# The relationship among destination image, food image, and revisit Pattaya, Thailand

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**ABSTRACT**

Destination image and food image are the essences of tourists' destination selections. The purposes of this research were to study tourists' perception toward destination image and Thai food image as well as study the relationship between those two variables and the tourists' intention to revisit. The research was conducted in Pattaya, Thailand. A questionnaire was used to survey 476 foreign visitors by convenience sampling method. The results demonstrated that the respondents perceived Pattaya image as exciting nightlife and entertainment, communicative people, and attractive tourist sightseeing and activities. Respondents perceived Thai food image as good cultural experience, unique serving style, delicious, nourishing food, and exotic cooking methods, respectively. In addition, the results indicated that destination image and image of Thai food had positive relationship with tourists' intention to revisit.

Keywords: destination image, food image, intention to revisit, Thailand