Antecedents of Willingness to Recommend and Revisit Intention among International Golf Tourists in Thailand

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Abstract

This research aims to: 1) develop a causal relationship model of the antecedents of willingness to recommend and revisit intention among international golf tourists in Thailand, and 2) validate the consistency of this causal relationship model with empirical data. The study sampled 556 international tourists who traveled to play golf in Thailand, recruited through quota sampling methodology. Questionnaires were used as the primary instrument for data collection. The data analysis employed descriptive statistics (including frequency distribution, percentages, means, and standard deviations) and inferential statistics (specifically structural equation modeling). The empirical investigation revealed several significant findings: 1.1) Golf course accessibility, golf course management, perceived value, and country image had positive influences on memorable experiences at a statistical significance level of .01; 1.2) These factors mentioned above, together with memorable experiences, demonstrated statistically significant positive influences on golfer satisfaction at the .01 level; 1.3) Furthermore, both memorable experiences and golfer satisfaction exhibited statistically significant positive effects on willingness to recommend at the .01 level; 1.4) In a similar vein, memorable experiences and golfer satisfaction showed statistically significant positive impacts on revisit intention for golf–related purposes at the .01 level; and 2) The causal relationship model of the antecedents of willingness to recommend and revisit intention for golf was consistent with the empirical data. The key fit indices met their respective criteria: χ^2/df = 1.081 (< 2), p = 0.098 (> .05), RMSEA = 0.012 (< 0.05), CFI = 0.998 (> 0.9), TLI = 0.996 (> 0.9), and SRMR = 0.026 (< 0.05).

Introduction

Golf tourism in Thailand has demonstrated continuous growth, particularly during the post-COVID-19 recovery period (Jitpeera et al., 2023). This form of tourism not only plays a crucial role in stimulating local economies but also creates memorable experiences for tourists (Jeong, 2024). Golf course management must address sustainability concerns and environmental impacts to ensure the long-term viability of golf tourism (Macías et al., 2024), developing effective marketing strategies remains essential for attracting both domestic and international golf tourists (Mohd Ali et al., 2024).

International golf tourism in Thailand faces several growth challenges, primarily due to safety concerns stemming from political instability and health crises like COVID-19, which have significantly impacted tourist arrivals and revenue (Jirapanakorn et al., 2024; Khemthong et al., 2024). Environmental sustainability issues in the tourism sector have deterred eco-conscious travelers (Ozilhan Ozbey et al., 2024), while emerging regional competitors offering superior facilities or competitive pricing affect Thailand's position as a premier golf destination (Uula et al., 2024). Moreover, the effective integration of advanced technology and marketing strategies remains essential for enhancing tourist experiences and maintaining Thailand's competitive advantage in the international golf tourism market (Potjanajaruwit et al. 2024).

Golf tourism in Thailand plays a crucial role in attracting high-spending foreign tourists. Key factors influencing tourist loyalty include golf course management, accessibility, and perceived value for money (Huddin et al., 2024), as well as positive experiences throughout the journey (Huang et al., 2024). Creating unique and memorable experiences not only increases satisfaction but also affects loyalty, willingness to recommend (Burhanudin et al., 2023), and revisiting the intention (Jeong, 2024; Mbira, 2024), which are essential strategies for competing in this highly competitive market (Burhanudin et al., 2023). Therefore, tourism businesses should prioritize improving service quality and creating positive experiences to maintain their competitive edge (Mbira, 2024).

This study examines golf tourism in Thailand through the lens of customer journey and loyalty theories, analyzing how key factors such as accessibility, golf course management, perceived value,

and country image influence tourists' memorable experiences and satisfaction. These elements subsequently affect their likelihood to recommend and revisit Thailand's golf destinations, ultimately fostering loyalty behaviors that benefit both the golf tourism industry and its stakeholders.

Research Objectives

1. To develop a causal relationships model of the antecedents of willingness to recommend and revisit intention among international golf tourists in Thailand.

1.1 Accessibility, golf course management, perceived value, and country image influence the memorable experiences of international golf tourists in Thailand.

1.2 Accessibility, golf course management, perceived value, country image, and memorable experiences influence the satisfaction of international golf tourists in Thailand.

1.3 Memorable experiences and satisfaction influence the willingness to recommend among international golf tourists in Thailand.

1.4 Memorable experiences and satisfaction influence the revisit intention of international golf tourists in Thailand.

2. To validate the consistency of a causal relationship model of the antecedents of willingness to recommend and revisit intention among international golf tourists in Thailand with empirical data.

Scope of Research

Contents scope: This quantitative study employs empirical research to examine the antecedents of willingness to recommend and revisit intention among international golf tourists visiting Thailand. The research investigates the relationships between independent variables (accessibility, golf course management, perceived value, and country image), mediating variables (memorable experiences and golfer satisfaction), and dependent variables (willingness to recommend and revisit intention).

