The Antecedents of Positive Word of Mouth and Revisit Intention of Thai Tourists Traveling to Ecotourism Attractions in Thailand

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Abstract

This research aims to 1) develop a causal relationship model of antecedents of positive word of mouth and revisit intention of Thai tourists traveling to ecotourism attractions in Thailand and 2) validate consistency of a causal relationship model of antecedents of positive word of mouth and revisit intention of Thai tourists traveling to ecotourism attractions in Thailand with empirical data. The sample was 511 Thai tourists traveling to ecotourism attractions in Thailand. They were selected by quota sampling. The instrument for collecting data was a questionnaire. Data analysis is done using descriptive statistics (frequency distribution, percentage, mean, and standard deviation) and inferential statistics (structural equation modeling). The research results were found as follows; 1.1) perceived electronic word of mouth, social media usage, and novelty seeking, which had a positive and direct influence on the memorable experience of Thai tourists; 1.2) perceived electronic word of mouth, social media usage, novelty seeking, and memorable experiences had a positive and direct influence on the destination trust of Thai tourists; 1.3) the memorable experiences and destination trust had a positive and direct influence on the life satisfaction of Thai tourists; 1.4) the memorable experiences, destination trust, and life satisfaction had a positive and direct influence on the positive word of mouth of Thai tourists; 1.5) the memorable experiences, destination trust, and life satisfaction had a positive and direct influence on the revisit intention of Thai tourists; and a causal relationship model of antecedents of positive word of mouth and revisit intention of Thai tourists traveling to ecotourism attractions in Thailand was consistent with empirical data.

Keywords: Thai ecotourism; memorable experiences; destination trust; positive word of mouth; revisit intention

Introduction

The tourism industry is a significant global sector that plays a crucial role in driving the economies of many countries through the consumption of tourists. This industry encompasses various sectors such as hospitality, transportation, travel facilitation, and entertainment, contributing to economic growth and job creations (Revfine, 2024). Tourism plays a crucial role in the economic development of countries by generating income, impacting currency exchange rates, imports, and tax revenues (Stainton, 2024). The growth of tourism has an impact on the economy, environment, and society in many countries. Tourism creates jobs and affects the prosperity of tourist destinations. Many developing countries are eager to develop tourism to increase income, boost their economies, and improve the quality of life of their citizens. Tourism has impacts on the quality of life of local communities in tourist destinations, affecting economic development, employment opportunities, community pride, cultural exchange, and improved amenities and infrastructure (UN Tourism, 2024).

From the information above, it can be seen that tourism has a great impact on the country's income in terms of promoting the well-being of the people, creating jobs, and generating income for the community. Ecotourism is a prominent example of tourism in Thailand that can attract a large number of both domestic and international tourists. Tourism significantly contributes to promoting better living standards for citizens, creating employment opportunities, and generating revenue for local communities. Ecotourism stands out as a remarkable form of tourism in Thailand, capable of drawing substantial numbers of tourists from within the country as well as from abroad. Ecotourism is a form of tourism that involves traveling to natural areas to experience and appreciating nature while promoting conservation efforts and providing socio-economic benefits to local communities (The International Ecotourism Society, 2024). Ecotourism in Thailand offers several advantages and benefits, both for the environment and local communities. They are environmental conservation, biodiversity protection, economic benefits, cultural preservation, and environmental education (PaddlieAsia, 2024). Thailand has just emerged from the crisis of the COVID-19 virus outbreaks and is in the process of reviving tourism. Ecotourism is one of the most popular types of tourism among Thais. While waiting for foreign tourists to visit Thailand during the recovery period, promoting Thai tourists to travel to ecotourism attractions is one of the good options for generating income from domestic tourism in Thailand. Therefore, this research focuses on Thai tourists who are interested in traveling to ecotourism attractions in Thailand. If we can encourage Thai tourists to recommend and

revisit any ecotourism attractions in Thailand, it would generate income for nearby local communities. This would lead to employment opportunities and potentially boost sales for many local products, offsetting the loss of GDP from foreign tourists. Promoting domestic ecotourism can be an effective strategy to support local economies and livelihoods during times when international travel was disrupted. By highlighting Thailand's natural attractions and enabling Thais to explore their own country's rich biodiversity, we can foster sustainable tourism that directly benefits Thai communities while raising environmental awareness.

Research Objectives

1. To develop a causal relationships model of antecedents of positive word of mouth and revisit the intention of Thai tourists travelling to ecotourism attractions in Thailand.

2. To validate the consistent of a causal relationships model of antecedents of positive word of mouth and revisit the intention of Thai tourists traveling to ecotourism attractions in Thailand with empirical data.

Scope of Research

Contents scope: This study is quantitative research that involves empirical research to investigate antecedents of positive word of mouth and revisit the intention of Thai tourists traveling to ecotourism attractions in Thailand. The independent variables are the perceived electronics word of mouth, the social media usage, and the novelty seeking. The mediating variables are memorable experiences, destination trust, and life satisfaction. The dependent variables are positive word of mouth and revisit intention.

