Intention to Recommend Tourism Destination on Social Media for Tourists in Thailand

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Abstract – Nowadays, the Internet community is very important in every organization, especially in tourism. Thai tourism should promote destinations by using social media to highlight the uniqueness of each area. The objective is to find the intention to recommend tourism destinations in Thailand using the social media. This research uses a mixed-methods approach. The qualitative data was gathered by email from 21 experts. A consensus of 21 experts used a rough set of Delphi. The quantitative research obtained data from a total of 800 sample tourists who recommended various tourism destinations. The result of this study found eight factors, such as information quality, perceived usefulness, push travel motivations, pull travel motivations, overall satisfaction, trust, customer loyalty, and intention to recommend. The benefit of this research is that Tourism Authority of Thailand (TAT) should implement the factor of intention to recommend.

Keywords – Tourism, social media, customer loyalty, travel motivation, intention to recommend.

1. Introduction

Tourism is a major organization and industry across the world. Presently, tourism is driven by the use of public network platforms. Travelers use Google SEO (Search Engine Optimization) as one of the key platforms to collect information about tourism destinations before planning to travel [1].

As mentioned above, social media is increasingly important for tourism because travelers can share information namely pictures, videos, personal opinions, and feedback on travel destinations. Social media can be promoted under government slogans and national policy for the travel industry. There are many benefits to using social media as related channels, such as Facebook, TikTok, and other social media platforms that are part of decision-making and information searches by travelers about selected destinations [2], [3], [4].

A lot of travelers prefer to visit Thai destinations. They will use social media platforms to review feedbacks, comments, and posts as part of their decision-making process [5].

Social media, travel blogs, and websites are used to share ideas and exchange information about tourism destinations in Thailand by a group of travelers who share the same interests and passions for traveling by providing accurate information and personal opinions toward tourism destinations. [6], [7]. In addition, Trip Advisor, Agoda, Booking.com, and other advanced technological social media platforms are used to share review ratings pictures, videos, and audio with others and have an important impact on traveler decision-making [8], [9], [10], [11].

The TAT 20-year plan provides the foundation of the future for tourism in Thailand by focusing on the national strategy for building competitiveness by using social media platforms, which uses the slogan "Amazing Thailand," to promote tourism in Thailand on their website, social media platforms, and other information technology [12], [13], [14], [15].

Thailand's national statistics have seen an increase in travelers usage of search engines to search for information before making decisions.

The government is aware of travelers' desire to learn more about the updated information related to the travel destination and has presently provided visual tourism as an effective tool to give more realistic and accurate tourism destination information [16], [17], [18], [19], [20].

Quality information reviews on personal blogs, tourism pages, traveler groups, YouTube channels, TikTok reviews, Trip Advisor ratings, and experiences shared by individuals through content creation, discussion, and photo and video uploads about Thai tourism destinations that are positive or overall satisfied are positive reflections [21], [22], [23].

Sharing willingly creates trust toward Thai travel destinations, as there is nothing more important than a positive word of mouth that will lead to traveler's loyalty. This factor of opinion, online review, and personal experience will provide the intention to recommend Thai tourism destinations by using social media platforms [24], [25], [26], [27], [28].

This study reflects on the important topic, key factors, and findings related to the foundation model developed as seen in Figure 1.

2. Examination of Related Document Research

The researcher have found reports relevant to this examined issue reflecting an intention to recommend tourism destinations.

2.1. Conceptual Base

The inquirer points out that the expanded SEM intention to recommend a tourism destination is conducted by analyzing the work associated with recommending a tourism destination. The theoretical framework used as a base for this study includes the theories of the uses and gratification (UGT) theory [17], [29], push and pull travel motivation theory [1], cause-and-effect relationship between travel satisfaction and intention to recommend destination theory [30], tourist satisfaction theory [31], customer trust theory [32], and customer loyalty theory [33].
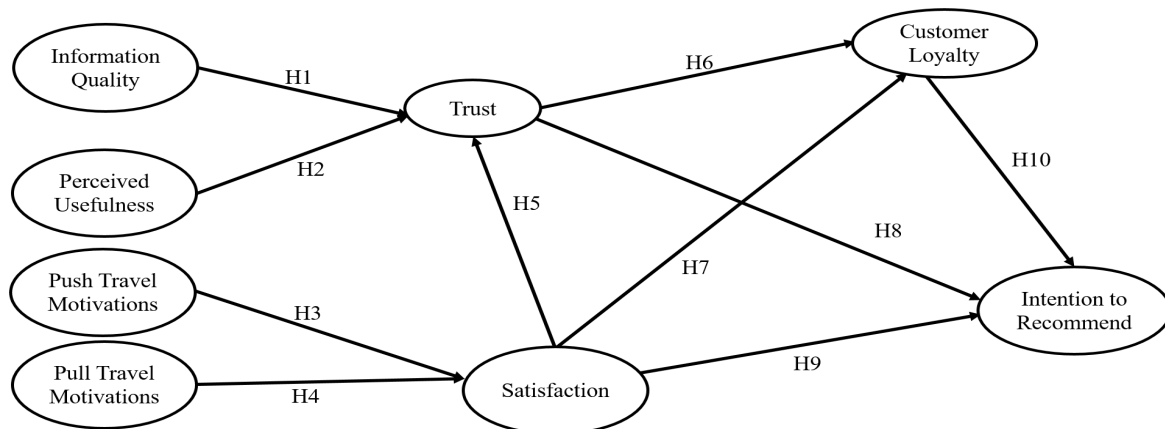

Figure 1. Foundation model

The researcher observed the following hypothese from Figure 1:

H1: Information Quality (IQ) immediate impact Trust (TRU)
H2: Perceived Usefulness (PU) immediate effect Trust (TRU)
H3: Push Travel Motivations (PUSH) directly influence Satisfaction (SAT)
H4: Pull Travel Motivations (PULL) immediate consequences Satisfaction (SAT)
H5: Satisfaction (SAT) certainly impact Trust (TRU)
H6: Trust (TRU) certainly affects Customer Loyalty (LOY)
H7: Satisfaction (SAT) directly influences Customer Loyalty (LOY)

H8: Trust (TRU) directly influences Intention to Recommend (ITR)
H9: Satisfaction (SAT) directly influences Intention to Recommend (ITR)
H10: Customer Loyalty (LOY) directly influences Intention to Recommend (ITR)

2.2. Information Quality (IQ)

Positive recommend to a tourist destination is impacted by the knowledge received if it is accurate, relevant, reliable, and has competent information quality [17] [18]. Information quality perceived in social media as opinion-based information from consumers impacts the viewpoint and mindset of tourists that wish to visit a destination.

