

A STUDY ON THE TOURISTS' PERCEPTIONS AND BEHAVIOURAL INTENTIONS TOWARDS DESTINATION IMAGE AND THAI FOOD IMAGE IN BANGKOK

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ARTICLE HISTORY

Received: 31 July 2024

Revised: 14 August 2024

Published: 24 August 2024

ABSTRACT

Food is a crucial component of the travel experience and can enhance the attraction of a tourist site. This study intended to explore tourists' perceptions and behavioural intentions towards Thai food in Bangkok, Thailand. An interview was conducted with foreign tourists to gather qualitative information. Foreigner respondents (n = 20) were individual and family tourists who experienced Thai food in Thailand. The findings indicated that respondents perceived Bangkok as an attractive and safe destination with fascinating nightlife, nice/polite/friendly people, a Thai experience, and appealing tourist activities. Thai food was perceived as spicy, delicious, healthful, and of high quality, offering a unique cultural experience, at a reasonable price, and with a wide variety of foods. Participants' preferred cuisines included Pad Thai, Tom Yum, curry, papaya salad, noodle soup, and seafood. Additionally, the findings demonstrated that the Thai food image enhances tourists' intentions to continue eating Thai food and recommend Thai cuisine to others.

Keywords: Destination Image, Food Image, Perceptions, Behavioural Intentions

CITATION INFORMATION: Lertkornkitja, A., Phonkaew, S., & Jittithavorn, C. (2024). A Study on the Tourists' Perceptions and Behavioural Intentions towards Destination Image and Thai Food Image in Bangkok. *Procedia of Multidisciplinary Research*, 2(8), 65.