

The Effects of Destination Image on Tourist Satisfaction: The Case of Don-Wai Floating Market in Nakhon Pathom, Thailand

Napaporn Janchai

*Suranaree University, Thailand
napaporn_jan@sut.ac.th*

Glenn Baxter

*Suan Dusit University, Thailand
g_glennbax@dusit.ac.th*

Panarat Srisaeng

*Suan Dusit University, Thailand
panarat_sri@dusit.ac.th*

The aim of this study was to analyse the effects of a Floating Market's destination image on tourist satisfaction. A closed-question questionnaire was prepared drawing from the attributes that influence tourist destination satisfaction in the literature. The sample in the study consisted of 200 tourists who visited Nakhon Pathom's Don Wai Floating Market in January 2018. Multiple regression analyses were applied to empirically test the study's four hypotheses. The results found that the uniqueness of nature, uniqueness of history, and uniqueness of tourist products are the most critical factors affecting the tourists' satisfaction at the 95 percent significance level. However, the uniqueness of architecture factor did not have a significant effect on tourist satisfaction. The study for the first time established an empirical relationship between the uniqueness of nature, uniqueness of history, and uniqueness of tourist products of a floating market and tourist satisfaction with a Floating Market as a tourist destination. These insights may help other Floating Markets to better understand the factors that influence tourist satisfaction with such facilities.

Keywords: destination image, floating market, tourism management, tourist satisfaction, Thailand



<https://doi.org/10.26493/2335-4194.13.139-151>

Introduction

Cultural tourism plays a significant role in economic, social and cultural aspects in terms of a source of income for local communities and a source of cultural learning and recreation for tourists, as well as a source of cultural conservation and community development (Boniface, 2012; Prideaux et al., 2008; Richards, 2010). Moreover, cultural tourism also encourages involve-

ment and pride within the community. Local people can learn and increase awareness toward the value of culture as a heritage and an essential resource for tourism (Tourism Collaborative Commerce, 2015).

Floating markets are an essential resource of cultural tourism in Thailand that reflect the traditional ways of life and local culture of the Thai people who are connected to the river and canal. Rivers and canals

were used for subsistence, consumption, agriculture, and transportation (Tourism Authority of Thailand, 2009). A *floating market* is a meeting place around a river site where both buyers and sellers gather to trade in a variety of consumer goods, principally cooked and raw food items, and household utensils (Din, 2008). In Thailand, canals were also used for trading various goods by boat or floating houseboat. Floating markets were widespread in the Ayutthaya period until the Ratanakosin era, especially, canals with many households living (Tourism Authority of Thailand, 2009). At present, there are over 30 floating markets in Thailand, mainly located in various provinces in the central region such as Bangkok, the capital city of Thailand, and nearby provinces, Nakhon Pathom, Samut Songkram, and Ratchaburi provinces. Some of them are in the east, the northeast, and the south of the country (Tourism Authority of Thailand, 2009). This study focused on the floating market at Wat Don Wai, which is located quite close to Wat Rai Khing, in Nakhon Pathom province. The floating market has become very popular for both Thai and foreign tourists. The floating market is located on Nakhon Chai Si River, Nakhon Pathom province, and is around 30 km from Bangkok.

The image of a destination is an essential component of tourist attractions (Bowen & Clarke, 2009). The destination image is based on the perceptions of tourists as an individual or a group concerning the destination (Ksouri et al., 2015). There is a substantial volume of research that has concluded that destination image has a positive effect not only on tourists' satisfaction but also on destination loyalty (Chi & Qu, 2008; Chiu et al., 2016; Martins, 2015; Puh, 2014; Rajesh, 2013; Shafiee et al., 2016). Ksouri et al. (2015) have suggested that the image can be used to add value to attract new visitors and retain loyal ones. Additionally, the destination image can be a strategic tool to attract different types of tourists. Iordanova and Styliadis (2019) note that direct destination experience plays a vital role in forming destination image.