When receiving information of high quality, such as information about tourism destinations in Thailand that is trustworthy, the tourist will trust and feel that this source of information is reliable [7], [18]. Sources about tourism destinations on social media that are needed toward sharing the accuracy and positive experience following the advice, comment, and recommendation related to this information quality impact a positive word of mouth and further give recommendation to others to use this information sources as being teliable [34]. In contrast, information quality that is not accurate leads to mistrust, dissatisfaction, and unhappiness among travelers, and negative word of mouth toward the source of information quality as being unreliable, inaccurate, and irrelevant, leading to travelers negatively perceiving and sharing the tourism destination on social media for others to be aware of and avoid [35].

2.3. Perceived Usefulness (PU)

Social media provides information and knowledge sharing toward a tourism destination on organized network platforms, for instance, Tiktok or TAT (Tourism Authority of Thailand), the official website, that is mutually beneficial for travelers to visit the destination by following the knowledge gained from reviewing, reading, and listening to comments

Social media provides information and knowledge sharing toward a tourism destination on organized network platforms, for instance, Tiktok or TAT (Tourism Authority of Thailand), the official website, that is mutually beneficial for travelers to visit the destination by following the knowledge gained from reviewing, reading, and listening to comments, opinions, and posts shared on a social media platform that is perceived useful for all travelers [15]. Mobile devices such as smartphones, tablets, smartwatches, and navigations provide information that is easy to access regarding visiting tourism destinations, tourism activities, amenities, accommodations, and other personal interest-related information about a tourism destination that is perceived as useful, creating and increasing satisfaction for tourists and trust, leading toward an intention to recommend. In the field of communication, discussing destinations can be done with just a click on a computer or even more easily on mobile devices [9].

TAT used Amazing Thailand: Always Amaze You as the slogan on their social media site for travelers to receive useful information on social media mentioned above related to tourism destinations in Thailand of interest for tourists to search for and satisfy their interest, leading to information perceived as useful from their perspective [36].

2.4. Push Travel Motivations (PUSH)

Push travel motivation to visit the tourism destination by searching on social media is impacted by the motivation and personal preference or desire that the travellers are looking for that is motivated by each traveler's inner factors. These inner factors influence traveler preference, desire, and motivation factors, all forcing or motivating a traveler to search for information related to a tourism destination on social media. When travelers follow up on the advice, recommendations, reviews, and posts shared on the different travel destination social media platforms to meet their expectations and create satisfaction, they will most likely recommend others to follow or search for the tourism destination they are satisfied with. As push travel motivation to choose a destination is internal and very personal, when a tourist feels satisfied, they will strongly recommend it to another traveler. However, if, in contrast, the information and visit to a tourism destination did not meet expectations and create dissatisfaction, they will share it with everyone as well. That is why push travel motivation as a personal internal factor can be very strong, both positive and negative, more than other factors [1].

2.5. Pull Travel Motivations (PULL)

Pull travel motivation to visit tourist destinations in Thailand is impacted by the external factors that pull or attract tourists to visit, such as destination attributes, expectations, benefits, and traveler perceptions. The pull travel motivation external factors that motivate tourists to visit Thai destinations can be personal, such as love for Thai food or Thai massage [1]. Thai food is an external factor, not related to Thai destination, but an external factor that pulls visitors to this destination to learn local Thai cuisine or how to make Thai food. In this perspective, Thai food as an external factor pulls travelers to make the decision to visit Thai destinations, as travelers who love Thai food will prefer destinations with Thai cuisine courses. If their expectations are satisfied, Thai food lovers will share and recommend others to visit the destination [37]. Thai massage, as the other external factor, is known worldwide as one of the "best massages" and is a major pull factor that attracts travelers to visit Thailand as a tourist destination. Travelers will look at social media platforms that provide courses to learn Thai massage and choose to visit tourist destinations that provide these courses. If Thai massage tourist lovers are satisfied, they will also like Thai cuisine lovers to share their positive experiences on social media and recommend others to visit Thai tourist destinations [38].

2.6. Trust (TRU)

A fundamental part of trust toward information received about Thai tourism is that tourists need to perceive the sources on social media to have honest and reliable comments [15]. Trust in social media depends on others, as the factors that review Thai tourism destinations are accurate. Dependable sources of information related to Thai tourism destinations reduce the risk of miscommunication

and the perception of the destination [6]. Trust that is honest and true leads to loyalty and satisfies long-term relationships between tourists and travel destinations [35]. The individual tourist's feelings, thoughts, and behaviors toward Thai destinations that are honest and reliable led to trust as the reasonable demands and expectation were met [34].

Trust as a major factor is a key medium to provide different travel groups with accurate and updated information about different destinations of interest on social media platforms such as Agoda, TAT, and other trustworthy sources that impact traveler's decisions to choose tourism destinations [39]. Thailand benefits from trustworthy information quality as it creates a positive relationship between travelers and tourism destinations [40]. The new channel of advanced information and communication on the internet and social media platforms helps promote tourism destinations in Thailand that are easily accessible to tourists. The easy access of information and accurate, trustworthy sources lead to tourists' ability their plan to travel to the Thai tourist destination that they desire [41].

