Destination					
Cognitive Image					
1. Thailand has many interesting places to visit	1	1	1	1.00	Consistent

2. Shopping facilities are available in Thailand	1	1	1	1.00	Consistent
3. Thailand is a safe place to visit	1	1	1	1.00	Consistent
4. Thailand is a good place to be with friend/family	1	1	0	0.67	Consistent
5. Thailand has dominant culture	1	1	1	1.00	Consistent
6. Thailand has many interesting local festivals	1	1	1	1.00	Consistent
7. Thailand has pleasant weather	1	1	1	1.00	Consistent
8. Thailand offers good quality tourist information	1	1	1	1.00	Consistent
9. There are plenty of good quality hotel in Thailand	1	1	1	1.00	Consistent
10. There are plenty of good restaurant in Thailand	1	1	1	1.00	Consistent
11.The local people in Thailand are friendly and hospitable	1	1	1	1.00	Consistent
12. Thailand offers good nightlife options	1	1	1	1.00	Consistent
13. Thailand offers a variety of outdoor activities	1	1	1	1.00	Consistent
14. Thailand is a good place to increase knowledge	1	1	1	1.00	Consistent
15. Thailand has many natural attractions	1	1	1	1.00	Consistent
16. Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc…)	1	1	1	1.00	Consistent
17. Road infrastructure maintain good condition	1	1	1	1.00	Consistent
18. Thailand has plentiful cultural and historical sites	1	1	1	1.00	Consistent
19.Thailand is a famous place to visit	1	1	1	1.00	Consistent
20. Thailand is affordable destination	1	1	1	1.00	Consistent
21. Thailand has product with reasonable price	1	1	1	1.00	Consistent
22. There are a lot of medical centers (Hospital)	1	1	1	1.00	Consistent
Affective Image					
23. Exciting	1	1	1	1.00	Consistent
24. Pleasant	1	1	1	1.00	Consistent
25. Delightful	1	1	0	0.67	Consistent
26. Relaxing	1	1	1	1.00	Consistent
Part C: Attitude					
27. Going to Thailand is Exciting	1	1	1	1.00	Consistent

28. Going to Thailand is Pleasant	1	1	1	1.00	Consistent
29. Going to Thailand is enjoyable	1	1	1	1.00	Consistent
30. Going to Thailand is Fun	1	1	1	1.00	Consistent
Part D: Visit Intention					
31. I would revisit Thailand again in the future	1	1	1	1.00	Consistent
32. I intend to visit Thailand in the next 2 years	1	1	1	1.00	Consistent
33 I consider Thailand as the first choice among other international tourism destination to visit in the future	1	1	1	1.00	Consistent
34. I would recommend visiting Thailand to friends or family members	1	1	1	1.00	Consistent
Part E: Social Media Use					
35. Shared photos and video on social network sites make me think about destinations I have not thought about before	1	1	1	1.00	Consistent
36. I consider comments on social network sites to be a relevant source of information about destination	1	1	1	1.00	Consistent
37. I enjoy watching photos and videos shared on social media sites because it can give me an idea for my next tourist destination to visit	1	1	1	1.00	Consistent
38. I have already changed my opinion about destination after reading comments on social media	1	1	0	0.67	Consistent
39. Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos	1	1	1	1.00	Consistent

Appendix 3
Questionnaire (English Version)

Questionnaires

I am master's degree student from Burapha University of Thailand. I am conducting research on topic of "An Investigation into the Relationship Between Image and Attitude on Visit Intention to Thailand Among Cambodian Tourist". The respondent's identity will be kept in the strictest confidence and used for statical purposed only. This survey contains only five parts, which should take not more than 10 minutes to complete. Your answer is very important for us to conduct this research successfully.

Thank you for your precious time and participation in this survey.

Part A: Basic Information

This information will be kept in the strictest confidence and used for statistical purpose only.