Population and sample scope: The population in this study was tourists who visited the 10 famous ecotourism attractions in Thailand (Tripadvisor, 2024), including (1) Muang Kong, (2) Koh Phra Thong, (3) Dong Phayayen–Khao Yai Forest Group, (4) Thung Yai, a public utility, (5) Kui Buri National Park, (6) Phuket Elephant Sanctuary, (7) Samui Elephant Home, (8) Phu Huai Isan, (9) Phu Lamduan, and (10) Bangkok Pirates. The sample was 511 Thai tourists traveling to ecotourism attractions in Thailand.

Area scope: The 10 famous ecotourism attractions in Thailand as mentioned in population and sample scope.

Timing scope: This research utilized a data collection and analysis period from February 20, 2024 to April 20, 2024, approximately 2 months in duration.

Literature reviews

The tourist revisit intention is defined as their willingness to return to a specific tourist attraction in the future (Dewi et al., 2024). Tourist revisit intention significantly impacts revenue for destinations, with up to 10 times more revenue generated compared to attracting new tourists (Ambarwati et al., 2023), which plays a crucial role in the success of businesses in highly competitive tourism markets (Majaliwa & Magasi, 2024). Positive words of mouth represents a powerful form of endorsement, wherein satisfied visitors enthusiastically recommend a particular attraction, destination, or experience to their intimate person, including friends, family members, and other potential travelers (Martínez García de Leaniz et al., 2024). Tourists' positive words of mouth are important and play a pivotal role in attracting new tourists to the attraction (Arismayanti et al., 2024). Positive word of mouth refers to the favorable verbal or written communication about a product, service, or destination shared by individuals based on their personal experiences (Giao & Vuong, 2024). In the highly competitive global tourism landscape of today, merely attracting first-time visitors to a destination does not define its success in the market (Gregoriades et al., 2023). Rather, a destination's true measure of success lies in its ability to consistently draw repeat visitors and foster positive word-of-mouth recommendations from satisfied tourists to potential future visitors (Gregoriades et al., 2023).

Factors influencing tourist's memorable experiences

Memorable experiences refer to the creation of positive memories that are difficult for tourists to forget about the tourist destinations they have visited (Zhou, Ng, & Deng, 2024), while perceived electronic word of mouth refers to consumer-generated marketing communications transmitted through digital mediums and targeting other consumers (Rosario et al., 2020). From the previous research, it was found that perceived electronic word of mouth had a positive influence on memorable experiences (Mohammed Shobri et al., 2021). Social media usage in tourism refers to the practice of tourists or organizations sharing content and details about travel offers and destinations through social media platforms. This exposure influences potential tourists' decisions to visit the featured destinations (Baykara & Yinal, 2023). It was revealed that social media usage had

a positive influence on memorable experiences (Ozdes & Karaman, 2023). Novelty–seeking is one of the main motivations for tourism activities (Tiwari et al., 2024). From the previous research, it was found that novelty–seeking influence memorable experiences (Kornsuphkit et al., 2024). The current study hypotheses were proposed in response to the previous empirical research as follows:

H1: Perceived electronic word of mouth would have a positive influence on memorable experiences.

H2: Social media usage would have a positive influence on the memorable experiences.

H3: Novelty seeking would have a positive influence on the memorable experiences.

Factors influencing tourist's destination image

Tourist satisfaction is the judgment of whether a tourist attraction meets expectations by comparing what is expected and what is received (Arismayanti et al., 2024). From the previous research, if the information that tourists perceive from online social media encourages them to want to visit ecotourism attractions, it will increase tourists' confidence that an ecotourism attraction is a destination where people treat tourists with fair and respect (Aktan et al., 2022). If the content that tourists see on the internet influences them to visit an ecotourism attraction, it will result in tourists gaining confidence in the tourist destination as a destination where people are sincere and straightforward (Hamid et al., 2024). When people visit tourist destinations, they will experience new things that are different from before, resulting in confidence in tourist destinations as a destination for people being sincere and straightforward (Kang et al., 2023). A memorable experience is one that travelers keep in their minds for the long term and remember positively after visiting any destinations (Hosseini et al., 2024). If tourists have good memories of their destination, it will result in confidence in that destination as a destination where people are friendly (Huddin et al., 2024). This study's hypotheses were constructed following past empirical research as follows:

H4: Perceived electronic word of mouth would have a positive influence on the destination trust.

H5: Social media usage would have a positive influence on the destination trust.

H6: Novelty seeking would have a positive influence on the destination trust.

H7: Memorable experiences would have a positive influence on destination trust.

Factors influencing tourist's life satisfaction

Life satisfaction relates to how a person feels about themselves and their living environment (Grénman et al., 2024). From the literature review, if tourists experience new and impressive things while visiting a tourist destination, it will result in their happiness (Zahro et al., 2023). If tourists are confident that an ecotourism attraction is a place where people treat them fairly, it will lead them to feel happier when traveling to that ecotourism attraction (Wang et al., 2023). According to the mentioned empirical research above, this study developed the hypotheses as follows:

H8: Memorable experiences would have a positive influence on life satisfaction.