2.7. Satisfaction (SAT)

Satisfaction is a positive outcome to the quality of the tourist's experience at Thai tourism destination sites that is accurate and meets expectations, which will lead to further recommendations to relatives, friends, and other tourists with similar interests on social media platforms about these wonderful experiences [1]. Satisfaction of experiences travelers received from following the advice on social media shows both direct and indirect lines between that satisfaction leading to a positive trust toward Thai travel destinations and loyalty to revisit, eventually even recommend to others as mentioned above [34]. Each tourist has an individual perception when perceiving tourism services, using social media as a factor that impacts and influences tourist satisfaction, demand, and expectations.

The various social media created and promoted association examples such as TAT using the "Amazing Thailand" campaign to awaken the created desire and motivation for travelers to visit Thai tourism destinations. Moreover, it is to reach satisfaction with the promoted campaign and the experience needed to meet expectations [39].

Satisfaction is the relationship between the destination image, review, and recommendation provided by social media and other e-tourism services such as TAT, private and public agencies, booking agencies, and other service communication channels. The satisfaction created by the link between what is promoted, and the actual offer must be the same. However, if the actual experiences promoted, reviews, and information provided about the Thai tourism destination are not the same, it will lead to dissatisfaction, negative image, bad experience, and mistrust toward Thai social media channels. This can lead to negative word-of-mouth and reviews on different social media platforms. So, to keep tourists satisfied, the key is to understand their motives, both internal (personal desire) and external (benefit of travel), and provide accurate and up-to-date information related to their interest [40].

2.8. Customer Loyalty (LOY)

Customer loyalty reflects the positive attitude toward social media information received related to Thai tourism destinations that satisfy expectations. Continuing to provide stable and accurate sources of information that are up-to-date and reflect what is to be expected of the tourism destination, meaning "what is promoted" is "what is delivered," will make customers loyal to the service on social media related to the Thai tourism destination [34]. Customer's loyalty is a key factor in using social media in tourist decision-making about which destination to travel to in Thailand. Both direct and indirect factors impact customer's loyalty. A direct result comes from the satisfaction received at the destination, such as tourism service meeting expectations, internal desire, and external benefits. The indirect factor for creating customer loyalty happens when the information received and perceived benefits are satisfied, leading to trust and loyalty [30]. The impact of customer loyalty is that it creates motivation for traveler decision-making as social media platforms about tourism destinations in Thailand, such as booking.com, agoda, TAT, and others, are trustworthy, accurate, and meet expectations, leading to customer's loyalty toward these social media platforms [39].

2.9. Intention to Recommend (ITR)

Intention to recommend Thai tourism destinations is a relationship that reflects on various areas such as the positive experiences met at the site, the specific offers that are personal to the tourists, such as Thai food and Thai massage mentioned above, and having the same service every time the tourist visits, also known as sustainable service standard [30].

ITR reflects chit-chat or rumor on social media by posting, recommending, and sharing posts and pictures that reflect happier experiences, expectations met, satisfaction, and delight about Thai tourism destinations [15]. It is important to remember that travel experiences have a cost-effective relationship with travel destination loyalty. When social media information related to Thai tourism destinations is accurate, up-to-date, and realistic, these are motivation factors to visit them and recommend them to others [34]. The intention to recommend is crucial for the Thai tourism industry, as a positive message helps create trust, satisfaction, and loyal customers who will share the good news quickly on social media, reflecting their travel to Thai tourism destinations [41].

The cost-effect relationship is a dimension reflected in the positive experiences and specific attributes related to Thai tourism destinations. The researcher has mentioned important factors that are affecting the desire to visit Thai destinations, such as Thai foods and Thai massage. Other factors that also affect the desire to visit are the Thai spa, Thai hospitality, Thai accommodation, Thai beaches, Thai gastronomy, Thai sports facilities, and other personal desires that are met at specific Thai tourism destinations that travelers choose. All these factors reflect the satisfaction, expectations met, and intention to recommend Thai tourism destinations to others on social media platforms [7] and [34].

3. Analytical Framework

Explore the utilized hybrid practices approaches, including both a qualitative and quantitative research method [42], to develop a potential structural equation model intention to recommend tourism destinations on social media for tourists by measuring the density of the developed prototype. In this section, the research processes in this study is displayed in Figure 2.
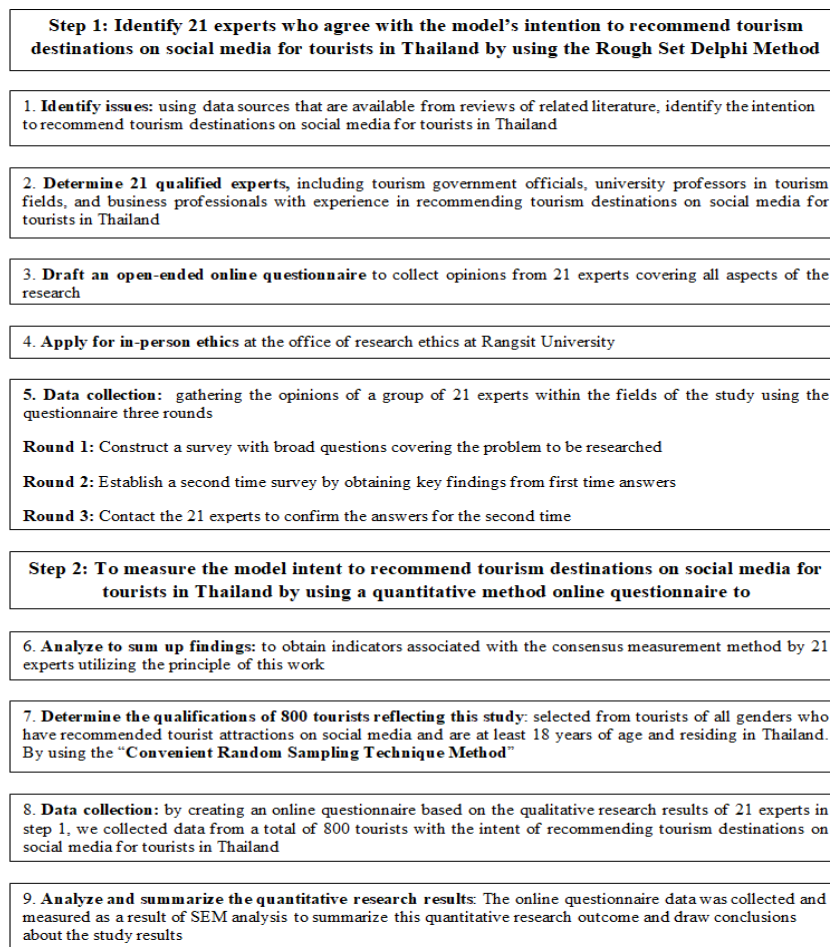