1. Gender

   ☐ 1). Male

   ☐ 2). Female

2. . Age:

   ☐ 1). 18- 24 years old

   ☐ 2). 25- 31 years old

   ☐ 3). 32-38 years old

   ☐ 4). 39-45 years old

   ☐ 5). More than 45 years old

3. Education level

   ☐ High school

   ☐ Bachelor Degree

   ☐ Master Degree

☐ Doctorate and higher

4. Occupation

☐ Student

☐ Company staff

☐ Government and Organization staff

☐ Businessman/woman

☐ Others

5. Income:

☐ Less than or equal 200$

☐ Between 201- 400$

☐ Between 401-600$

☐ More than 600$

6. What is the purpose to visit Thailand?

☐ 1. Relaxation

☐ 2. Study

☐ 3. Medical care

☐ 4. Shopping

☐ 5. Business

☐ 6. Others

7. How many times have you been to Thailand?

☐ 1) 1 time   ☐ 2) 2 times   ☐3) times   ☐ 4) 4 times or more

8. How did you hear information about Thailand?

☐ 1. social media

☐ 2. Friend / colleague

☐ 3. Family/ Relatives

☐ 4. Other (please specify) …….

9. What kind of social media which you commonly use? (you can select more than one)

  ☐ 1. Facebook

  ☐ 2. Instagram

  ☐ 3. Line

  ☐ 4. YouTube

  ☐ 5. Others (please specify) …………

10. How often do you use social media (E.g., Facebook, Instagram, Twitter…)?

  ☐ 1. Less than 2hours

  ☐ 2. 2-4 hours

  ☐ 3. 4-6 hours

  ☐ 4. 6-8 hours

  ☐ 5. More than 8 hours

Part B: Image of Thailand as Destination

This part of questionnaire asks about image of Thailand as tourism destination.

Please tick (√) the appropriate box below relating to level of agreement to show if you agree with each statement about what you think of Thailand.

1= Strongly disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly agree

Items for Cognitive image	1	2	3	4	5
1. Thailand has many interesting places to visit					

2. Shopping facilities are available in Thailand					
3. Thailand is a safe place to visit					
4. Thailand is a good place to be with friend/family					
5. Thailand has dominant culture					
6. Thailand has many interesting local festivals					
7. Thailand has pleasant weather					
8. Thailand offers good quality tourist information					
9. There are plenty of good quality hotel in Thailand					
10. There are plenty of good restaurant in Thailand					
11.The local people in Thailand are friendly and hospitable					
12. Thailand offers good nightlife options					
13. Thailand offers a variety of outdoor activities					
14. Thailand is a good place to increase knowledge					
15. Thailand has many natural attractions					
16. Many kinds of transportation to select (taxi, motorcycle taxi, minibus, etc…)					
17. Road infrastructure maintain good condition					
18. Thailand has plentiful cultural and historical sites					
19.Thailand is a famous place to visit					
20. Thailand is affordable destination					
21. Thailand has product with reasonable price					
22. There are a lot of medical center (Hospital)					

Please tick (√) the appropriate box below relating to level of agreement to show if you agree with each statement about how you feel of Thailand as destination.

1= Strongly disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly agree

Items for affective image	**1**	**2**	**3**	**4**	**5**
23. Exciting					
24. Pleasant					
25. Delightful					

26. Relaxing					

Part C: Attitude toward destination

Please tick (√) the appropriate box below relating to level of agreement to show if you agree with each statement on how your overall attitude towards Thailand would.

1= Strongly disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly agree

Items for attitude toward destination	1	2	3	4	5
27. Going to Thailand is Exciting					
28. Going to Thailand is Pleasant					
29. Going to Thailand is enjoyable					
30. Going to Thailand is Fun					

Part D: Visit Intention

Below are listed of some statements which refer to intention to visit Thailand as tourist destination. Please tick (√) the appropriate box below relating to level of agreement to show if you agree with each statement.