H9: Destination trust would have a positive influence on life satisfaction.

Factors influencing tourists' positive word of mouth

Positive word of mouth refers to the favorable evaluations and recommendations shared by tourists about the destinations, based on their personal experiences with friends, family members, or influential individuals (Nieves–Pavón et al., 2024). From the previous study, if an ecotourism site creates many positive memories for tourists, then they will happily recommend these destinations to other tourists to visit, just as they did. (Chen & Girish, 2023). If tourists are sure of the destinations and that people are trustworthy, it will result in tourists being willing to tell their good experiences about destinations to their acquaintances (Pham et al., 2024). If tourists can fulfill their quality of life when visiting ecotourism attractions, it will lead them to be willing to recommend those ecotourism attractions to their friends to visit as well. The present study hypotheses were created based on the preceding empirical investigations as follows:

H10: Memorable experiences would have a positive influence on positive word of mouth.

H11: Destination trust would have a positive influence on positive word of mouth.

H12: Life satisfaction would have a positive influence on positive word of mouth.

Factors influencing tourists revisit intention

Revisit intention refers to the intention of tourists who want to return to the same tourist destinations again in the future (Zhang et al., 2018). If tourists remember the experience of visiting an ecotourist destination, it will result in tourists being willing to revisit that ecotourism attraction (Novianto et al., 2024). At the same time, if tourists are confident that an ecotourism attraction has trustworthy people, it will lead to their desire to revisit that ecotourism attraction in the future (Hidayat et al., 2024) . Finally, when tourists travel to an ecotourism attraction and feel that their

lives have become more meaningful and fulfilled, it will lead them to desire to revisit that ecotourism attraction in the future (Ding et al., 2023). According to the mentioned empirical research above, this study developed the hypotheses as follows:

H13: Memorable experiences would have a positive influence on revisit intention.

H14: Destination trust would have a positive influence on revisit intention.

H15: Life satisfaction would have a positive influence on revisit intention.

In summary, the literature review results allow for the formulation of a conceptual framework with the following independent variables: perceived electronic word of mouth, social media usage, and novelty seeking. The mediating variables are memorable experiences, destination trust, and life satisfaction. The dependent variables are positive word of mouth and revisit intention. This enables the establishment of the following conceptual framework:
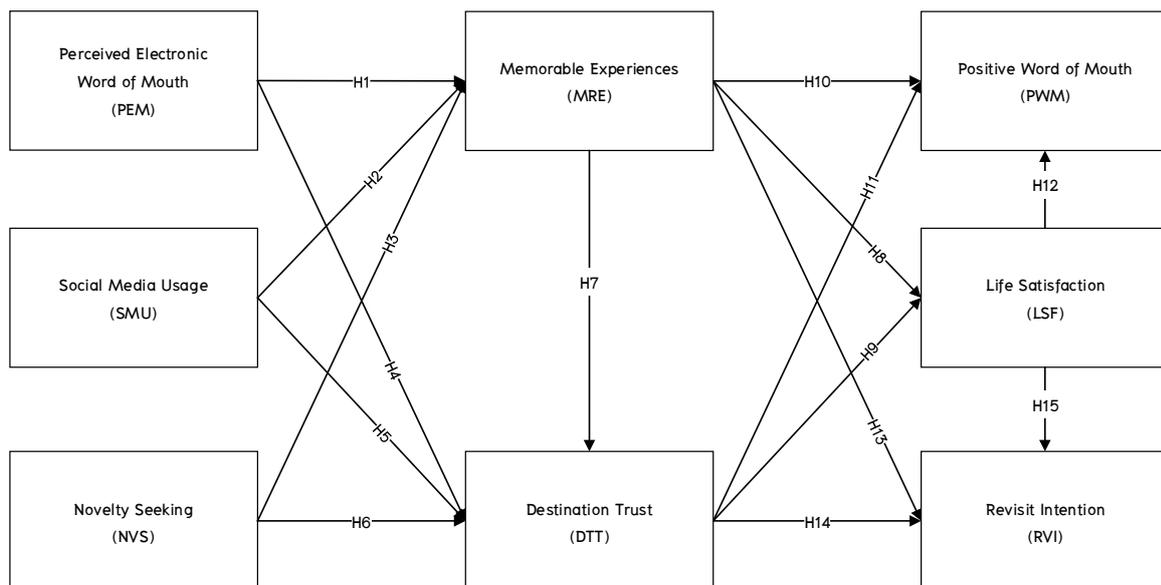

Figure 1. Conceptual framework

Source: Researchers.