Step 1: Identify 21 experts who agree with the model's intention to recommend tourism destinations on social media for tourists in Thailand by using the Rough Set Delphi Method

1. **Identify issues:** using data sources that are available from reviews of related literature, identify the intention to recommend tourism destinations on social media for tourists in Thailand

2. **Determine 21 qualified experts**, including tourism government officials, university professors in tourism fields, and business professionals with experience in recommending tourism destinations on social media for tourists in Thailand

3. **Draft an open-ended online questionnaire** to collect opinions from 21 experts covering all aspects of the research

4. **Apply for in-person ethics** at the office of research ethics at Rangsit University

5. **Data collection:** gathering the opinions of a group of 21 experts within the fields of the study using the questionnaire three rounds

Round 1: Construct a survey with broad questions covering the problem to be researched

Round 2: Establish a second time survey by obtaining key findings from first time answers

Round 3: Contact the 21 experts to confirm the answers for the second time

Step 2: To measure the model intent to recommend tourism destinations on social media for tourists in Thailand by using a quantitative method online questionnaire to

6. **Analyze to sum up findings:** to obtain indicators associated with the consensus measurement method by 21 experts utilizing the principle of this work

7. **Determine the qualifications of 800 tourists reflecting this study:** selected from tourists of all genders who have recommended tourist attractions on social media and are at least 18 years of age and residing in Thailand. By using the "**Convenient Random Sampling Technique Method**"

8. **Data collection:** by creating an online questionnaire based on the qualitative research results of 21 experts in step 1, we collected data from a total of 800 tourists with the intent of recommending tourism destinations on social media for tourists in Thailand

9. **Analyze and summarize the quantitative research results:** The online questionnaire data was collected and measured as a result of SEM analysis to summarize this quantitative research outcome and draw conclusions about the study results

Figure 2. Research process

3.1. Preparing SEM for the Potential Intention to Recommend Tourism Destinations on Social Media for Tourists

3.1.1. Demographic Population

For the demographic population the 21 individual experts were split into three categories: Thai tourism officials (5), university professors familiar with the topic related to the intention to recommend tourism destinations on social media for tourists in Thailand (8), and business professionals within the industry using social media to recommend tourism destinations in Thailand (8).

3.1.2. Investigation Tool

This academic work investigation tool obtains evidence material by gathering data using a virtual questionnaire examination to construct the structural equation model of intention to recommend tourism destinations on social media for tourists in Thailand. The investigator has researched various related studies and compiled documentation, preparing the questionnaire for 21 experts to be examinations by

sending the google form to there email for a total of three times, as required by the Rough Set Delphi Method.

3.1.3. Gathering

Gathering occurs after the approval of human ethics by the offices of research ethics at Rangsit University through this examiner. The COA number is RSUERB2023-140. The usage of an online questionnaire through e-mail for 3 rounds started with the first contact with the 21 experts for round 1 in November 2023 and the final data collection from the last expert for round 3 at the beginning of January 2024.

3.1.4. Information Mining

Information mining during the current inquiry for this part uses the rough set Delphi analysis method. The rough set theory emerges as the latest statistical method used in this investigation to estimate a set of information taking into account the 21 experts judgments by relying on the usage of the selection criteria, utilizing the following steps as in Figure 3.
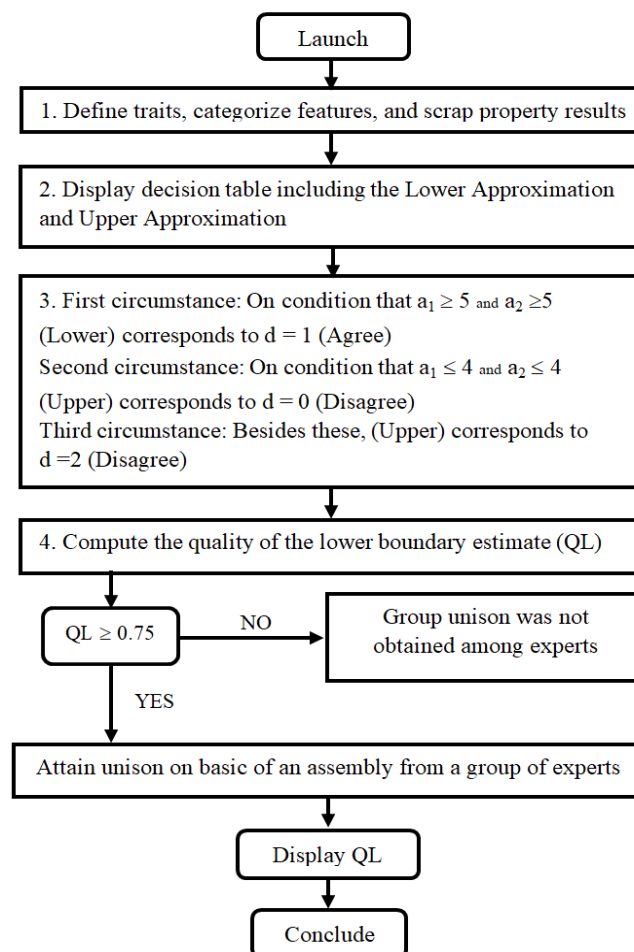

Figure 3. Experts consensus measurement schematic

Table 1. The expert group unisorn criteria

Unison Extent	Criterion
Estimation Distinction Value of QL	QL < 0.75 No experts group consensus was reached
	QL ≥ 0.75 Experts group consensus was reached

3.2. Measure the consistency in regards to this Model

3.2.1. Population

In 2023, the Ministry of Tourism and Sport data statistics reported that the estimated number of tourists in 2022 was around 200 million, which is expected to rise higher in 2023 and 2024 accordingly due to the post-sanction world. The target group regarding the investigation consists of tourists who use social media for their travels to destinations in Thailand and have the intention of recommending to others on social media, given the possible approximated surveyable size of the target population to be over 200 million tourists.