1= Strongly disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly agree

Item for visit intention	1	2	3	4	5
31. I would revisit Thailand again in the future					
32. I intend to visit Thailand in the next 2 years					
33. I consider Thailand as the first choice among other international tourism destination to visit in the future					
34. I would recommend visiting Thailand to friends or family members					

Part E: Social Media use

Please tick (√) the appropriate box below relating to level of agreement to show if you agree with each statement.

1= Strongly disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly agree

Items for social media use	1	2	3	4	5
35. Shared photos and video on social network sites make me think about destinations I have not thought about before					
36. I consider comments on social network sites to be a relevant source of information about destination					
37. I enjoy watching photos and videos shared on social media sites because it can give me an idea for my next tourist destination to visit					
38. I have already changed my opinion about destination after reading comments on social media					
39. Shared photo and videos on social network sites, make me want to visit the attractions I have already seen in those videos and photos					

Appendix 4
Questionnaire (Khmer Version)

កម្រងសំណួរ

ស្វាគមន៍អ្នកទាំងអស់គ្នា!នាងខ្ញុំជានិស្សិតអនុបណ្ឌិតសិក្សាជំនាញគ្រប់គ្រង ទេសចរណ៍អន្តរជាតិនៃសកលវិទ្យាល័យប្ររដ្ឋាប្រទេសថៃ។នាងខ្ញុំកំពុងធ្វើកិច្ចការ ស្រាវជ្រាវមួយស្ដីអំពី"ការស៊ើបអង្កេតទៅលើទំនាក់ទំនងរវាងរូបភាពគោលដៅ ទេសចរណ៍វិយាបននិងចេតនាទស្សនាប្រទេសថៃរបស់អ្នកទេសចរកម្ពុជា" "An Investigation into the Relationship Between Image and Attitude on Visit Intention to Thailand Among Cambodian Tourist". រាល់ព័ត៌មានទាំងអស់របស់ អ្នកនឹងត្រូវរក្សាជាសម្ងាត់ ហើយត្រូវបានប្រើប្រាស់សម្រាប់គោលបំណងស្រាវជ្រាវតែ ប៉ុណ្ណោះ។ កម្រងសំណួរនេះបែងជាប្រាំផ្នែក ដែលចំណាយពេលមិនលើសពី១០នាទី។ការ ឆ្លើយតបរបស់អ្នកពិតជាមានសារសំខាន់ដើម្បីសម្រេចគោលដៅស្រាវជ្រាវមួយនេះ។ សូមអរគុណសម្រាប់ពេលវេលាដ៏មានតម្លៃ! សូមគូស√នៅក្នុងប្រអប់ខាងក្រោម

ផ្នែក A: ព័ត៌មានផ្ទាល់ខ្លួន

1. ភេទ

    ☐ 1). ប្រុស

    ☐ 2). ស្រី

2. អាយុ
    ☐ 1). ចន្លោះ 18- 24 ឆ្នាំ

    ☐ 2). ចន្លោះ 25- 31 ឆ្នាំ

    ☐ 3). ចន្លោះ 32- 38 ឆ្នាំ

    ☐ 4). ចន្លោះ 39- 45 ឆ្នាំ

    ☐ 4). លើសពី 45 ឆ្នាំ

3. កម្រិតការសិក្សា

    ☐ វិទ្យាល័យ

    ☐ បរិញ្ញាបត្រ

    ☐ អនុបណ្ឌិត

    ☐ បណ្ឌិត

4. មុខរបរ

☐ សិស្ស/និស្សិត

☐ បុគ្គលិកការិយាល័យ

☐ មន្ត្រីរាជការ ឬបុគ្គលិកអង្គការ

☐ អ្នកជំនួញ

☐ ផ្សេងៗ........