The significance of the destination image emphasises the need to study destination image from various perspectives. In addition, various research has been conducted focusing on the importance of the image

of a tourist destination (Garay, 2019; Guzman-Parra et al., 2016; Ksouri et al., 2015; Kim et al., 2019); the impact of tourist harassment on destination image (Alrawadie et al., 2019); the relationship between the tourist imagery, the destination image and the brand image (Martins, 2015); the relationship between tourist destination image and consumer behaviour (Kim, 2018; Melo et al., 2017); and the impact of country image and destination image on tourists' travel intention (Chaulangin et al., 2019; Zhang et al., 2018). However, studies identifying what characteristics of destination image have a positive effect on tourists' satisfaction are quite limited. Understanding these characteristics may lead to the development of a tourist destination, especially a key destination like a floating market, to enhance the satisfaction of tourists and their intention to visit and revisit the destination, and recommendation to others.

Therefore, the aim of the study is to analyse the level of perceived image and satisfaction of tourists in the case of Nakhon Pathom's Don-Wai Floating Market and analyse the effects of the Floating Market's destination image, which characteristics of destination image influence tourist satisfaction, and to quantify the degree of influence of each characteristic on tourist satisfaction.

Literature Review

Destination Image

From a tourism perspective, the image potential customers have of a tourist destination is a very significant issue. Indeed, images play an essential role in destination choice matters (Sonnleitner, 2011). As tourism services are intangible (Dwyer et al., 2010), images are said to become even more important than reality. The concepts of destination image and destination marketing and branding have a very close inter-relationship. The ultimate aim of any destination is to influence possible tourists' travel-related decision making and choice through marketing activities (Sonnleitner, 2011).

Destination image is an essential factor contributing to perceived value, satisfaction and tourist loyalty (Chankithong, 2014; Hsu et al., 2008; Kakai & Panchakachornsak, 2011; Kunrattanaporn, 2013; Pike,

2008; Tsai, 2015; Sangla-or & Kornpetpranee, 2015; Sukphol, 2014). The image of a tourist destination is an incentive for tourists to visit a place (Chaulagain et al., 2019; Murphy & Murphy, 2004).

According to Melo et al. (2017), although many scholars have developed concepts of the tourist destination, its concept is still complicated and subjective, and no consensus has been reached on its definition, formation, and measurement. These conceptualisations are dependent on the factor of time and place. Ksouri et al. (2015) state that the measure of the destination image is a complex phenomenon; since the multiplicity of attributes and inferences characterises the destination image, its creation and evolution depend on several factors.

The concept of image was initially applied in the area of tourism in the early 1970s by Hunt (1971). He conceptualises destination image as the set of impressions that are perceived by a group or an individual about a place where they do not live. Since then, destination image has been widely discussed in the tourism literature (Beerli & Martin, 2004; Govers et al., 2007; Melo et al., 2017; Perpiña et al., 2017; Zhang et al., 2014). According to Al-Azri and Morrison (2006), the destination image is a perception of tourists regarding a tourist destination based on a combination of their beliefs, feelings, impression, ideas, and knowledge that people attach to a given place. Perception about a destination may be derived from various sources of information (Cavlak & Cop, 2019; Pike, 2008) and their own experience. This perception can be formed before, during, and after visiting a place (Ioradanova & Styliadis, 2019). This study focuses on the perception of tourists on destination image during or after visiting the destination (Nakhonpathom's Don Wai Floating Market). In addition, the destination image is a combination of both cognitive and affective images (Birdir et al., 2018; Lin et al., 2007). The cognitive image involves knowledge about the destination, while the affective image concerns the feelings and emotions of people about the destination.

Hsu et al. (2008) observe that destination image is what tourists imagine or receive information about what they perceive that the tourist attractions look like. Meanwhile, the tourist destination is trying to

create a different image from other destinations and build awareness of the image of the tourist destination. The image of a tourist destination can be communicated in several ways: the name of the tourist destination or brand, logo, and visible media such as photos and animations.