3.2.2. Sample

The sample size of this study consists of tourists who use social media for their travels to their destination in Thailand and intend to recommend to others on social media about their experiences. The proposed optimal number of participants requires the subsistency between the units of discovered irregularity by between ten and twenty durations [43]. As a substitute, the slightest admissible representative sizes from the Hoelter method have to exceed two hundred to be considered a harmonious causal relationship model with empirical data [44].

For this work, the number of variables observed required a sample of at least 450 tourists, and to prevent discrepancies in the data, the analyzer increased the sample size to 800. The samples for this analysis utilize a "convenient random method" that this researcher will randomly choose: 800 tourists with the tendency to advise tourism sites on social media for tourists in Thailand [43].

3.2.3. Sampling Analyzing Apparatus

Research instruments device utilized as the sampling analyzing apparatus gathering information for the exploration is based upon creation concerning the tendency to advise tourism sites upon social media for tourists in Thailand, in which the examiner searched for various related texts and works and collected them to propose for approval in all 3 rounds by the 21 experts.

The opinions of 21 experts were used to prepare the online questionnaire as the primary data collection instrument for this study.

3.2.4. Information Mining

Information mining was carried out by specialists through the use of a questionnaire online (7-point Likert scale survey questionnaire) that was sent to tourists about their intention to recommend tourism destinations on social media for tourists in Thailand.

A screening question: Are you using social media such as Facebook Pages, travel websites, TikTok, and other social media platforms as part of your decision-making process to visit Thai tourism destinations? If the respondent answered 'yes', the data was included in the evaluation. However, if the respondent answered 'no', the data was not used in the evaluation. This was the only screening question used for this work.

The data collection for the 800 sample tourists to recommend tourism destinations by using social media for tourists in Thailand and completing the responses by online questionnaires was conducted and collected over 2 months from January until February 2024.

After the investigator was able to complete the collection of the 800 respondents, the completed online survey questionnaire was then examined to check the accuracy of the data or null responses. After many rounds of rechecking and careful evaluation, there were 600 completed questionnaires retained for the final statistical analysis method.

3.2.5. Data Analysis

The data analysis utilized statistical methodology as follows:

• The investigator examines the descriptive statistics of this data collection sample to explain common features associated with participants. Through computing frequency, and percentage, among others.
• This analyzer uses inferential statistics to discover correlations among variants that influence the tourist's intention to recommend tourism destinations on social media for tourists in Thailand.
• The experimenter uses inferential statistics to measure the consistency of the SEM intention to recommend tourism destinations on social media for tourists in Thailand.
• The variables of model consistency are examined, such as RMSEA and SRMR less than 0.08, as a consequence, coherence, concordance, and convergence are shown beneath.

Table 2. Quantitative measurement applied to verify model concordance and convergence

Number	Statistics / Index Values	Criteria for Consideration	Source
1	CMIN/df	≤ 3.00	Marsh & Hocevar. (1985) [45]
2	GFI	≥ 0.90	Hu & Bentler (1999) [46]
3	AGFI	≥ 0.90	Mia, Majri & Rahman (2019) [47]
4	CFI	≥ 0.90	Lee, Chung, Suh & Jung (2015) [48]
4	IFI	≥ 0.90	Mia, Majri & Rahman (2019) [47]
4	TLI	≥ 0.90	Lee, Chung, Suh & Jung (2015) [48]
5	RMSEA	< 0.08	MacCallum, Browne & Sugawara (1996) [49]
6	SRMR	< 0.08	Lee, Chung, Suh & Jung (2015) [48]

4. Results

Looking at the outcome from the quantity measurement applied towards verifying this model's concordance and convergence criteria for consideration, it has therefore been shown that the revised model is constant and steady alongside this process of examining data about the SEM is considered.

Table 3. Findings connected to this model

Good Fit	This Model	Approval
CMIN	585.393	Yes
df	237	Yes
CMIN/df	2.470	Yes
GFI	0.922	Yes
AGFI	0.901	Yes
CFI	0.973	Yes
IFI	0.973	Yes
TLI	0.969	Yes
RMSEA	0.050	Yes
SRMR	0.036	Yes

Overview authenticity as well as the validness of the outcome is revealed in Table 4.

Table 4. The overview authenticity as well as validness

Variable	Feature	CFA	SEM	Mean	SD	α	CR	AVE	KMO
Lowest Value		> 0.5	> 0.5			> 0.7	> 0.7	> 0.5	> 0.5
IQ	IQ2	0.89	0.84	5.87	1.08	0.868	0.868	0.688	0.738
	IQ3	0.87	0.83						
	IQ4	0.86	0.83						
PU	PU1	0.89	0.84	6.22	1.01	0.877	0.877	0.704	0.744
	PU2	0.87	0.83						
	PU3	0.87	0.83						
PUSH	PUSH2	0.85	0.80	6.12	1.03	0.863	0.864	0.679	0.734
	PUSH3	0.87	0.82						
	PUSH5	0.87	0.83						
PULL	PULL2	0.88	0.84	6.08	1.04	0.877	0.877	0.705	0.740
	PULL3	0.89	0.86						
	PULL4	0.85	0.81						
TRU	TRU2	0.91	0.88	5.87	1.13	0.902	0.905	0.706	0.749
	TRU3	0.90	0.87						
	TRU5	0.88	0.85						
SAT	SAT2	0.89	0.84	6.06	1.04	0.882	0.882	0.714	0.744
	SAT3	0.89	0.86						
	SAT5	0.86	0.84						
LOY	LOY2	0.89	0.85	6.11	1.07	0.897	0.897	0.744	0.752
	LOY3	0.89	0.86						
	LOY4	0.89	0.86						
ITR	ITR1	0.89	0.86	6.05	1.06	0.877	0.878	0.707	0.732
	ITR2	0.87	0.84						
	ITR4	0.85	0.82						
Total						0.880			0.742