Population and sample scope: The population for this study comprised international golf tourists who visited the top 10 renowned golf courses in Thailand, as ranked by Tripadvisor (2024). These courses included: Alpine Golf Club, Banyan Golf Club, Red Mountain Golf Club, Chiang Mai Green Valley Country Club, Blue Canyon Country Club, Black Mountain Golf Club, Springfield Royal Country Club, Laem Chabang International Country Club, Sea Pines Golf Club, and Siam Country

Club Pattaya Old Course. From this population, a sample of 556 international golf tourists visiting Thailand was selected for the study.

Area scope: The 10 famous golf courses in Thailand as mentioned in the population and sample scope.

Timing scope: This research conducted data collection and analysis between May and July 2024, spanning approximately 3 months.

Literature reviews

Customer Journey Theory and Customer Loyalty Theory

Customer journey theory and customer loyalty theory are crucial factors influencing the recommendation behavior and revisiting intentions of international golf tourists in Thailand. Research indicates that memorable experiences during golfing can generate satisfaction and loyalty toward the destination (Jeong, 2024; Mohd Ali et al., 2024). Furthermore, engagement in golfing activities leads to recommendations of the location to others, fostering positive relationships between tourists and destinations (Mattayakorna & Sudhinont, 2023). Analysis of tourist behavior demonstrates a positive correlation between satisfaction with the golfing experience and intentions to revisit (Jeong, 2024; Mattayakorna & Sudhinont, 2023). This is particularly evident in the context of Thailand, which boasts high-quality golf courses and excellent services (Wongcharoenkul & Suntrayuth, 2023).

The customer journey theory and customer loyalty theory serve as significant conceptual frameworks for analyzing tourist experiences within the context of golf courses in Thailand. Factors such as accessibility and management of golf courses play a crucial role in determining the perceived value and image of the country, directly impacting the satisfaction levels and quality of experiences received by international tourists (Emuy et al., 2024; Jeong, 2024). The creation of memorable experiences is a key factor in enhancing satisfaction levels and stimulating the intention to revisit (Kornsuphkit et al., 2024; Mattayakorna & Sudhinont, 2023). Furthermore, the provision of high-quality services and the development of positive relationships with tourists contribute significantly to fostering place loyalty (Mohd Ali et al., 2024; Suban, 2024). These factors collectively lead to a willingness to recommend and an increased likelihood of future revisits (Sahoo, 2024).

Factors influencing memorable experiences and golfer satisfaction

A review of the literature reveals that memorable experiences, defined as the formation of lasting positive memories of golfers towards visited golf courses (Zatori et al., 2018), are influenced by various factors. Customer Journey Theory explains that customer experiences arise from interactions with various touchpoints throughout the customer journey (Reitsamer et al., 2024). Key factors include accessibility (Macpherson et al., 2022), golf course management (Snelgrove & Selvaratnam, 2023), perceived value (Bushara et al., 2023), and country image (Arli et al., 2023). Furthermore, customer loyalty theory indicates that these impressive experiences directly affect customer loyalty (Torres et al., 2024), particularly in highly competitive service businesses such as golf courses (Nguyen et al., 2024). Golf course accessibility plays a crucial role in golfers' experiences, as convenient and barrier-free access directly influences customer loyalty (Utami et al., 2024). Quality course management, including customer service and facilities, can create lasting impressions on visitors (Alex, 2024). The perceived value of golf courses affects golfers' satisfaction, which in turn influences long-term loyalty (Arora & Banerji, 2024). Moreover, the image of the country where the golf course is located plays a significant role in attracting golfers and creating memorable experiences (Mbatha, 2024).

Based on this empirical evidence, the following research hypotheses are proposed: H1) Accessibility positively influences memorable experiences; H2) Golf course management positively influences memorable experiences; H3) Perceived value positively influences memorable experiences; and H4) Country image positively influences memorable experiences.

Golf tourist satisfaction emerges from the comparison between expectations and actual experiences, with satisfaction levels increasing when experiences exceed initial expectations (Zhang, et al., 2019). This aligns with the customer journey theory, which explains that customer experience results from interactions with various touchpoints throughout the customer's journey (Susanto & Pandjaitan, 2024). Research indicates that factors positively influencing international golf tourists' satisfaction in Thailand include accessibility (Tan & Lee, 2023), golf course management efficiency (León-Quismondo et al., 2023), perceived service value (Rasoolimanesh et al., 2023), country image (Samara et al., 2023), and memorable experiences creation (Moliner-Tena et al., 2023). Customer Loyalty theory further emphasizes that satisfaction is a crucial factor leading to customer loyalty (Huddin et al., 2024). Particularly in the golf tourism industry, delivering excellence

throughout the customer journey not only enhances satisfaction levels but also promotes long–term loyalty (Supriyanto & Dahlan, 2024). These factors play a vital role in building satisfaction and fostering sustainable growth in Thailand's golf tourism sector (Lutecia & Suryadi, 2024).