Methodology

Populations and Samples

The population in this study was tourists who visited the 10 famous ecotourism attractions in Thailand (Tripadvisor, 2024), including (1) Muang Kong, (2) Koh Phra Thong, (3) Dong Phayayen–Khao Yai Forest Group, (4) Thung Yai, a public utility, (5) Kui Buri National Park, (6) Phuket Elephant

Sanctuary, (7) Samui Elephant Home, (8) Phu Huai Isan, (9) Phu Lamduan, and (10) Bangkok Pirates. In this research, structural equation modeling analysis was used for hypothesis testing. Therefore, the researchers set a sample size of 5 times the parameter (Hair, Babin, Anderson, & Black, 2019). It is found that there are 100 parameters, so the sample size should be at least 5x100 = 500 subjects. The sampling technique for this research will be a non-probability sampling method as we don't know the exact number of tourists who visited each ecotourist destination. The sampling approach utilized in this study was quota sampling, which was stratified according to the 10 renowned ecotourism destinations in Thailand, serving as the subgroups. As a result, a total of 700 questionnaires were disseminated, with 70 questionnaires being distributed to Thai tourists visiting each of the 10 famous ecotourism attractions within the country.

Research Instrument

The instrument in this study was constructed based on prior research and consists of nine parts: demographic data, perceived electronics word of mouth, social media usage, novelty seeking, memorable experiences, destination trust, life satisfaction, positive word of mouth, and revisit intention. The instrument for measuring the perceived electronic word of mouth was adapted from the research conducted by Berné Manero et al. (2023). For social media usage, the instrument was adapted from the research conducted by Gulati (2024), For novelty seeking, the instrument was adapted from the research conducted by Zhang et al. (2020). For memorable experience, the instrument was adapted from the research conducted by Wong and Lai (2021). For destination trust, the instrument was adapted from the research conducted by Elbaz et al. (2023). For life satisfaction, the instrument was adapted from the research conducted by Pan et al. (2020). For positive word of mouth, the instrument was adapted from the research conducted by Cater et al. (2021). For revisit intention, the instrument was adapted from the research conducted by Tiwari et al. (2021). All the aforementioned instruments provide 5 questions for each variable. All of the questions were measured using the five-point Likert scale for each item, ranging from (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree without any reverse-ordered items. The interpretation of the mean score from data analysis is as follows:

Mean score	Interpretation
1.00–1.49	Very high
1.50–2.49	High
2.50–3.49	Neutral

3.50–4.49	Low
4.50–5.00	Very low

The research instrument was evaluated by five experts in tourism, comprising both academics and businesspeople, in terms of content validity using the item–objective congruence (IOC) index. The IOC requirements were fulfilled with the items in the research instrument score in the range from 0.80–1.00, passing the acceptable standard of more than 0.50. In addition, the questions in the survey questionnaire were validated in terms of reliability by being pretested on 40 samples in the sample group (n=40). The criteria were met with the Cronbach's alpha coefficient for all variables were in the range from 0.745 to 0.879, passing the acceptable standard of more than 0.70, and the corrected item–total correlation was in the range from 0.412 to 0.829, passing the acceptable standard of more than 0.30.

Data Collection

The researchers of the research collected the data by themselves by distributing questionnaires at each of the 10 ecotourism attractions mentioned above. The researchers distributed 700 questionnaires, out of which 511 were returned and valid for data analysis during the two-month period from February 20, 2024, to April 19, 2024. The response rate of return was 73.00%.

Data analysis

Statistics used to validate the research instrument: (1) reliability, including Cronbach's alpha coefficient and (2) construct validity, including confirmatory factor analysis.

Statistics are used to analyze the data; (1) descriptive statistics, including frequency, percentage, mean, and standard deviation, (2) inferential statistics, including structural equation modeling analysis. Mplus was used as a software tool for the structural equation modeling analysis.

Results

Descriptive Statistics

According to the findings, most had visited the Phuket Elephant Sanctuary (a conservation elephant camp) in Pakhok Subdistrict, Phuket Province, the most visited ecotourism site among the 10 sites surveyed. The majority were male (296 subjects, 57.93%), aged 20–30 years old (191 subjects, 37.38%), married or living together (247 subjects, 48.34%)., with a bachelor's degree as

their highest education level (262 subjects, 51.27%). Their average monthly income was between 10,001 and 30,000 baht (250 subjects, 48.92%). Most were company employees (101 subjects, 19.77%). They purpose for traveling to the ecotourism attraction was for leisure (423 subjects, 82.78%). Their frequency of visits to ecotourism sites was 2–5 times (263 subjects, 46.18%).

The sample group that responded to the questionnaire had opinions on the variables perceived as positive word of mouth, social media usage, novelty seeking, memorable experiences, destination trust, life satisfaction, positive word of mouth and revisit intention at the high level.

Assessment of the Measurement Model

Construct validity assessments were carried out by confirmatory factor analysis. Construct validity composed of convergent validity assessment. Convergent validity assessment is considered three criteria: (1) standardized factor loading (λ_i) must be at least 0.5, (2) average variance extracted (AVE or ρ_v) must be at least 0.5, and construct reliability (CR or ρ_c) should be at least 0.7 (Hair, Babin, Anderson, & Black, 2019). According to Table 1, the λ_i for all observed variables were reached and was more than 0.5, the AVE for all latent variables were more than 0.5, and the CR for all latent variables were more than 0.7.