Details of each item constructed in the online questionnaire used in this work

Results associated with recommending tourism destinations on social media for tourists in Thailand are multi-dimensional analyses summed up using this is demonstrated in Figure 4.
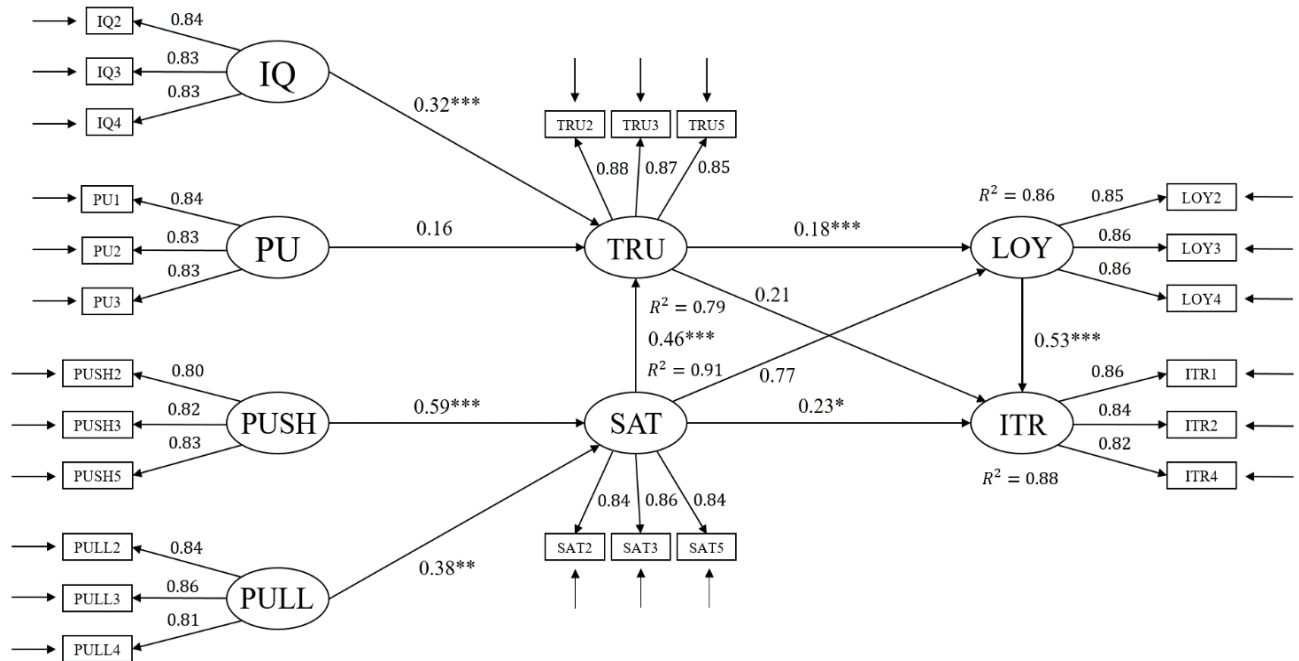

Figure 4. Sum up the intention to recommend tourism destinations on social media for tourists in Thailand

Figure 4 indicates the causal factors affecting the intention to recommend a tourism destination on social media for tourists in Thailand. It was found that the intention to recommend a tourism destination on social media for tourists in Thailand (ITR) is directly influenced by trust (TRU) when the influence size was 0.21, satisfaction (SAT) when the influence size was 0.23 with a statistician of 0.05, and customer loyalty (LOY) when the influence size was 0.53 with a statistician of 0.001, respectively. Trust (TRU) is directly influenced by information quality (IQ) when the influence size was 0.32 with a statistical significance of 0.001, perceived usefulness (PU) when the influence size was 0.16, and satisfaction (SAT) when the influence size was 0.46 with a statistical significance of 0.001, respectively.

Satisfaction (SAT) is directly influenced by push travel motivations (PUSH) when the influence size was 0.59 with a statistical significance of 0.001, and pull travel motivations (PULL) when the influence size was 0.38 with a statistical significance of 0.01, respectively. Customer loyalty (LOY) is directly influenced by trust (TRU) when the influence size was 0.18 with a statistical significance of 0.001, and satisfaction (SAT) when the influence size was 0.77, respectively.

To examine the interaction between the observed and unobserved variables reflecting the intention to recommend tourism destinations on social media for tourists in Thailand. The researcher used the confirmatory factorial analysis (CFA test) to indicate the interaction between the observed and unobserved variables to see if the results fit the value model, as followed in Table 5.

Table 5. This model's experimental results

			Estimate	S.E.	C.R.	P
SAT	<---	PUSH	.587	.117	5.031	***
SAT	<---	PULL	.381	.116	3.275	.001
TRU	<---	IQ	.343	.073	4.685	***
TRU	<---	PU	.200			
TRU	<---	SAT	.519	.079	6.571	***
LOY	<---	TRU	.162	.032	5.011	***
LOY	<---	SAT	.800			
ITR	<---	LOY	.847	.100	5.568	***
ITR	<---	SAT	.556	.103	2.429	.015
ITR	<---	TRU	.200			
PU3	<---	PU	1.000			
PU2	<---	PU	1.039	.044	23.591	***
PU1	<---	PU	1.056	.044	23.939	***
PUSH5	<---	PUSH	1.000			
PUSH3	<---	PUSH	1.039	.039	24.549	***
PUSH2	<---	PUSH	1.056	.040	23.509	***
PULL4	<---	PULL	1.000			***
PULL3	<---	PUSH	1.052	.042	24.844	***
PULL2	<---	PUSH	.999	.042	23.919	***
IQ4	<---	IQ	1.000			
IQ3	<---	IQ	.971	.042	23.351	***
IQ2	<---	IQ	.934	.039	24.107	***
TRU5	<---	TRU	1.000			***
TRU3	<---	TRU	1.010	.037	27.052	***
TRU2	<---	TRU	.992	.036	27.454	***
SAT5	<---	SAT	1.000			
SAT3	<---	SAT	1.052	.039	27.033	***
SAT2	<---	SAT	1.025	.039	26.489	***
LOY2	<---	LOY	1.000			***
LOY3	<---	LOY	1.044	.038	27.789	***
LOY4	<---	LOY	1.001	.036	27.439	***
ITR1	<---	ITR	1.000			
ITR2	<---	ITR	.949	.035	26.972	***
ITR1	<---	ITR	.910	.037	24.937	***
CMIN = 585.393, df = 237, CMIN/df = 2.470, GFI = 0.922,nAGFI = 0.901, CFI = 0.973, IFI = 0.973, TLI = 0.969, RMSEA = 0.050, SRMR = 0.036						