5. ចំណូលប្រចាំខែ

☐ តិចជាងឬស្មើ 200ដុល្លារ

☐ ចន្លោះ 201- 400ដុល្លារ

☐ ចន្លោះ 401-600ដុល្លារ

☐ លើសពី 600ដុល្លារ

6. គោលបំណងដែលមកកាន់ប្រទេសថៃ

☐ 1. សម្រាកកម្សាន្ត

☐ 2. ការសិក្សា

☐ 3. ការថែទាំវេជ្ជសាស្ត្រ

☐ 4. ការដើរទិញឥវ៉ាន់

☐ 5. ជំនួញ

☐ 6. ផ្សេងៗ...

7. តើអ្នកធ្លាប់មកប្រទេសថៃប៉ុន្មានដង?

☐ 1) 1 ដង   ☐ 2) 2 ដង   ☐3) 3ដង   ☐ 4) 4 ដងឬច្រើនជាងនេះ

8. តើអ្នកទទួលបានព័ត៌មានអំពីប្រទេសថៃតាមរយៈណា?

☐ 1. បណ្ដាញសង្គម

☐ 2. មិត្តភក្តិ ឬ មិត្តរួមការងារ

☐ 3. គ្រួសារ ឬសាច់ញាតិ

☐ 4. ផ្សេងៗ (សូមបញ្ជាក់).......

9. តើអ្នកនិយមប្រើប្រាស់បណ្ដាញសង្គមមួយណា? (អ្នកអាចជ្រើសរើសលើសពី១)

☐ 1. ហ្វេសបុក

☐ 2. អ៊ីនស្ដាក្រាម

☐ 3. ឡាញ

☐ 4. ថ្វីតគី

☐ 5. ផ្សេងៗ (សូមបញ្ជាក់).......

10. រយៈពេលប្រើប្រាស់បណ្ដាញសង្គមក្នុងមួយថ្ងៃ

☐ 1. តិចជាង២ម៉ោង

☐ 2. ចន្លោះ 2-4 ម៉ោង

☐ 3. ចន្លោះ 4-6 ម៉ោង

☐ 4. ចន្លោះ 6-8 ម៉ោង

☐ 5. លើសពី 8 ម៉ោង

ផ្នែក B: រូបភាពគោលដៅទេសចរណ៍ប្រទេសថៃ

1= មិនយល់ស្របយ៉ាងខ្លាំង, 2= មិនយល់ស្រប, 3=ធម្មតា, 4=យល់ស្រប, 5=យល់ស្របជាខ្លាំង

សំនួរ (Cognitive Image)	1	2	3	4	5
1. ប្រទេសថៃមានកន្លែងគួរឱ្យចាប់អារម្មណ៍ទស្សនាច្រើន					
2. ប្រទេសថៃមានផ្សារទំនិញច្រើន					
3. ការទៅទស្សនាប្រទេសថៃគឺមានសុវត្ថិភាព					
4. ប្រទេសថៃជាគោលដៅសម្រាប់ទស្សនាជាមួយមិត្តភក្តិ ឬក្រុមគ្រួសារ					
5. ប្រទេសថៃមានវប្បធម៌ដ៏លេចធ្លោ					
6. ប្រទេសថៃមានពិធីបុណ្យប្រពៃណីជាច្រើន					

