

SUSTAINABLE TOURISM AND AIRLINE BUSINESS STRATEGY IN THAILAND: FACTORS INFLUENCING TOURISTS' REVISIT INTENTION

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Abstract

This study aims to examine the factors influencing tourists' revisit intention in Thailand by integrating sustainable tourism development and airline business strategies. The research focuses on identifying key determinants, including sustainable tourism practices, airline service quality, and perceived value, which influence tourists' behavioral intention to revisit. A quantitative research approach was employed using a structured questionnaire distributed to tourists traveling in Thailand. The data were analyzed using descriptive statistics and inferential analysis to determine the relationships between variables. The findings reveal that sustainable tourism factors and airline service quality significantly influence tourists' satisfaction and perceived value, which in turn affect their revisit intention. The study highlights the importance of aligning airline business strategies with sustainable tourism practices to enhance tourist experiences and encourage repeat visits. The results provide both theoretical and practical implications for policymakers and airline businesses in promoting sustainable tourism in Thailand.

Keywords: Sustainable Tourism, Airline Business Strategy, Revisit Intention, Tourist Behavior, Thailand

Introduction

Tourism plays a crucial role in Thailand's economic development, contributing significantly to national income and employment. In recent years, the concept of sustainable tourism has gained increasing attention as stakeholders seek to balance economic growth with environmental preservation and social responsibility. At the same time, the aviation industry has become a key driver of tourism, particularly in facilitating both domestic and international travel. Airlines are not only transportation providers but also strategic partners in enhancing tourists' overall travel experience.

The growing competition in the airline industry has encouraged airlines to adopt innovative business strategies, including service quality enhancement, digital transformation, and customer experience management. These strategies are increasingly aligned with

sustainable tourism practices to meet the expectations of modern travelers who are more environmentally and socially conscious. As a result, understanding how sustainable tourism and airline business strategies jointly influence tourist behavior has become an important research area.

One of the key indicators of tourism success is tourists' revisit intention, which reflects their satisfaction, perceived value, and overall experience. Previous studies have often examined tourism factors or airline service quality separately. However, there is still a lack of integrated studies that combine sustainable tourism development with airline business strategies in explaining revisit intention, particularly in the context of Thailand.

Therefore, this study aims to explore the factors influencing tourists' revisit intention by integrating sustainable tourism and airline business strategy perspectives. The findings of this study are expected to provide initial insights for both tourism policymakers and airline operators in designing strategies that support sustainable tourism development and enhance long-term customer loyalty.

Objectives

1. To examine the key factors of sustainable tourism and airline business strategy in Thailand.
2. To explore the factors influencing tourists' revisit intention.
3. To provide initial insights into how sustainable tourism and airline strategies contribute to repeat travel behavior.

Research Questions

1. What are the key factors of sustainable tourism and airline business strategy influencing tourists' behavior?
2. Which factors significantly influence tourists' revisit intention in Thailand?
3. How do sustainable tourism and airline strategies contribute to repeat visitation?

Literature Review and Theory

Sustainable tourism has become an essential concept in modern tourism development, emphasizing the balance between economic growth, environmental protection, and social responsibility. According to sustainable tourism principles, tourism activities should minimize negative environmental impacts while maximizing benefits to local communities and stakeholders. In Thailand, sustainable tourism has been increasingly promoted through national policies and strategic plans to enhance long-term competitiveness.

In parallel, the airline industry plays a significant role in supporting tourism by providing accessibility and shaping tourists' travel experiences. Airline business strategy has evolved from focusing solely on operational efficiency to incorporating service quality, customer experience, and value creation. Concepts such as service quality and perceived value have been widely used to explain customer satisfaction and behavioral intention in the