This research examines the intention to recommend tourism destinations on social media for tourists in

Thailand by inspecting each hypothesis as significant because they had a p-value under 0.05 or not, as displayed in Table 6.

Table 6. Hypotheses result

Hypotheses		β	p	Verdict
H1	TRU <--- IQ	.343	.000	Yes
H2	TRU <--- PU	.200		No
H3	SAT <--- PUSH	.587	.000	Yes
H4	SAT <--- PULL	.381	.001	Yes
H5	TRU <--- SAT	.519	.000	Yes
H6	LOY <--- TRU	.162	.000	Yes
H7	LOY <--- SAT	.800		No
H8	ITR <--- TRU	.200		No
H9	ITR <--- SAT	.556	.015	Yes
H10	ITR <--- LOY	.847	.000	Yes

Table 6 found out that from checking the hypothesis testing results that the relationships between information quality (IQ) and trust (TRU), push travel motivations (PUSH) and satisfaction (SAT), pull travel motivations (PULL) and satisfaction (SAT), satisfaction (SAT) and trust (TRU), trust (TRU) and customer loyalty (LOY), satisfaction (SAT) and intention to recommend (ITR), and customer loyalty (LOY) and intention to recommend (ITR) are accepted and supported.

However, there is no supported relationship between perceived usefulness (PU) and trust (TRU), customer loyalty (LOY) and satisfaction (SAT), trust (TRU) and intention to recommend (ITR).

5. Discussion

Looking at the different parts of the results and findings in this study, it is revealed that information quality (IQ) directly influenced the trust (TRU) of tourists. Tourists use social media as a major part of finding information quality about a tourism destination. When the information quality received is positive, tourists will feel a positive trust in the source of information about the tourism destination. This is consistent with the uses and gratifications (UGT) theory [17] and [29], according to which information quality that benefits individual motivations and needs leads to trust in a tourism destination. Facebook, Twitter, blogs, and websites such as for Thailand TAT, or the Tourism Authority of Thailand, use websites as platforms to promote Thai tourism destinations under the slogan "Amazing Thailand: Always Amaze You."

These sites and other social media platforms have clearly shown that information quality on social media impacts tourists' trust.

If the information given by these different sources is reliable, accurate, and up-to-date, it has a major impact on trust in any tourism destination, not just Thailand.

PUSH and PULL straightforwardly influence SAT. Push travel motivation as an internal factor directly impacts satisfaction because the personal decision to travel to a destination, such as personal desire and preference, if met about a tourism destination, tourists will be satisfied. Pull travel motivation as an external factor directly impacts satisfaction because personal motives that pull travelers to visit Thailand are outside factors such as Thai massage or Thai cooking that pull travelers to their destination in Thailand, and if met, they will also feel satisfied. This is consistent with the push and pull travel motivation theory [1], according to which push travel motivation is a need to understand traveler desires and preferences. The TAT has launched travel packages, programs, and services to meet the needs of diverse customers. When proper tour package services are provided to meet the internal factor expectations of tourists, it comes as no surprise that positive experiences lead to satisfaction with their visit to Thai tourist sites. On the other hand, the theory [1] pulls travel motivation as an external factor. The TAT, public and private sectors, need to provide support information, short courses, and learning programs such as Thai cooking or Thai massage. When this personal motivation to visit Thai tourist destinations is met, it comes as no surprise that tourists will feel satisfied with their visit to Thailand.

Satisfaction (SAT) has a direct influence on trust (TRU). Satisfaction reflects the different perspectives of the individual when receiving tourism services at travel destinations in Thailand, as their expectations and demands are determined by the content, information, and travel promotion that they visit. If the tourist's motivation for visiting comes from the source received from social media about Thai tourism, they will trust that destination and the source about that destination on social media and other informational and technological communication channels. This is consistent with the tourist satisfaction theory [31], according to which tourist satisfaction is developed if the TAT and other tourism sectors provide campaigns such as 'Amazing Thailand', that focus on campaigns on social media, the TAT website, and other related tourism sites or social media platforms that focus on creating a positive relationship between traveler and destination. These direct links, through tourist satisfaction or what they need (the benefit of travel) and personal desire, when met at the tourism destination in Thailand, lead to long-term trust that will be positive for the tourist personally but also for everyone.

Trust (TRU) has a direct influence on customer loyalty (LOY). Trust is what individuals feel, their emotions, thoughts, and behaviors toward a Thai tourism destination that is reliable and honest with the sources they receive from social media platforms about the site, leading to trust and a positive relationship in the long run. If the information provided about the site stays trustworthy, it will create customer loyalty. This is consistent with the customer trust theory [36], according to which trust is a medium that provides different travel groups that are interested in Thai tourism sites with trustworthy, useful, accurate, and up date information about the site of interest before making a trip. Social media platforms such as booking.com, Agoda, TAT, and other trustworthy social media information providers build on a relationship that is positive and reflects accurate, up-to-date, and sincere information about the tourism destination. Long-term trust creates customer's loyalty. For this study, it comes as no surprise that trust has a direct influence on customer loyalty. Thailand, in particular, is building many up-to-date and new communication channels on the social media platform, TAT sites, and other tourism sectors that strongly promote trustworthy information and the up to date status of tourist destinations to visit in Thailand to help travelers make informed decisions.

