

# Motivation and Experiential Marketing Towards Affecting Thai Tourist's Revisit in Ranong Province.

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## Abstract

This research article is titled "Motivation and Experiential Marketing Towards Affecting Thai Tourist's Revisit in Ranong Province." This study employed accidental sampling, a form of non-probability sampling, employed mixed methods research design conducting qualitative research and using in-depth interviews with structured questionnaires in the Public Government and Private sector conducting qualitative research and using in-depth interviews with structured questionnaires in public and private, conducting quantitative research and questionnaires. The respondents used in this study were Tourist Visiting Ranong Province, Thailand a total of 400 persons. The research results are summarized as follows:

The study reveals that tourist motivation has both direct and indirect effects on experiential marketing, which in turn Affects tourist's intention to revisit Ranong Province. Key motivations for Tourist's Visiting Ranong include interest in natural attractions, the desire to escape daily routines, and the opportunity to experience local culture. These motivations lead tourists to seek unique and memorable experiences.

The findings indicate that experiential marketing focused on creating positive impressions through activities such as hot spring bathing, nature hikes, and local food tasting enhances tourist satisfaction and fosters a sense of connection to the province. Consequently, tourists who experience activities that align with their motivations are more likely to return and recommend Ranong to others.

Thus, tourist motivation plays a vital role in shaping both awareness and memorable experiences, positively influencing experiential marketing and reinforcing tourist's decisions to revisit Ranong in the long term.

**Keywords:** Motivation, Experiential Marketing, Revisit, Thai Tourists, Ranong Province

## 1. Introduction

Tourism in Thailand and Its Stimulation Through "the revisiting of tourists" In 2023, over a quarter (28%) of tourist's visiting Thailand expressed intentions to return within the next 12 months, according to the Visa Global Travel Intentions Study 2023. This survey, conducted by Visa, a global leader in digital payment solutions, is one of the most extensive and

longstanding studies on consumer travel behavior and plans. The study revealed that Thailand attracts a significant share of the revisiting tourists from neighboring countries, including Malaysia (42%), Singapore (41%), the Philippines (28%), China (25%), and Vietnam (22%).

The revisiting of tourists is driven by loyalty and positive experiences from previous visits. Their behavior is reflected through revisiting, word-of-mouth recommendations, increased willingness to spend, and efforts to preserve the destination. Such loyalty not only boosts revenue for related organizations and businesses but also reduces marketing costs and fosters organizational stability and sustainability in the long term (Robinson & Etherington, 2006; Oliver, 2010).

Researcher highlights the significance of motivational factors linked to the destination as key determinants of the revisiting of tourist behavior. Destinations that offer natural beauty, excellent services, and memorable experiences are more likely to attract return visits. The loyalty of tourists to a travel destination should focus on creating activities that can evoke emotional experiences for tourists, allowing them to become more connected with the way of life and culture. This is because such activities foster learning between tourists and locals. Mutual understanding leads to trust, creating a sense of unity, which in turn encourages the decision to revisit the destination. (Dumluck et al., 2015).

Additionally, experiential marketing plays a critical role in cultivating tourist loyalty. Schmitt (2003) emphasizes that creating positive sensory experiences—such as well-designed accommodations, restaurants, restrooms, and relaxing nature-inspired atmospheres—leaves a lasting impression on customers. Such experiences lead to satisfaction and strong recall, ultimately encouraging future revisits. Creating marketing success requires efforts and cooperation from all sectors. If entrepreneurs can apply marketing strategies appropriately to their own context, they will be able to create strong brands, expand the market, and generate sustainable income for the community. (Koompetworak, Kumpetch & Pensub, 2024)

In 2018, Thailand began promoting both primary and secondary tourist cities under the country's economic development policy, or the economic development model of the government led by Prime Minister General Prayut Chan-o-cha. The vision was "Stable, Prosperous, and Sustainable," with 22 provinces identified as primary tourist destinations, based on the number of tourists, both domestic and international, in each province, totaling more than 4 million visitors. These primary destinations included Chiang Mai, Khon Kaen, Nakhon Ratchasima, Kanchanaburi, Prachuap Khiri Khan, Phuket, Phetchaburi, Chachoengsao, Chonburi, Rayong, Krabi, Phang Nga, Surat Thani, Songkhla, Nakhon Pathom, Nonthaburi, Pathum Thani, Phra Nakhon Si Ayutthaya, Samut Prakan, Samut Sakhon, Saraburi, and Bangkok. In addition, 55 other provinces were designated as secondary tourist cities. Subsequently, the government introduced a policy to promote secondary tourist cities, focusing on tourism as a source of income and distributing revenue to local communities by encouraging tourists to travel from primary cities to secondary cities. The Tourism Authority of Thailand set marketing guidelines to boost tourism in secondary cities through the campaign "Amazing Thailand Go Local: Travel to Local Thailand, Growing Communities, Growing Thailand," aimed at distributing both spatial opportunities and tourism income to the local economy. Out of the 55 secondary cities, the government has supported tourism as a means of distributing income into these areas by developing infrastructure and facilities to accommodate tourists and