As Pike (2008) notes, in general, the image of the tourist attraction is based on the characteristics of tourist attractions or elements of tourism which are unique, both the concrete and abstract nature of the tourist attraction. According to Qu et al. (2011), uniqueness is an important reason for tourists to choose their destinations. Creating a unique destination image is in the focus for marketing the destination. Unique and distinctive characteristics have been used to differentiate tourist destinations among similar destinations, to build the destination image in target tourists' minds, and to increase their attention to the destinations. Formation of positive image is based on strong, favourable and unique associations that tourists hold. These associations help tourists distinguish the destination from others. Various studies confirm that destination uniqueness has a significant effect on tourists' behavioural intentions to visit the destination (Chen et al., 2007; Chunashvili, 2019; Ramkissoon et al., 2011).

However, the unique nature of the destination may not be a competitive image. If the uniqueness cannot meet the needs of the tourists, the image of the destination can be divided into two types: organic image and induced image. The organic image of a tourist destination is the tourist's impressions of a destination without them physically visiting the place (Ispas et al., 2016). The tourist's organic image of a destination is developed through their everyday assimilation of information, which come from a diversity of sources, which include school history lessons, word of mouth, social media posts, mass media, and actual visitation (Pike, 2016). The image of a tourist attraction is closely correlated with perceived value, satisfaction, and the loyalty of tourists. The image of a tourist attraction is also influenced by the relationship between attitudes about travel experience and future travel behaviour which consists of cognition, affect, and connotation (Hsu et al., 2008; Khunrattanaporn, 2013; Pike, 2008).

Tourist Satisfaction

Satisfaction has been theoretically delineated as the tourist's emotional state which has developed at the post-visitation stage, that is, where the tourist has experienced the visit to their desired destination (Horáth, 2013; Um et al., 2006; Walters & Li, 2017). Satisfaction is the expression of overall pleasure perceived by the tourist following their trip or visit (Chen & Tsai, 2007; Thiumsak & Ruangkanjanases, 2016). Satisfaction is categorised as an affective attitude to a product or service or a brand and is an important predictor of frequent purchase behaviour, or loyalty by a customer to products and services that are functionally substitutable (Olson, 2006). There is a wide body of literature that concludes that customer satisfaction influences consumer loyalty to a product and service. Furthermore, satisfaction has been shown to have a positive correlation to post-purchase behaviour, especially in the process of repurchase in the future by a consumer (Thiumsak & Ruangkanjanases, 2016).

Satisfaction is an essential goal of business and tourism (Cooper & Hall, 2008). Customer satisfaction is a measure of how a firm's total product performs in relation to a set of customer requirements (Hill et al., 2003). If things meet or exceed a consumer's expectations, it will result in satisfaction. On the other hand, if something diminishes or does not meet the individual's expectation, then this will result in customer dissatisfaction (Kotler & Keller, 2012).

In addition, satisfaction is an essential factor directly affecting tourist loyalty (Alegre & Cladera, 2007; Dasgupta, 2011; Kakai & Panchakachornsak, 2011; Lertwannawit & Gulid, 2004; Meechinda et al., 2008; Quintal, 2010; Sukphol, 2011; Tsai, 2015; Wongkangwan, 2013; Wang et al., 2009). According to Maignan et al. (1999), customer loyalty is the non-random tendency displayed by many of a firm's customers to keep purchasing products from the same firm over time and to associate positive images with the firm's products and services. Satisfaction also creates a bond with the product or company (Kotler & Keller, 2012). Cooper and Hall (2008) have observed that customer satisfaction can result in a profound relationship.