	1	2	3	4	5
7. អាកាសធាតុនៅប្រទេសថៃល្អ					
8. ព័ត៌មានទេសចរណ៍មានគុណភាពនៅប្រទេសថៃ					
9. នៅប្រទេសថៃសម្បូរសណ្ឋាគារមានគុណភាពល្អជាច្រើន					
10. នៅប្រទេសថៃសម្បូរភោជនីយដ្ឋានមានគុណភាពល្អជាច្រើន					
11. ប្រជាជនថៃមានភាពរួសរាយរាក់ទាក់និងបដិសណ្ឋារកិច្ច					
12. ប្រទេសថៃផ្តល់នៅជម្រើសកំសាន្តពេលរាត្រីដ៏ល្អ					
13. ប្រទេសថៃផ្តល់នូវជម្រើសសកម្មភាពខាងក្រៅជ្រើនបែប					
14. ប្រទេសថៃជាប្រកបបង្កើនចំណេះដឹង					
15. ប្រទេសថៃមានទេសចរណ៍ធម្មជាតិជ្រើន					
16. មានជម្រើសសមឡេាបាយធ្វើដំណើរច្រើន					
17. ហេដ្ឋារចនាសម្ព័ន្ធល្អ ថ្នល់មានសភាពល្អ					
18. ប្រទេសថៃសម្បូរទៅដោយបុរាណស្ថានប្រវត្តិសាស្ត្រ					
19. ប្រទេសថៃមានភាពល្បីល្បាញសម្រាប់ទេសចរ					
20. ប្រទេសថៃជាទិសដៅទេសចរណ៍សមរម្យ					
21. ទំនិញមានតម្លៃសមរម្យ					
22. មានមជ្ឈមណ្ឌលវេជ្ជសាស្ត្រជាច្រើន (មន្ទីរពេទ្យ)					

សំនួរ (Affective Image)	1	2	3	4	5
23. គាប់ចិត្ត					
24. រំភើប					
25. គួរឱ្យទាក់ទាញ					
26.ស្រាកស្រាន					

ផ្នែក C: គរិយាបទចំពោះគោលដៅ					
សំនួរ	1	2	3	4	5
27. ការទៅប្រទេសថៃគឺរំភើប					

28. ការទៅប្រទេសថៃគឺពេញចិត្ត				
29. ការទៅប្រទេសថៃគឺសប្បាយ				
30. ការទៅប្រទេសថៃគឺគួរឱ្យរីករាយ				

Part D: ចេតនានៃការទស្សនា					
សំនួរ	1	2	3	4	5
31. ខ្ញុំនឹងទៅលេងប្រទេសថៃម្តងទៀត					
32. ខ្ញុំនឹងទៅលេងប្រទេសថៃក្នុងអំឡុង២ឆ្នាំ ខាងមុខ					
33. ខ្ញុំចាត់ទុកប្រទេសថៃជាជម្រើសទី១ សម្រាប់ទិសដៅទេសចរណ៍អន្តរជាតិនៃ អនាគត					
34. ខ្ញុំនឹងណែនាំដំនើរកំសាន្តប្រទេសថៃទៅ កាន់មិត្តភក្តិ ឬក្រុមគ្រួសារ					
ផ្នែកE: បណ្តាញសង្គម					
សំនួរ	1	2	3	4	5
35. រូបភាពនិងវីដេអូដែលចែកចាយតាមបណ្តាញ សង្គមធ្វើឱ្យខ្ញុំគិតពីទិសដៅទិសចរណ៍ដែលមិនធ្លាប់ គិតដល់					
36. ខ្ញុំយល់ថាមតិនានានៃបណ្តាញសង្គមជាប្រភព ព័ត៌មានអំពីទិសដៅទេសចរណ៍					
37. ខ្ញុំចូលចិត្តមើលវីដេអូនិងរូបភាពចែកចាយតាម បណ្តាញសង្គមព្រោះជួយជាជម្រើសសម្រាប់ទិសដៅ ទេសចរណ៍					
38. ខ្ញុំបានផ្លាស់ប្តូរគំនិតអំពីទិសដៅទេសចរណ៍បន្ទាប់ ពីអានមតិលើបណ្តាញសង្គម					

39. រូបភាពនិងវីដេអូដែលបានចែកចាយតាម					
បណ្ដាញសង្គមនានាជំរុញឱ្យខ្ញុំចង់ទៅទីកន្លែងតាមរូប					
ភាពទាំងនោះ					