Based on these research findings, the following research hypotheses are proposed: H5) Accessibility positively influences golfer satisfaction; H6) Golf course management positively influences golfer satisfaction; H7) Perceived value positively influences golfer satisfaction; H8) Country image positively influences golfer satisfaction; and H9) Memorable experiences positively influence the golfer satisfaction.

Factors influencing willingness to recommend and revisit intention

Willingness to recommend serves as a motivator for tourists to engage in positive word–of–mouth after visiting international destinations (Chen et al., 2020). Research findings indicate that memorable experiences and satisfaction among golf tourists significantly influence international golf tourists' willingness to recommend golfing in Thailand (Nawi et al., 2023; Wang et al., 2023).

The international tourist customer journey comprises various crucial stages, particularly in the post–service phase, where willingness to recommend serves as a significant behavioral indicator of customer loyalty and acts as a driving force for positive word–of–mouth communication following visits to international destinations (Chen et al., 2020; Girard, 2024). Research indicates that memorable experiences and tourist satisfaction significantly influence the willingness to recommend golfing in Thailand among international golf tourists (Nawi et al., 2023; Wang et al., 2023). Furthermore, studies demonstrate that creating impressive experiences throughout the customer journey ultimately leads to loyalty and recommendations (Rahmawati et al., 2024).

Based on these findings, the following research hypotheses are proposed: H10) Memorable experiences positively influence the golfer's willingness to recommend, and H11) Golfer satisfaction positively influences the golfer's willingness to recommend.

The study of golf tourists' revisit intentions to destinations is a crucial aspect of golf tourism, particularly when examined through the framework of customer journey theory. This theory explains that customers' decisions to revisit stem from accumulated experiences throughout their journey, encompassing awareness, consideration, decision–making, and service consumption phases (Guo et al., 2024; Ouyang et al., 2024). Research has demonstrated that memorable experiences and satisfaction among golfers significantly influence their intentions to return to play golf in Thailand,

especially among international tourists (Acharya et al., 2023; Chen et al., 2023). In terms of customer loyalty within the golf tourism context, customer loyalty theory elaborates that loyalty emerges from positive relationships between perceived value, satisfaction, and trust, leading to repeat patronage behavior and word-of-mouth recommendations (Bhandari et al., 2024; Huang et al., 2024). Studies have confirmed that memorable experiences during golfing activities can significantly enhance satisfaction levels and increase the likelihood of destination revisits (Huddin et al., 2024; Suryawan et al., 2024).

Based on these findings, the following research hypotheses are proposed: H12) Memorable experiences positively influence revisit intention, and H13) Golfer satisfaction positively influences revisit intention.

The conceptual framework integrates four independent variables (accessibility, golf course management, perceived value, and country image), two mediating variables (memorable experiences and golfer satisfaction), and two dependent variables (willingness to recommend and revisit intention). This theoretically grounded model elucidates the relationships among these constructs, providing a comprehensive synthesis of literature review findings.
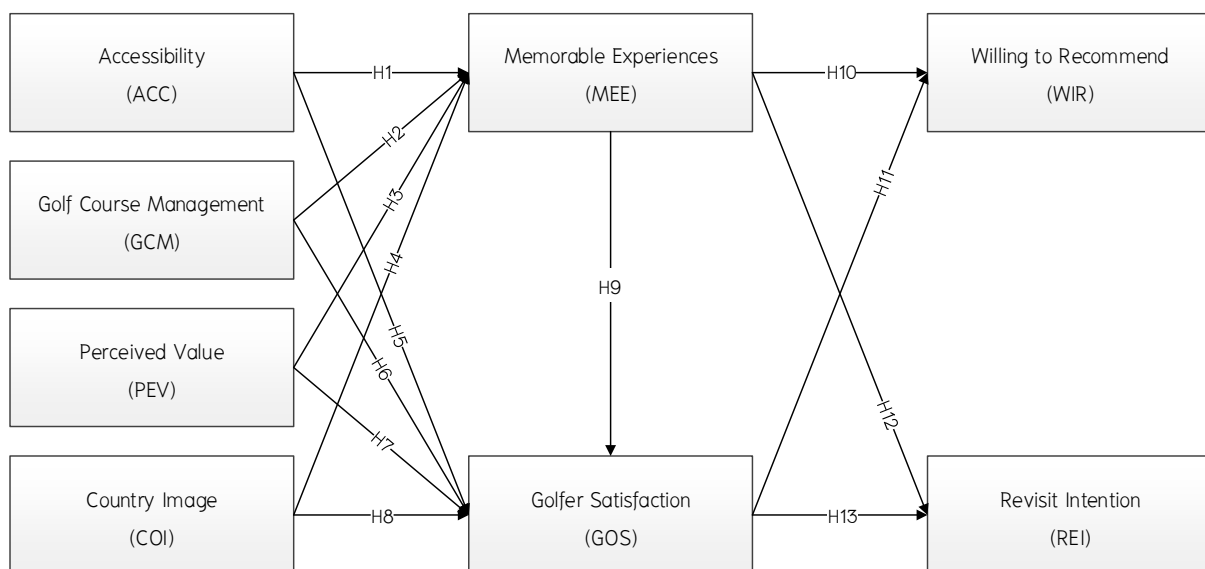