Table 1. Convergent validity assessment (AVE and CR) (n=511)

Latent variables	Average Variance Extracted (AVE)	Construct Reliability (CR)
Perceived electronics word of mouth (PEM)	0.568	0.868
Social media usage (SMU)	0.540	0.854
Novelty seeking (NVS)	0.582	0.874
Memorable experiences (MRE)	0.566	0.866
Destination trust (DTT)	0.546	0.857
Life satisfaction (LSF)	0.564	0.866
Positive word of mouth (PWM)	0.533	0.851
Revisit intention (RVI)	0.563	0.865

Source: Researchers.

From Table 1, it can be seen that all latent variables pass the convergent validity criteria for all values. That is, the average variance extracted values range from 0.5 and above, and the construct reliability values are 0.7 and above. The average variance extracted values range from 0.533–0.582, and the construct reliability values range from 0.851–0.874, respectively.

Structural Equation Modeling Analysis Results

Objective 1:

The results of the data analysis revealed the research hypotheses testing as follows.

1.1: Factors affecting memorable experiences at the significant level of .01 were perceived electronic word of mouth with a path coefficient of 0.254, social media usage with a path coefficient of 0.158, and novelty seeking with a path coefficient of 0.462.

1.2: Factors affecting destination trust at the significant level of .01 were perceived electronics word of mouth with a path coefficient of 0.168, social media usage with a path coefficient of 0.174, novelty seeking with a path coefficient of 0.206, and memorable experiences with a path coefficient of 0.332.

1.3: Factors affecting life satisfaction at the significant level .01 were memorable experiences with a path coefficient of 0.403 and destination trust with a path coefficient of 0.378.

1.4: Factors affecting positive word of mouth at the significant level of .01 were memorable experiences with a path coefficient of 0.226, destination trust with a path coefficient of 0.179, and life satisfaction with a path coefficient of 0.507.

1.5: Factors affecting revisit intention at the significant level .01 were memorable experiences with a path coefficient of 0.170, destination trust with a path coefficient of 0.160, and life satisfaction with a path coefficient of 0.476.

Objective 2:

The findings showed that the adjusted structural equation model was consistent with the empirical data with the relative chi-square (χ^2/df) value of 1.029 ($\chi^2 = 587.784$ and df= 571), passing the criterion standard of less than 2., the p-value was at 0.304, passing the criterion standard of more than 0.05, the root mean square error of approximation (RMSEA) was at 0.008, passing the criterion standard of less than 0.05, the comparative fit index (CFI) value was at 0.999, passing the criterion standard of more than 0.9, Tucker–Lewis index (TLI) value was at 0.998, passing the criterion standard of more than 0.9 and standardized root mean square residual (SRMR) value was at 0.033, passing the criterion standard of less than .05. The modified structural equation model analysis result is presented in figure 2 and table 2.
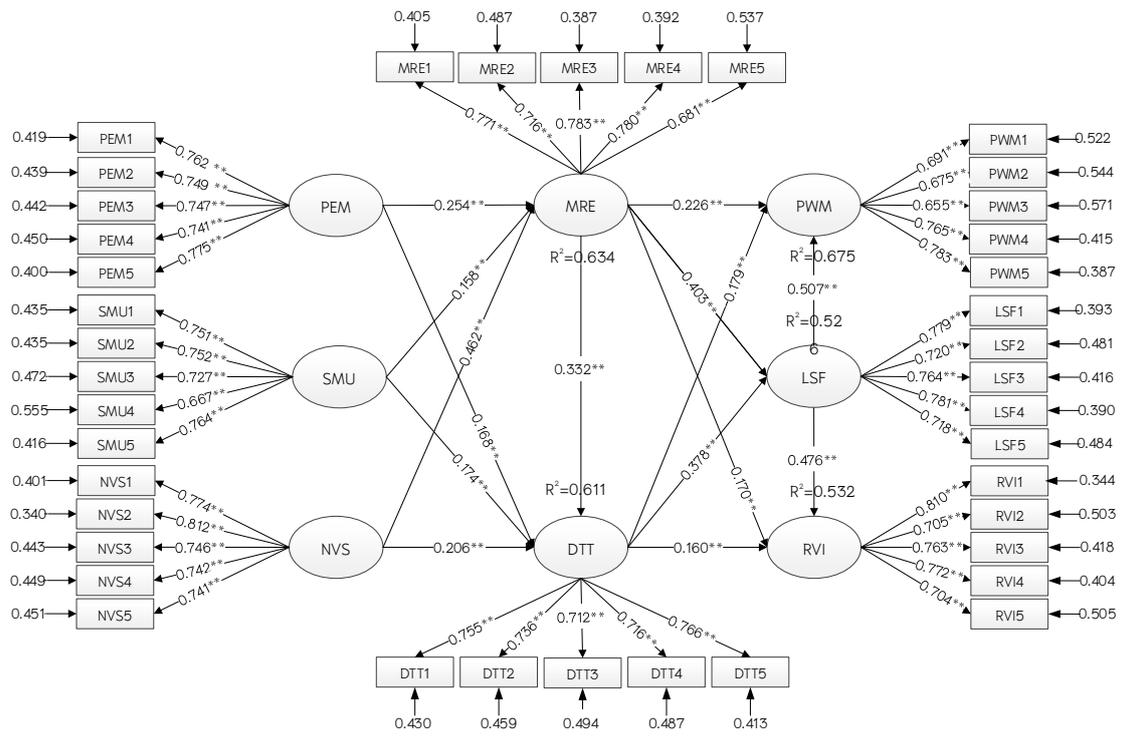
χ^2=587.784, *df*=571, χ^2/df=1.029, *p*-value=0.304, *RMSEA*=0.008, CFI=0.999, TLI=0.998, SRMR=0.033