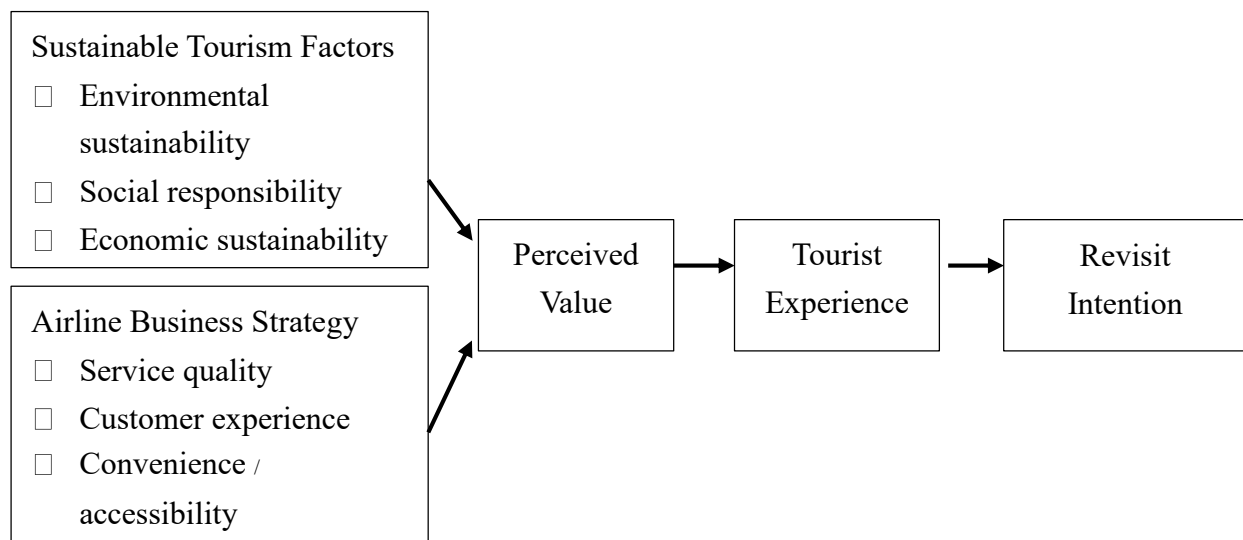
aviation context.

Tourists' revisit intention is considered a key indicator of tourism success. It reflects the likelihood that tourists will return to a destination based on their previous experiences. Previous studies have found that factors such as service quality, satisfaction, perceived value, and overall experience significantly influence revisit intention. However, most studies tend to examine tourism factors and airline service quality separately.

This study proposes that sustainable tourism and airline business strategy should be integrated to better understand tourists' behavioral intention. Sustainable practices can enhance tourists' perceptions of responsibility and trust, while effective airline strategies can improve service experience and perceived value. Together, these factors are expected to influence tourists' revisit intention.

Conceptual Framework

This study proposes a conceptual framework in which sustainable tourism factors and airline business strategy are considered as key determinants influencing tourists' perceived value and overall experience, which subsequently affect revisit intention.



Methodology

This study adopts a conceptual and exploratory research approach to examine the relationships between sustainable tourism, airline business strategy, and tourists' revisit intention in Thailand. The study is based on a review of relevant literature and theoretical concepts in tourism and aviation management.

The conceptual framework is developed to identify the key variables influencing revisit intention, including sustainable tourism factors, airline business strategy, perceived value, and tourist experience. This study aims to provide initial insights and propose directions for future empirical research.

Future research may employ a quantitative approach using structured questionnaires to collect data from tourists traveling in Thailand. Statistical techniques such as regression

analysis or structural equation modeling (SEM) can be applied to examine the relationships between variables.

Results

The study expects that sustainable tourism factors and airline business strategies will play significant roles in influencing tourists' perceptions and experiences. It is anticipated that tourists who perceive tourism practices as environmentally responsible and socially beneficial are more likely to develop positive attitudes toward the destination.

Additionally, airline business strategies focusing on service quality, convenience, and customer experience are expected to enhance perceived value. These factors are likely to contribute to higher levels of satisfaction and ultimately increase tourists' revisit intention.

The integration of sustainable tourism and airline strategy is expected to provide a more comprehensive understanding of tourist behavior, particularly in the context of repeat travel decisions.

Conclusion

This study highlights the importance of integrating sustainable tourism development with airline business strategies in influencing tourists' revisit intention in Thailand. The proposed conceptual framework provides initial insights into how sustainability and service-related factors jointly affect tourist behavior.

The findings suggest that tourism stakeholders and airline operators should collaborate to enhance both sustainability practices and service quality in order to strengthen tourist satisfaction and encourage repeat visits. This integrated approach can contribute to long-term tourism sustainability and competitiveness.

Discussion and Recommendation

The study contributes to the existing literature by linking sustainable tourism with airline business strategy, which are often studied separately. This integrated perspective provides a broader understanding of factors influencing revisit intention.

From a practical perspective, policymakers should promote sustainable tourism initiatives that align with airline strategies, such as reducing environmental impacts and improving accessibility. Airlines should focus on enhancing service quality and customer experience while incorporating sustainability into their operations.

For future research, empirical studies should be conducted to test the proposed conceptual framework using quantitative or mixed-method approaches. Further research may also explore additional variables such as customer satisfaction, trust, and destination image.

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