However, each tourist's satisfaction rating is different. Some people are easily satisfied, while some people

often feel uncomfortable or often unhappy (Kotler & Keller, 2012). Cooper and Hall (2008) have stated that the factors that affect satisfaction are the need of the tourist, price and value that are recognised, expectations and past experiences, the credibility of tourism resources and related businesses, quality of both physical and service environment, and staff and the people involved are friendly and taking care of tourists. The study undertaken by Quintal (2010) found that satisfaction with tourist attractions, and the quality and value of the tourist attraction has a positive influence on the return of tourists.

Parasakul (2012) observes that satisfaction consists of a variety of dimensions. Each dimension is individual in nature. Therefore, tourist satisfaction with tourism activities is diversified satisfaction. Satisfaction includes satisfying the various dimensions of the tourism experience, for example, satisfaction with the natural environment (scenery, beauty, cleanliness, unspoiled), or satisfaction with the services. Satisfaction in each dimension must be analysed separately. This analysis will reveal what the tourists are satisfied with and what aspects they are not satisfied with because, in one trip, tourists may not be satisfied or dissatisfied with everything. In summary, the satisfaction of tourists from their tourism experience will affect their loyalty to a tourist destination in the future. If tourists are satisfied with the tourism experience, they will return to visit the place and recommend it to others.

Research Methodologies

Research Instrument

A survey using close-ended questions (Mayo, 2014; Smith, 2017) to gather data on the predictors and criterion variable, as well as on specific demographic characteristics underpinned the research undertaken in this study. Closed-end questions are typically used in confirmatory research, that is, when the researcher(s) want to empirically examine specific hypotheses (Johnson & Christensen, 2008).

The questionnaire was developed based on previous research focusing on tourist satisfaction and tourism destination image (Bui & Le, 2016; Chiu et al., 2016; Moon & Han, 2019). The self-administered questionnaire was used to assess the Thai people's

perceived image and respondent's satisfaction with Nakhon Pathom's Don-Wai Floating Market. The questionnaire was written in Thai. The questionnaire comprised five main sections: demographic information, the tourist's views towards the image of the Floating Market, the tourist's perceived value of visiting the Floating Market, the tourist's opinion on destination image attributes, the tourist's satisfaction with the Floating Market, and the level of tourist loyalty to the Floating Market.

In this study, the tourist satisfaction attributes were in the categories of the images of the uniqueness of nature, the uniqueness of the Floating Market's history, the uniqueness of the Floating Market's architecture, and the uniqueness of the Floating Market's products offering. All four categories had single questions, except for the Floating Market's products offering, which had two questions.

The respondents were asked to indicate their level of satisfaction on a 5-point Likert scale, a more reliable tourist satisfaction assessment, which ranged from (1) strongly disagree to (5) strongly agree (Ángeles Oviedo-García et al., 2019; Bui & Le, 2016; Chiu et al., 2016; Huang & Crotts, 2020; Moon & Han, 2019). The demographic characteristics of the respondents were measured using nominal and ordinal scales.

Pilot Study

Following the recommendations of Cargan (2007), Johanson and Brooks (2010), and Ruel et al. (2016), a pilot study to test the efficacy of the survey instrument was conducted. Pilot studies are often recommended so that the researcher(s) can address a variety of issues. These include preliminary scale or instrument development. Specific concerns such as item difficulty, item discrimination, internal consistency, response rates, and parameter estimation in general are all viewed as being highly relevant for undertaking a pilot study (Johanson & Brooks, 2010). The pilot study consisted of 30 Thai citizens. A convenience sampling approach (Battaglia, 2008; Gravetter & Forzano, 2012) was used to conduct the pilot study. Following the conclusion of the pilot, several minor changes were made to the survey instrument to address the feedback from the pilot study participants.