Remark:
**   Refer to statistical significant level, p–value ≤ .01, t–value �ฆ 2.576

Figure 2. Adjusted structural equation model of the antecedents of positive word of mouth and revisited intention of Thai tourists traveling to ecotourism attractions in Thailand

Source: Researchers.

Figure 2 which shows the results of a structural equation model analysis, it is found that the model fits, the model is consistent with the empirical data. Furthermore, the hypothesis testing results indicate that a total of 15 hypotheses were supported at the .01 significance level.

Table 2. Direct effects (DE), indirect effects (IE), and total effects (TE)

Effect \ Cause	MRE			DTT			LSF			PWM			RVI		
	DE	IE	TE	DE	IE	TE	DE	IE	TE	DE	IE	TE	DE	IE	TE
PEM	0.254**		0.254**	0.168**	0.084**	0.252**		0.198**	0.198**		0.203**	0.203**		0.178**	0.178**
	(0.062)		(0.062)	(0.064)	(0.026)	(0.066)		(0.041)	(0.041)		(0.042)	(0.042)		(0.037)	(0.037)
SMU	0.158**		0.158**	0.174**	0.052*	0.226**		0.149**	0.149**		0.152**	0.152**		0.134**	0.134**
	(0.057)		(0.057)	(0.059)	(0.021)	(0.061)		(0.038)	(0.038)		(0.039)	(0.039)		(0.034)	(0.034)
NVS	0.462**		0.462**	0.206**	0.153**	0.359**		0.322**	0.322**		0.332**	0.332**		0.289**	0.289**
	(0.061)		(0.061)	(0.061)	(0.036)	(0.066)		(0.042)	(0.042)		(0.043)	(0.043)		(0.039)	(0.039)
MRE				0.332**		0.332**	0.403**	0.126**	0.529**	0.226**	0.328**	0.554**	0.170**	0.305**	0.475**
				(0.062)		(0.062)	(0.059)	(0.030)	(0.048)	(0.060)	(0.041)	(0.049)	(0.063)	(0.039)	(0.052)
DTT							0.378**		0.378**	0.179**	0.192**	0.371**	0.160**	0.180**	0.340**
							(0.059)		(0.059)	(0.059)	(0.036)	(0.062)	(0.062)	(0.035)	(0.063)
LSF										0.507**		0.507**	0.476**		0.476**
										(0.052)		(0.052)	(0.054)		(0.054)
Endogenous Variables	MRE			DTT			LSF			PWM			RVI		
R^2	0.634			0.611			0.526			0.675			0.532		
χ^2=587.784, df=571, χ^2/df=1.029, p–value=0.304, RMSEA=0.008, CFI=0.999, TLI=0.998, SRMR=0.033															

Source: Researchers.

From Table 2, which presents the direct, indirect, and total effects, as well as the r–square value, the analysis of the structural equation model reveals that all direct, indirect, and total effects are statistically significant.

Discussion

Objective 1:

Objective 1.1

Perceived electronic word of mouth had a positive influence on the memorable experiences of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient equal to 0.254. This is consistent with the research findings of Mohammed Shobri et al. (2021). In other words, when tourists receive a large number of online reviews praising ecotourism attractions as places that are highly worth traveling, it will enable tourists to better remember the good things about those ecotourism attractions. Social media usage had a positive influence on the memorable experience of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.158. This is consistent with the findings of Ozdes and Karaman (2023). In other words, when the content that tourists encounter on the internet

motivates them to visit ecotourism attractions, it results in tourists being able to recall numerous good stories about the ecotourism attractions. The novelty seeking had a positive influence on the memorable experience of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.462. This finding is consistent with the research results of Kornsuphkit et al. (2024). In other words, when tourists visit ecotourism sites and encounter novel experiences different from what they are accustomed to, it creates positive memories.