facilitate travel. It is evident that the government has accelerated investment in large-scale projects (Mega Projects), such as the transportation network, the construction of rail systems passing through secondary cities, and the development of regional airports. These secondary tourist cities are spread across all five regions of Thailand, with nine provinces in the South, including Chumphon, Nakhon Si Thammarat, Phatthalung, Trang, Satun, Narathiwat, Yala, Pattani, and Ranong (Sorajcha, 2018).

Ranong is one of the secondary cities with a unique local identity, boasting beautiful traditions, attractions, and natural cultures that differ from one locality to another. These attractions attract both domestic and international tourists. However, it remains relatively unpopular. Several factors prevent tourists from deciding to visit secondary cities, such as those related to the potential of local attractions, including activities, creativity, processes, space, management, and the involvement of local communities in secondary cities (Supasorn, 2019).

### **Research Objective**

1. To study factors of motivational and experiential marketing that affects the revisiting of Thai Tourists in Ranong Province, Thailand.
2. To study motivational that affects the revisiting of Thai Tourists in Ranong Province, Thailand.
3. To study experiential marketing that affects the revisiting of Thai Tourists in Ranong Province, Thailand.

## **2. Methods**

This study employed accidental sampling, a form of non-probability sampling, employed mixed methods research design. conducting qualitative research and using in-depth interviews with structured questionnaires in the Public Government and Private sector conducting qualitative research and using in-depth interviews with structured questionnaires in public and private. The selected persons consisted of the Tourism Authority of Thailand Chumphon - Ranong Office, Tourism Council of Ranong Province, Ranong Tour Guide Group, Ranong Tourism Business Association, Ranong Accommodation, Business Association, National Park Officer, Business owners, hotels/ resorts, restaurants, souvenir shops, car rental shops, and tour guides all total 10 persons. And then conducting quantitative research and using questionnaires. The respondents used in this study were Thai Tourists in Ranong Province Thailand a total of 400 persons. This section presents the findings of the study through Descriptive Statistics addressing the objectives of the research.

## **3. Results**

This section presents the findings of the study through **Descriptive Statistics** addressing the objectives of the research.

1. General Information of Respondents

- The analysis of the demographic characteristics of the 400 respondents was conducted using frequency distribution and percentage:

- Gender: The majority of respondents were female (72.50%, n = 290), followed by males (27.50%, n = 110), respectively.

- Age: Most respondents were in the age group of 31-40 years (38.75, n = 155), followed by 21-30 years (24.75%, n = 99), respectively.

- Education Level: A significant proportion held a bachelor's degree (67.25%, n = 269), followed by those with a master's degree or higher (22.25%, n = 89), respectively

- Average Monthly Income: Most respondents earned between 15,001-30,000 per month (56.75%, n = 227), and followed by less than 15,000 THB per month (24.25%, n = 97), respectively.

- Frequency of Visit: The majority of respondents had visited Ranong Province 1-2 times (46.25%, n = 185), while first-time visitors accounted for (33.75%, n = 135), respectively.

- Sources of Information: The most common sources of information were social media (56.00%, n = 224), followed by recommendations from friends or family (24.50%, n = 98), respectively.

2. The findings for Objective 1 Based on a comprehensive review of literature, research studies, and interviews with stakeholders in the tourism sector, the study identified motivational factors and experiential marketing elements that affect Thai tourist's decisions to revisit Ranong Province, Thailand, as detailed below.

Summary of the research on Journals, Studies, Literature, and Interviews with Tourism Stakeholders on Motivational Factors Influencing Thai Tourist's Revisit to Ranong Province, Thailand.

### **Push Factors**

1. Interest in natural attractions: The scenic beauty of natural sites, including hot springs, waterfalls, and beaches, serves as a significant motivator.

2. Desire to escape daily routines: Tourists seek a break from monotonous daily life and look forward to experiencing something new.

3. Opportunity to experience local culture: The uniqueness of local traditions, cuisines, and festivals creates lasting impressions.

4. Stress relief and relaxation: Ranong offers a serene environment ideal for unwinding and rejuvenation.

5. Rewarding oneself: Tourists perceive travel to Ranong as a personal reward for their hard work.

6. Engaging in activities with friends and acquaintances: Ranong serves as a venue for social gatherings and bonding with friends.