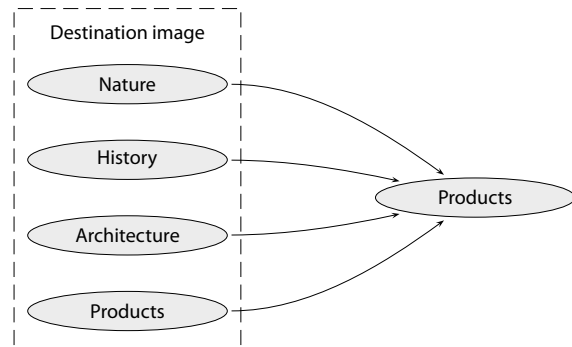


Figure 1 Proposed Research Framework

Research Framework

The tourism destination image of Nakhon Pathom's Don Wai Floating Market was identified based on past studies (Ahmad et al., 2014; Chittangwattana, 2005; Jankingthong, 2013; Inkson & Minnaert, 2012; Kanwel et al., 2019). Four independent variables, that is, the image of tourism destination in the aspect of nature, the image of tourism destination in the aspect of history, the image of tourism destination in the aspect of architecture and the image of tourism destination in the aspect of products were considered to affect tourist satisfaction. The research framework is shown in Figure 1.

Data Collection and Study Sampling

The target population of this study were the Thai people who visited Nakhon Pathom's Don Wai Floating Market during January 2018. The questionnaire survey was conducted in both the morning and the evening. The convenience sampling method was used to collect data (Lertputtarak, 2012). Field editing was also conducted at the market to check for the completeness of the questionnaire (Gunturo & Hui, 2013).

The sample in this study comprised 200 Thai visitors travelling to Nakhon Pathom's Don Wai Floating Market during January 2018. Blair and Blair (2015) and Read (2011) have suggested that 200 is an ideal sample size for a survey.

Data Analysis

To analyse the gathered data, this study utilised both descriptive and inferential statistics. The demographic

variables were analysed using frequency and percentage. The mean score and standard deviation analysed each independent variable. Multiple regression analysis was used to analyse the relationship between the tourism destination image (independent variables) and the tourist satisfaction dependent variable.

Hypothesis Development

The destination image consists of three main elements: the image of organisation, the image of products and services, and the image of attractions (Jankinthomg, 2013). According to Chittangwattana (2005), the destination image can be divided into 5 elements. They are physical, cultural and historical, economic, construction or built environment, and flora and fauna. Historical sites now feature strongly as sites for tourist visitation (Austin, 2002). Belton (n.d.) states that key elements of a destination consist of 5 As: Access, Accommodation, Attractions, Activities, and Amenities. In the tourism industry, a tourist's decision to travel is influenced by both push and pull factors (Dann, 1977). Push and pull factors distinguish between the reasons why individuals participate in tourism, and the reasons why they travel to a particular destination. Push factors are the personal drivers that encourage a tourist to travel, for example a need to escape the daily routine, a need to spend quality time with family, or the demand for adventure. And Pull factors are the elements that attract a tourist to a specific destination in order to satisfy the push factors. Pull factors could be natural environment, festival, tradition, tourism activities, and attractions (Inkson & Minnaert, 2012).

In the case of Nakhon Pathom's Don-Wai Floating Market, the present study examined four elements of the destination image that represent the uniqueness and identity of the floating markets and have a strong link to tourist demand. The uniqueness of nature, the uniqueness of history, the uniqueness of architecture of a tourism destination, and the product's uniqueness offered by a tourism destination were selected to determine how these attributes will affect a tourist's satisfaction with the tourist attraction. The following hypotheses were empirically tested in this study.

- H1 *The image of the uniqueness of nature as a tourism destination will affect tourists' satisfaction.*

- H2 *The image of the uniqueness of history at a tourism destination will affect tourists' satisfaction.*

- H3 *The image of the uniqueness of architecture of a tourism destination will affect tourists' satisfaction.*

- H4 *The image of the product's uniqueness offered by a tourism destination will affect tourists' satisfaction.*

Findings

Don-Wai Floating Market: A Brief Overview

The Don-Wai Floating Market is located near Wat Don Wai, Sam Pran District, Nakhon Pathom Province. The market is around 32 kilometres west of Bangkok. The market is mainly patronised by the Thai people, but tourists also visit the market as well. Food, cooking utensils, cosmetics and furniture is sold at the market. There are food stalls and restaurants, with the restaurants primarily being located on the river (Liedtke, 2012).