Objective 1.2

Perceived electronic word of mouth had a positive influence on the destination trust of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient equal to 0.168. This is consistent with the research findings of Anuj et al. (2024). That is, if a large number of online comments promote an ecotourism attraction in a positive light to other tourists, it will increase tourists' confidence that an ecotourism attraction is a destination where people treat tourists with fairness and respect. Social media usage had a positive influence on the memorable experience of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.174. This is consistent with the findings of Hamid et al. (2024). That is when the content that tourists see on the internet influences them to visit an ecotourism attraction, it helps people to be sure that the ecotourism attraction is a trustworthy destination. The novelty seeking had a positive influence on the memorable experience of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.206. This finding is consistent with the research results of Kang et al. (2023). That is, when tourists are curious about ecotourism attractions, they will seek information, resulting in confidence in ecotourism attractions as friendly destinations. The memorable experiences had a positive influence on the destination trust of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.332. This finding is consistent with the research results of (Hussein & Yuniarinto, 2022). That is, when tourists remember many good things about an ecotourism attraction, it will result in confidence that the ecotourism attraction is a destination where people are friendly.

Objective 1.3

The memorable experiences had a positive influence on the life satisfaction of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient

of 0.403. This finding is consistent with the research results of Zahro et al. (2023). That is, when tourists experience new impressive things while visiting an ecotourism attraction, it will result in tourists feeling good about their lives when they travel to that ecotourism attraction. The destination trust had a positive influence on the life satisfaction of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.378. This finding is consistent with the research results of Wang et al. (2023). In other words, if tourists are confident that an ecotourism attraction is a place where people are honest, it will lead to them feeling happier when traveling to that ecotourism attraction.

Objective 1.4

The memorable experiences had a positive influence on the positive word of mouth of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.226. This finding is consistent with the research results of Chen and Girish (2023). In essence, once tourists have memorable experiences at ecotourism sites, they will happily recommend these destinations to other tourists to visit, just as they did. The destination trust had a positive influence on the positive word of mouth of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.179. This finding is consistent with the research results of Pham et al. (2024). That is, if tourists are sure of the ecotourism attractions and that people are trustworthy, it will result in tourists being willing to recommend the ecotourism attractions to friends to visit. Life satisfaction had a positive influence on the positive word of mouth of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.507. This finding is consistent with the research results of Hafidh and Septiarini (2022). In other words, if tourists can fulfill their quality of life when visiting ecotourism attractions, it will result in them being willing to recommend those ecotourism attractions to other tourists.

Objective 1.5

The memorable experiences had a positive influence on the revisit intention of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.170. This finding is consistent with the research results of Novianto et al. (2024). That is, if tourists remember many good stories about ecotourism destinations, it will result in tourists being willing to revisit that ecotourism attraction. The destination trust had a positive influence on the revisit

intention of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.160. This finding is consistent with the research results of Hidayat et al. (2024). In other words, if tourists are confident that an ecotourism attraction has trustworthy people, it will result in their intention to revisit that ecotourism attraction. Life satisfaction had a positive influence on the revisit intention of Thai tourists traveling to ecotourism attractions in Thailand at the significance level of .01 with a path coefficient of 0.476. This finding is consistent with the research results of Ding et al. (2023). In other words, when tourists visit an ecotourism attraction and feel that their lives have become more meaningful and fulfilled, it will result in them wanting to revisit that ecotourism attraction.

Objective 2:

The model was consistent with the empirical data with the relative chi-square value of 1.029, the p-value was at 0.304, the root mean square error of approximation (RMSEA) was at 0.008, the comparative fit index (CFI) value was at 0.999, the Tucker-Lewis index (TLI) value was at 0.998, and standardized root mean square residual (SRMR) value was at 0.033. This aligns with similar research conducted by Kornsuphkit et al. (2024), who studied Thai tourists visiting cultural tourism destinations within Thailand. However, for the model to fit, it must meet all six conditions mentioned above.

Conclusion

Perceived positive word of mouth, social media usage, and novelty seeking had a positive influence on memorable experiences of Thai tourists travelling to ecotourism attractions. Also, perceived positive word of mouth, social media usage, novelty seeking and memorable experiences had a positive influence on destination trust of Thai tourists travelling to ecotourism attractions. Memorable experiences and destination trust had a positive influence on life satisfaction of Thai tourists travelling to ecotourism attractions. Memorable experiences, destination trust and life satisfaction had a positive influence on positive word of mouth of Thai tourists travelling to ecotourism attractions. Finally, memorable experiences, destination trust and life satisfaction had a positive influence on revisit intention of Thai tourists travelling to ecotourism attractions.

Suggestion

From the research findings, the researchers provide the following suggestions:

Implications:

For novelty seeking: by focusing on developing ecotourism attractions to be outstanding, interesting, and exciting compared to other types of tourist destinations creates curiosity, create novelty and enjoyment for tourists who visit. For perceived electronics word of mouth: by promoting and supporting online communities to create positive reviews of ecotourism attractions, said positive support for ecotourism attractions, recommend other tourists to visit ecotourism attractions, tell people about their good experiences about ecotourism attractions, and admire ecotourism attractions to encourage other tourists to receive information on the various good aspects of ecotourism attractions until they become interested in trying them out. As for the social media usage, by promoting and supporting social media, whether it be government or private sector websites, including various online communities, present information about ecotourism attractions, in order for tourists to know the information, awareness, motivation, support, and encouragement to travel and visit various ecotourism attractions in Thailand. This research benefits to the Tourism Authority of Thailand (TAT) to apply perceived electronics word of mouth, social media usage and novelty seeking to boost a memorable experiences and destination trust, which will result in increasing life satisfaction, positive word of mouth and revisit intention of ecotourist in Thailand. This research also benefits entrepreneurs and communities involved in the 10 ecotourism attractions by increasing tourists revisit intention, which will generate income from the spending of tourists in the future.