7. Spending quality time with family: Family-oriented activities make Ranong an appealing destination for family trips.

8. Meeting new people and exploring new communities: Tourists find opportunities to make new social connections.

9. Health benefits from hot spring bathing: The therapeutic qualities of natural hot springs attract health-conscious visitors.

10. Visiting well-known and popular tourist sites: The reputation of Ranong's landmarks draws repeat visitors.

### **Pull Factors**

In addition to push factors, the following pull factors were identified as influential in attracting Thai tourists to revisit Ranong:

11. Friendliness of local people: The warm hospitality and welcoming nature of the locals leave positive impressions.

12. Variety of recreational activities: Activities such as nature hiking, boating, and exploring natural landscapes enhance the appeal.

13. Accessibility to tourist sites: Easy access to attractions is a significant motivator for tourists.

14. Public utilities and facilities: Adequate infrastructure, including accommodations and transport, facilitates convenient travel.

15. Safety and security: A safe environment instills confidence in tourists.

16. Cleanliness of tourist sites and establishments: Well-maintained attractions contribute to tourist satisfaction.

17. Attractive and unique souvenirs: Locally crafted items encourage tourists to revisit and recommend Ranong.

18. Reasonable and cost-effective expenses: Affordable travel costs encourage tourists to return.

19. Effective promotion and awareness campaigns: Comprehensive information and marketing efforts attract more visitors.

20. Appropriate travel distance and time: The convenient proximity of Ranong makes it an accessible destination for domestic tourists.

The interviews highlight that both push and pull factors play crucial roles in influencing Thai tourist decisions to revisit Ranong Province. These factors, particularly those related to natural attractions, local culture, relaxation, and accessibility, contribute significantly to fostering repeat visits and enhancing the overall tourism experience.

Summary of the research on Journals, Studies, Literature, and Interviews with Tourism Stakeholders Identifying Marketing Factors Influencing Repeat Visits of Thai Tourists to Ranong Province, Thailand.

### **Sense Dimension**

Stakeholders emphasized that tourists gain a positive sensory experience from activities offered in Ranong. Tourists reported:

1. You had a positive experience from various activities at tourist attractions in Ranong Province.
2. You were impressed by the activities at tourist attractions in Ranong Province.
3. You enjoyed the activities at tourist attractions in Ranong Province.

#### **Feeling Dimension**

Tourists expressed emotional satisfaction, including:

4. You felt good about visiting Ranong Province.
5. You were impressed by your visit to Ranong Province.
6. You liked your experience in Ranong Province.

#### **Thinking Dimension**

Tourists are intellectually stimulated by the experiences in Ranong, as evidenced by:

7. You want to invite friends or family to visit Ranong again.
8. The attractions inspired thoughts about future possibilities, such as owning a vacation home in Ranong Province.
9. If given the chance, you would consider starting a tourism-related business in Ranong Province.

#### **Action Dimension**

Ranong inspires actionable responses among tourists, such as:

10. You shared positive experiences about visiting Ranong Province.
11. You shared your good impressions of visiting Ranong Province.
12. You shared your enjoyment of visiting Ranong Province.
13. Positive experiences led you to choose to revisit Ranong Province.
14. You are willing to participate or regularly be part of activities organized by Ranong Province.

#### **Connection Dimension**

**The province's appeal is strengthened by its relatability to tourists:**

15. You chose to visit Ranong Province because it is popular among others.
16. Affected from admired or well-known individuals who visited Ranong encouraged you to decide to visit.
17. The natural closeness of attractions in Ranong Province left you feeling impressed.

#### **Revisit Intention**

**Factors reinforcing repeat visits include:**

18. Satisfaction with activities in Ranong's tourist attractions made you want to revisit.
19. The image of Ranong as a tourism destination made you want to return.
20. You had a positive attitude after visiting Ranong Province.

#### **Word-of-Mouth Recommendations**

**Tourists actively share their experiences:**

21. You would share your good experiences of visiting Ranong Province with others.
22. You would share your positive impressions of Ranong Province with others.
23. You would share the quality and excellent services of Ranong Province with others.

24. You would recommend the tourist attractions in Ranong that you have visited to others.

#### **Willingness to Pay More**

##### **Economic value is another influencing factor:**

- 25. You are willing to pay despite knowing some attractions are expensive.
- 26. You are ready to pay higher prices for unique services.
- 27. You felt the services were worth the price you paid.
- 28. You would choose to visit Ranong Province regardless of price.