Demographic Profile of the Respondents

Table 1 (p. 145) presents the demographic profile of the respondents. Out of the 200 participants, the majority were female (57%), and 43% were male. Most of the age group were respondents with an age of 31–40 years (31.5%). This was followed with respondents with an age between 21–30 years old (23.5%). The majority of respondents (58%) held a Bachelor's degree. Thirty-one percent of the respondents were government officers, followed by students (21 %). Most of the respondents (28%) had income in the range of 15,000–25,000 Thai Baht.

Most of the visitors (44%) lived in Bangkok and most respondents (47.5%) had visited the Don Wai Floating Market more than three times. Nineteen per cent of the respondents had visited the Floating Market on three occasions. A further eighteen and a half per cent had visited the market on two occasions, whilst 15% of the respondents were making their first visit to the Floating Market.

Most of the respondents resided in Bangkok (44.5%) and Nakhonpathom (24%). The smallest number of respondents lived in the Southern Region (2%).

Table 1 Demographic Characteristics of the Study's Respondents

Item	Category	<i>f</i>	<i>f</i> %
Gender	Male	86	43.0
	Female	114	57.0
Age group	Less than 21	26	13.0
	21–30	47	23.5
	31–40	63	31.5
	41–50	31	15.5
	51–60	25	12.5
	>60	8	4.0
Education	High school or lower	63	31.5
	Bachelor degree	116	58.0
	Postgraduate or higher	21	10.5
Occupation	Student	42	21.0
	Housewife	32	16.0
	Employee	31	15.5
	Government officer	62	31.0
	Private business owner	25	12.5
	Others	8	4.0
Income/ Month (THB)	Less than 15,000	56	28.0
	15,000–25,000	66	33.0
	25,001–35,000	54	27.0
	35,001–45,000	11	5.5
	45,001–55,000	4	2.0
	>55,000	9	4.5

Continued in the next column

Descriptive Statistics

As mentioned earlier, destination image attributes of Nakhon Pathom's Don Wai Floating Market were composed of nature, history, architecture and products. The respondents were asked to express their opinion toward the destination image attributes of the Don Wai Floating Market. The mean and standard deviation (SD) scores for the destination image are presented in Table 2. The uniqueness of nature has the highest mean score (3.81), followed by the uniqueness of products (3.78), the unique nature of history (3.47) and the uniqueness of the architecture (3.44).

Tourists were also required to rate their satisfaction

Table 1 Continued from the previous column

Item	Category	<i>f</i>	<i>f</i> %
Respondents' hometown	Nakhonpathom	48	24.0
	Bangkok	89	44.5
	Central Region	28	14.0
	Northern Region	4	2.0
	Eastern Region	11	5.5
	Western Region	4	2.0
	Northeastern Region	12	6.0
	Southern Region	4	2.0
Past Experience	First Time visit	30	15.0
	Second Time visit	37	18.5
	Third time visit	38	19.0
	Over three times visit	95	47.5

Table 2 Tourists' Opinion toward the Destination Image Attributes

Destination image attributes	Mean	SD	Rank
The uniqueness of nature	3.81	0.792	1
The uniqueness of history	3.47	0.961	3
The uniqueness of architecture	3.44	0.954	4
The uniqueness of products	3.78	0.847	2

Table 3 Tourists' Satisfaction on Visiting Don Wai Floating Market

Tourists' satisfaction	Mean	SD	Rank
I really enjoyed the visit	4.02	0.630	1
I have gained great experience	4.00	0.723	2
Visiting was better than expected	3.90	0.753	3

on visiting Nakhon Pathom's Don Wai Floating Market. The results are presented in Table 3. It was found that the tourists who enjoyed their visit to Don Wai Floating Market has the highest mean score of 4.02, followed by the tourists who gained a great experience (4.00) and the visit was better than expected (3.90).