Future Research:

It is recommended that in addition to studying ecotourist destinations, other tourist destinations such as cultural tourism, creative tourism, should be studied to confirm the research results. The researcher suggests that other variables should be considered in the next study, for example, the independent variable is destination image, perceived values of various aspects and attitudes, mediating variables include tourist satisfaction. Dependent variables include: intention to travel well–being in order to expand the scope of research.

New Knowledge

The new knowledge findings revealed the model causal relationship of antecedents of positive word of mouth and revisit intention of Thai tourists traveling to ecotourism attractions in Thailand. This can be used as a model for ecotourism destinations as well as implemented to create positive word of mouth and revisit intention of tourists.
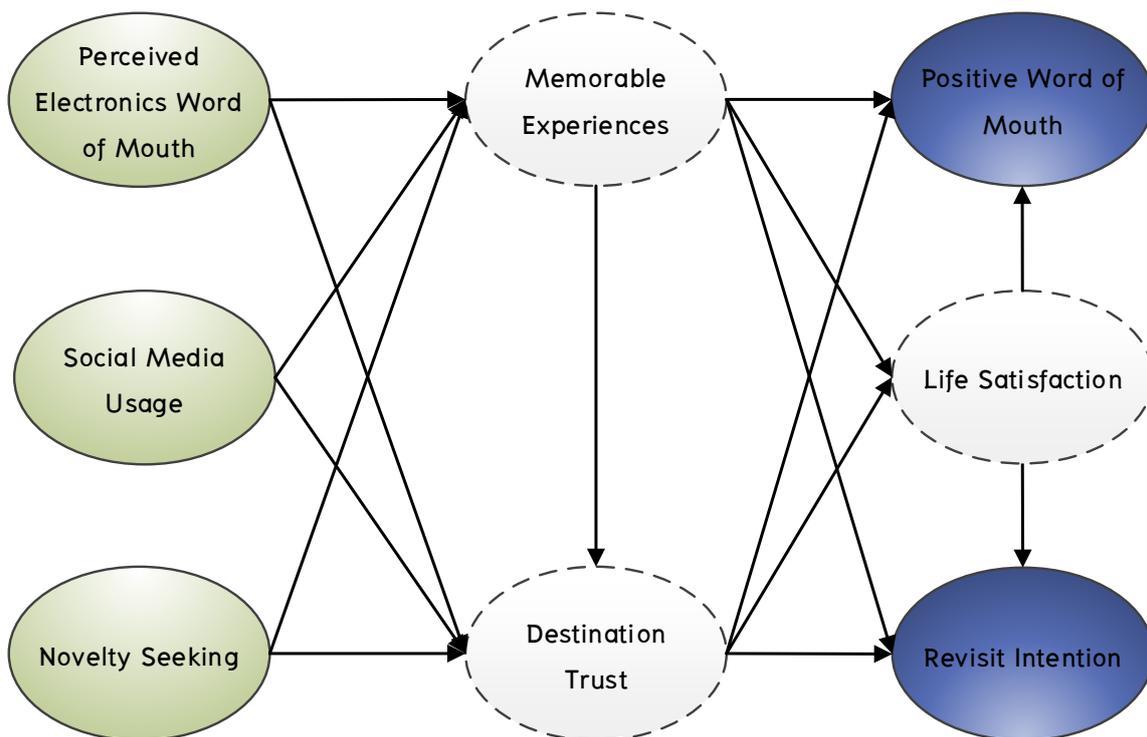
Figure 3. The model of the antecedents of positive word of mouth and revisit intention of Thai tourists traveling to ecotourism attractions in Thailand.

The study found that perceived electronics word of mouth, social media usage and novelty seeking influenced tourist positive word of mouth and revisit intention through memorable experiences, destination trust and life satisfaction. Driving factors consists of three components: 1) perceived electronics word of mouth; 2) social media usage; and 3) novelty seeking. These three factors influence tourist positive word of mouth and revisit intention through memorable experiences, destination trust and life satisfaction. Therefore, to gain an advantage in enhancing tourism destination, tourism stakeholders must prioritize tourist positive word of mouth and revisit intention. For this research, the new knowledge gain is a conceptual research framework that has been

validated as being consistent with empirical data, and all hypotheses have been supported. This framework is unique and has not been replicated from previous studies. It has been developed specifically for ecotourism sites in Thailand. Therefore, it can be considered new, academically beneficial, and useful for practical implication at ecotourism sites in Thailand.

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