Satisfaction (SAT) has a direct influence on the intention to recommend (ITR).

Satisfaction is a relationship that measures tourist satisfaction, such as whether the tourism destination met overall expectations, whether the tourist had a positive attitude toward the specific area at the destination, such as Thai food, Thai massage, the hospitality service, beaches, information centers, sports facilities, and other specific attributes, which is different for every traveler to be satisfied, and whether the information and service assistance that was suggested on the social media platform about the tourism destination were met. If satisfaction in different areas is reached, the tourist will feel a good relationship with Thai tourism, which will lead to recommending or sharing these positive experiences with others, consistent with the cause-effect relationship between travel satisfaction and intention to recommend destination theory [30].

According to the social media information provided on social media platforms about Thai tourism destinations, the tourist needs to reach three different areas of satisfaction to have a positive reflection leading to the intention to recommend them to others. Satisfaction by the cause-effect relationship between travel satisfaction and intention to recommend destination theory [30] suggests that the Thai tourism association, or TAT, try to provide guidelines for all services in tourism industry in Thailand, focusing on meeting the general preferences that motivate travelers, looking for specific attributes, and expectations of individual traveler to be met as the cause-effect relationship that impacts travel satisfaction and intention to recommend a destination. Satisfaction of tourists comes as no surprise impacts the intention to recommend destinations because the information provided on social media platforms needs to meet expectations that they promoted or at least be according to what they promote. Specific attributes such as Thai food and Thai massage, among others, mentioned above are specific to Thailand and unique to each destination. If the information provided meets expectations, it can lead to positive outcomes. When different areas of satisfaction are met, it is no surprise that satisfied tourists will share or intend to recommend to others their positive experiences at different Thai tourism destinations.

Customer loyalty (LOY) has a direct influence on the intention to recommend (ITR). Customer loyalty is a relationship between the direct and indirect influence factors that impact tourist decision-making after receiving information on social media platforms about the sites they desire to visit in Thailand.

The direct impact on customer loyalty is from tourism services that intend to serve the customer's internal factors (push motivation) and external factors (pull motivation), in which the decision is to meet expectations directly that satisfy the customer, leading to loyalty and the intention to recommend their positive experiences to others. The indirect factor that impacts customer loyalty is created by social media platforms perceiving information to be trustworthy, leading to the loyalty of customers to the social media platforms that discuss their positive experinces at the tourist destinations that they have visited. This indirect channel of using social media to create customer loyalty can lead to the intention to recommend to others indirectly from the positive experiences that have been created. This is consistent with the customer loyalty theory [34], according to which customer loyalty is an important factor that impacts the intention to recommend Thai tourism destinations. Customer loyalty can be perceived as a motivation factor that benefits from accurate information quality on social media platforms that influences loyalty toward a destination. On the other hand, push (internal) and pull (external) travel motivations both have an impact on the satisfaction of customers, which also leads to trust. Trust leads to customer loyalty. The different areas of social media, both actual and expected, desire and perception, have all influenced customer loyalty. It is no surprise that customer loyalty impacts the intention to recommend. As discussed in the study, different factors impact customer loyalty, and these factors all influence tourist decision-making and the intention to recommend a tourism destination.

6. Conclusion

Several important factors were found to influence the intention to recommend tourism destinations on social media, including information quality, perceived benefits, push travel motivation, pull travel motivation, satisfaction, trust, and customer loyalty, which directly and indirectly influence the intention to recommend tourism destinations on social media for tourists in Thailand.

Customer loyalty has the highest significance toward intention to recommend due to the fact that customer loyalty toward tourism destinations impacts the desirer to recommend the destination on social media platforms for other travelers to experience.

Satisfaction has a high significance toward intention to recommend because when customers or travelers are satisfied with the experience received at the tourism destination, both push travel motivation and pull travel motivation lead to a high satisfaction level both at an internal and external level.

That is why the satisfaction has a direct influence on the intention to recommend the tourism destination on social media for other tourists.

Trust is significant toward the intention to recommend a tourism destination, as the trust information quality and perceived usefulness of the destination create trust that leads to the intention to recommend a tourism destination on social media platforms.

The findings of this research are beneficial to both public and private tourism organizations, as well as researchers and interested parties in this field.

7. Suggestions

This study utilizes a blended research methodology [43]. A total of 21 individual experts from three different groups were requested to give their reasons referring to the intention to recommend tourism destinations on social media for tourists in Thailand all through the first stage.

In the second stage, an overview of the feedback from the 21 experts using this investigational approach theory contributes to the latest structure.

In this exploration, the researcher was able to see many different key areas that reflect the intention to recommend tourism destinations on social media for tourists in Thailand. However, due to a limited time scale and available resources, future research could broaden the scope of this study to a larger investigation to collect data on a wider range of areas, with the addition of more expert groups involved with a more diverse background and expertise in the tourism sectors to collect even more perceptive data than the one examined in this study.The many key areas that reflect the intention to recommend tourism destinations on social media for tourists in Thailand include factors such as information quality, perceived usefulness, push travel motivations, pull travel motivations, trust, satisfaction, and customer loyalty. These factors have direct and indirect influences (some significant, some not significant) that impact the intention to recommend tourism destinations on social media for tourists in Thailand. However, other synthetic additional factors could be included, reflecting the intention to recommend tourism destinations on social media for tourists in Thailand. More studies could include other factors that have not yet been shown in this research.

The benefit obtained from this research will be helpful for the Tourism Authority of Thailand (TAT), private or public tourism sectors, other researchers, and interested parties in the field of this study, as the findings of the results indicate that information quality, perceived usefulness, push travel motivations, pull travel motivations, trust, satisfaction, and customer loyalty are all important factors that impact the intention to recommend a tourism destination. Knowing that these key factors impact destinations in Thailand, it can be applied to other countries too, as social media is used globally.

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