Hypothesis Testing

The data that was obtained from the 200 respondents through the questionnaire was used to analyse and explore how the impacts of the uniqueness of nature, history, building architecture and tourism products at a

Table 4 Multiple Regression Results between Destination Image and Satisfaction

Tourism Destination Image	β	t	p
Nature	0.345	4.658	0.000*
History	0.231	3.344	0.001*
Architecture	0.075	1.383	0.168
Products	0.200	2.983	0.003*

Notes $R^2 = 0.467$, adjusted $R^2 = 0.456$, $F = 42.638$, sig. = 0.000. * $p < 0.05$.

tourist destination affect tourists' satisfaction. In predicting the relationship between the factors and tourist satisfaction with the tourist destination, multiple regression analysis was used to test the four hypotheses.

Regression Analysis

As previously noted, multiple regression was performed to test the research's hypotheses and to quantify the effects of the tourism destination image, including the four factors nature, history, architecture, and products on the tourists' satisfaction. The four factors or the independent variables were regressed with the dependent variable, the tourist satisfaction. The multiple regression results are shown in Table 4. According to the regression analysis, the F value is 42.638 (sig. = 0.000), and the significance test of the regression equation shows that there is a linear correlation between three independent variables nature, history, and products, and the dependent variable. All independent variables, except the image of the uniqueness of the tourism destination's architecture, were significant in the model at a significance level of 0.05 (95%). The Adjusted R^2 value is 0.456, indicating that the closeness of the relationship between tourism destination image attribution and the satisfaction degree is 45.60%.

The results found that all independent variables have a positive relationship with tourist satisfaction. The image of the uniqueness of nature of a tourism destination was $\beta = 0.345$, $p = 0.000$. The image of the uniqueness of history of a tourism destination was $\beta = 0.231$, $p = 0.001$. The image of the product's uniqueness offered by a tourism destination was $\beta = 0.200$, $p = 0.003$. However, the image of the uniqueness of architecture of a tourism destination was $\beta = 0.075$, $p =$

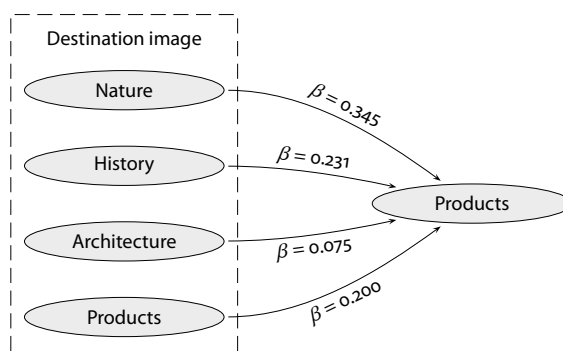


Figure 2 The Effects of Destination Image of Don Wai Floating Market on Tourist Satisfaction

0.168; these statistical results suggest that uniqueness of a tourist destination's architecture was insignificant to the tourists' satisfaction with the Don Wai Floating Market. Thus, hypotheses H1, H2 and H4 were supported whilst H3 was not accepted. The image of the uniqueness of nature of a tourism destination was the most important predictor of tourist satisfaction $t = 4.658$, while the second and the third most essential predictors are the image of uniqueness of the history of a tourism destination $t = 3.344$, and the image of the product's uniqueness offered by a tourism destination $t = 2.983$. The effects of the destination image of Don Wai Floating Market on tourist satisfaction is depicted in Figure 2.