#### **Intention**

##### **Future intentions of tourists include:**

- 29. You intend to seek additional information for future visits to Ranong.
- 30. Hearing about other experiences that differ from your previous visit motivates you to return.
- 31. Confidence in Ranong's safety encourages you to revisit.

#### **Effort**

##### **Tourists display effort in planning revisits, such as:**

- 32. Comparing your experiences with others motivates you to revisit Ranong Province.
- 33. You return to Ranong after comparing its prices with other destinations.
- 34. You seek additional information about new activities beyond those previously experienced.
- 35. You look for more information about attractions you haven't visited yet.

#### **Planning**

##### **Meticulous planning is a significant factor for revisits:**

- 36. You plan to revisit Ranong Province.
- 37. You arrange accommodations in advance for your next trip to Ranong.
- 38. You plan the activities you want to do at attractions in Ranong before revisiting.
- 39. You map out routes to attractions before returning to Ranong.
- 40. You budget for your trip before returning to Ranong.

#### **Additional Findings**

Tourists showed a strong preference for activities like hot spring bathing, nature hikes, and local food tasting, which are key elements of experiential marketing in Ranong. These activities not only enhance satisfaction but also establish a memorable connection with the destination, motivating repeat visits and positive word-of-mouth promotion.

The interviews underscore the significance of sensory, emotional, cognitive, and behavioral experiences in fostering tourist loyalty. Effective marketing strategies, coupled with Ranong's unique offerings, contribute to a strong intention among Thai tourists to revisit the province.

**3. The findings for Objective 2** reveal that Thai Tourists motivations influencing their intention to revisit Ranong Province, Thailand, are generally at a high level. The top three

factors with the highest mean scores are as follows: Interest in natural attractions, followed by Desire to escape daily routines, and Opportunity to experience local culture, respectively.

**4. The findings for Objective 3** indicate that experiential marketing influencing the intention of Thai Tourists to revisit Ranong Province, Thailand, is also generally at a high level. The top three experiential marketing activities with the highest mean scores are Satisfaction with activities leading to repeat visits, followed by Positive perceptions of Ranong's image as a tourist destination, and an improved attitude toward tourism in Ranong after their visit, respectively.

#### **4. Conclusion**

The study has successfully identified the key motivational and experiential marketing factors influencing Thai Tourists decisions to revisit Ranong Province, Thailand, based on an extensive review of literature, research studies, and interviews with tourism stakeholders. The findings underline the importance of both push and pull factors, as well as experiential marketing elements, in fostering repeat visits to Ranong.

Push Factors such as the appeal of natural attractions, the desire to escape daily routines, the opportunity to experience local culture, and the therapeutic benefits of hot spring bathing were significant motivators for tourists. These elements resonate with tourists seeking relaxation, personal rewards, quality family time, and new social experiences. Similarly, pull factors including the friendliness of local people, the availability of recreational activities, ease of access to tourist sites, and the overall safety and cleanliness of the province further attract repeat visits. The affordability and effective promotion of Ranong also played crucial roles in encouraging tourists to return.

In addition to these motivating factors, the experiential marketing elements were instrumental in enhancing tourist experiences. The Sense dimension, through positive sensory experiences at tourist attractions, contributed significantly to the overall satisfaction. The Feeling dimension, which reflects tourist emotional responses to their visits, and the Think dimension, which spurred cognitive reflections about future visits and investment opportunities in the region, also played key roles in fostering repeat visits. Furthermore, the Act and Relate dimensions showed how tourists not only shared their positive experiences but also felt a connection to the destination, which contributed to stronger revisit intentions.

Revisit intention was reinforced by tourist satisfaction with activities, the overall image of Ranong as a tourist destination, and the positive attitudes developed during their stay. Word-of-mouth recommendations emerged as a strong factor in promoting Ranong to others, with tourists actively sharing their positive experiences, thus influencing new visitors. The willingness to pay more for unique experiences and the effort made in planning and preparing for future visits also highlighted the commitment of tourists to revisit Ranong.

Additional findings indicated that activities like hot spring bathing, nature hikes, and local food tasting were particularly favored by tourists, helping to create memorable experiences that motivated return visits and positive word-of-mouth. These activities not only enhance satisfaction but also foster a deeper connection with the destination.



In conclusion, both intrinsic factors (such as the appeal of natural attractions and cultural experiences) and extrinsic factors (such as effective marketing, safety, and accessibility) play critical roles in encouraging repeat visits to Ranong. The integration of sensory, emotional, cognitive, and behavioral elements in marketing strategies can strengthen tourist loyalty, making Ranong a compelling and memorable destination for Thai tourists.

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