Appendix 5
Certificate of Human Research approval

สำเนา

เอกสารรับรองผลการพิจารณาจริยธรรมการวิจัยในมนุษย์
มหาวิทยาลัยบูรพา

คณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา ได้พิจารณาโครงการวิจัย

รหัสโครงการวิจัย :   G-HU113/2564

โครงการวิจัยเรื่อง :   An Investigation into the Relationship Between Image and Attitude on Visit Intention
to Thailand Among Cambodian Tourist: The Moderating Effect of Social Media

หัวหน้าโครงการวิจัย : MISSCHORN NEARDEY

หน่วยงานที่สังกัด :   คณะการจัดการและการท่องเที่ยว

      คณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา ได้พิจารณาแล้วเห็นว่า โครงการวิจัย
ดังกล่าวเป็นไปตามหลักการของจริยธรรมการวิจัยในมนุษย์ โดยที่ผู้วิจัยเคารพสิทธิและศักดิ์ศรีในความเป็นมนุษย์ไม่มีการ
ล่วงละเมิดสิทธิ สวัสดิภาพ และไม่ก่อให้เกิดภยันตรายแก่ตัวอย่างการวิจัยและผู้เข้าร่วมโครงการวิจัย

      จึงเห็นสมควรให้ดำเนินการวิจัยในขอบข่ายของโครงการวิจัยที่เสนอได้ (ดูตามเอกสารตรวจสอบ)

๑. แบบเสนอเพื่อขอรับการพิจารณาจริยธรรมการวิจัยในมนุษย์   ฉบับที่ 1 วันที่ 25 เดือน มิถุนายน พ.ศ. 2564

๒. เอกสารโครงการวิจัยฉบับภาษาไทย   ฉบับที่ 1 วันที่ 25 เดือน มิถุนายน พ.ศ. 2564

๓. เอกสารชี้แจงผู้เข้าร่วมโครงการวิจัย   ฉบับที่ 1 วันที่ 25 เดือน มิถุนายน พ.ศ. 2564

๔. เอกสารแสดงความยินยอมของผู้เข้าร่วมโครงการวิจัย   ฉบับที่ ...-... วันที่ ...-..... เดือน ...-................. พ.ศ. ...-......

๕. เอกสารแสดงรายละเอียดเครื่องมือที่ใช้ในการวิจัยซึ่งผ่านการพิจารณาจากผู้ทรงคุณวุฒิแล้ว หรือชุดที่ใช้เก็บข้อมูลจริง
จากผู้เข้าร่วมโครงการวิจัย   ฉบับที่ 1 วันที่ 25 เดือน มิถุนายน พ.ศ. 2564

๖. เอกสารอื่น ๆ (ถ้ามี)   ฉบับที่ ...-.... วันที่ ...-.... เดือน ....-................. พ.ศ. ...-......

วันที่รับรอง : วันที่ 25 เดือน มิถุนายน พ.ศ. 2564
วันที่หมดอายุ : วันที่ 25 เดือน มิถุนายน พ.ศ. 2565

ลงนาม นางสาวพิมลพรรณ เลิศล้ำ
(นางสาวพิมลพรรณ เลิศล้ำ)
ประธานคณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา
ชุดที่ ๔ (กลุ่มมนุษยศาสตร์และสังคมศาสตร์)

BIOGRAPHY

NAME	NEARDEY CHORN
DATE OF BIRTH	25 May 1991
PLACE OF BIRTH	CAMBODIA
PRESENT ADDRESS	Chonburi
POSITION HELD	2014 -2016 Culture staff at Cambodia-Japan Cooperation Center(CJCC) 2016-2019 Japanese Coordinator at Cambodia-Japan Cooperation Center(CJCC)
EDUCATION	2009-2014 Bachelor of International Relations , University of Cambodia, Phnom Penh, Cambodia 2019- Present Master of Internation Tourism Management, Faculty of Tourism and Management, Burapha University
AWARDS OR GRANTS	2009 Full scholarship of Bachelor degree From University of Cambodia 2019 Full scholarship of Master Degree from Her Royal Highness Princess Maha Chakri Sirindhorn