Discussion

As previously noted, the elements of a tourist destination in general consist of 5 As: Access, Accommodation, Attractions, Activities, and Amenities (Belton, n.d.). Chittangwattana (2005) argues that the destination image can be divided into five elements; they are physical, cultural and historical, economic, construction or built environment, and flora and fauna. According to a study by Jankingthong (2013), the image of Thailand can be measured in three elements: the image of organisation, the image of products and services, and the image of attractions. In terms of floating markets, influential elements of a destination image on tourist satisfaction include the uniqueness of nature, the uniqueness of history and the uniqueness of products provided by the floating market.

The finding of the uniqueness of nature is a key component of a tourist destination image which strongly influences tourist decision making, similar to various previous studies which show that natural environment is a major attraction for tourists (Belton, n.d.; Chittangwattana, 2005; Jankingthong, 2013). The uniqueness of history which adds more value to a destination is now a feature as sites for tourist visitation (Austin, 2002). Finally, the uniqueness of products is also significant for tourists to choose the destination (Jankingthong, 2013). The three elements of a destination image of a floating market may be pull factors to attract tourists to the destination and an influence on satisfaction of tourists and intention to revisit the destination.

In the tourism literature, the role of behavioural intention is viewed as being the most powerful force for the sustainability of tourism products including tourist destinations (Ahmad et al., 2014). Behavioural intention shows how frequent visitors decide to revisit the destination at some point in the future (George & George, 2004). Tourists' satisfaction plays a vital role, being the primary precursor of post-purchase behavioural intentions (Kanwel et al., 2019). This is because it positively develops the insight of tourists towards the service, brand, or product. Furthermore, it may also heighten the conscious attempt of tourists to return to the destination again in the future (Oliver, 1980).

Conclusions and Implication

This research aimed to analyse the effects of the destination image of Nakhon Pathom's Don Wai Floating Market on tourist satisfaction. The sample in this study consisted of 200 tourists who visited Don Wai Floating Market in January 2018. Data was collected and analysed using multiple regression analysis. Four aspects of tourism destination image were identified, which included the image of uniqueness of nature of a tourism destination, the image of the uniqueness of history of a tourism destination, the image of the uniqueness of architecture of a tourism destination, and the image of the product's uniqueness offered by a tourism destination.

It was found that the destination image had a sig-

nificant effect on tourist satisfaction. The most important factor affecting tourists' satisfaction was the image of the unique nature of Don Wai Floating Market as a tourism destination, while the second and the third most essential predictors are the image of the uniqueness of history of the Don Wai Floating Market as a tourism destination, and finally the image of the product's uniqueness offered at the Don Wai Floating Market. However, the image of the uniqueness of the Don Wai Floating Market architecture was not significant to the study's regression model, and thus, this hypothesis was not proven.

Destination image becomes a critical factor for the success or failure of tourism management (Lopes, 2011). The image of tourist destination involves cognitive and affective conditions of tourists (Birdir et al., 2018; Lin et al., 2007) which may then contribute to a negative or positive image of the tourist destination (Jankingthong, 2013). If the organic image cannot meet the tourist demand, induced image should be built or developed to satisfy tourists. This study provides insights into the influence of destination image on tourist satisfaction in the case of a Floating Market. Tourism managers and marketing executives may adapt and apply this insight from the present study to build or develop the image of a tourist destination in the right dimensions since the image of a tourist attraction is closely correlated with perceived value, satisfaction, and the loyalty of tourists (Hsu et al., 2008; Khunrattaporn, 2013; Pike, 2008).

Suggestions for Further Study

A limitation of the present study was that the sample was based on Thai citizens. Future research could explore the effects of destination image of a Floating Market on international tourists and further test the effect of destination image on tourist loyalty. The survey undertaken in the present study was conducted during Thailand's high tourism season. Thus, a suggestion for a future study would be to replicate the survey during the non-peak season of tourism. In addition, investigation of model variability should be added by studying a group of tourists who visited the floating market for the first time and a group of tourists who visited the floating market many times.

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