Figure 1. Conceptual framework

Source: Researchers.

Research Methodology

Populations and Samples

The population of this study consisted of international tourists who visited the top 10 golf courses in Thailand, as ranked by Tripadvisor (2024), with an unknown population size. These golf courses include Alpine Golf Club, Banyan Golf Club, Red Mountain Golf Club, Chiang Mai Green Valley Country Club, Blue Canyon Country Club, Black Mountain Golf Club, Springfield Royal Country Club, Laem Chabang International Country Club, Sea Pines Golf Club, and Siam Country Club Pattaya Old Course. In terms of population and sample scope, the area of interest encompasses these 10 distinguished golf venues in Thailand. This specific set of golf courses constitutes a well-defined population for potential research or analysis. By focusing on these particular establishments, researchers can examine various aspects of golf course management, design, or player experiences within a constrained and identifiable group. This approach facilitates a comprehensive study of a select population, potentially yielding insights applicable to similar high-profile golf courses in Thailand or in other regions with comparable characteristics.

This research employs structural equation modeling (SEM) for hypothesis testing, which requires a sample size of five times the number of parameters as per the standard criteria for structural equation modeling analysis, as proposed by Hair, Babin, Anderson, and Black (2019). The structural equation model parameters consist of 24 Lambda-X, 20 Lambda-Y, 6 Gamma, 5 Beta, 4 Psi, 24 Delta, and 20 Epsilon parameters, totaling 103 parameters (24+20+6+5+4+24+20=103). Therefore, the minimum appropriate sample size should be 515 samples (103×5). Due to the uncertainty in the exact number of golf tourists visiting each course, this study employed non-probability sampling, specifically quota sampling. The study designated 10 leading golf courses in Thailand as subgroups, with questionnaires distributed equally among foreign tourists at each golf course, allocating 90 sets per course.

Research Instrument

The instrument in this study was constructed based on prior research and consists of nine parts: demographic data, accessibility, golf course management, perceived value, country image, memorable experiences, golfer satisfaction, willingness to recommend, and revisit intention. The instrument for measuring accessibility was adapted from scales used by Unguren, Tekin, and Bayirli (2021). Golf course management was measured using a scale applied from Thaweephon (2013).

Perceived value was assessed using scales adapted from Kang et al. (2022). Country image was measured using scales adapted from Izzularab et al. (2023). Memorable experiences were assessed using scales adapted from Zatori et al. (2018). Golfer satisfaction was measured using scales adapted from Yang and Zhang (2022). Willingness to recommend was assessed using scales adapted from Rasoolimanesh et al. (2022). Intention to revisit was measured using scales adapted from Chen et al. (2023). For each of the instruments mentioned above, five items were created for every variable. All items were measured using a five-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, with intermediate points of (2) disagree, (3) neutral, and (4) agree. No reverse-coded items were included in the scale. The criteria listed below are used to interpret the mean scores obtained from data analysis:

Mean scores ranging from 1.00 to 1.49 indicate a Very Low Level.

Mean scores ranging from 1.50 to 2.49 indicate a Low Level.

Mean scores ranging from 2.50 to 3.49 indicate a Moderate Level.

Mean scores ranging from 3.50 to 4.49 indicate a High Level.

Mean scores ranging from 4.50 to 5.00 indicate a Very High Level.

The research instrument's validity was confirmed through content validation by five experts (IOC: 0.80–1.00), while reliability was established through a pre-test (n=40) showing strong Cronbach's alpha (0.774–0.940) and item-total correlation coefficients (0.310–0.926), all exceeding standard thresholds.

Data Collection

The researchers conducted primary data collection through the distribution of questionnaires at ten renowned golf courses. A total of 900 survey instruments were disseminated, with 90 questionnaires allocated to international golf tourists at each of the selected prestigious venues. Upon completion of the data collection phase, 556 questionnaires were returned and deemed suitable for analysis, resulting in a response rate of 61.78%.

Data analysis

The research instrument was validated utilizing two key statistical approaches: (1) reliability assessment, employing Cronbach's alpha coefficient, and (2) construct validity evaluation, incorporating confirmatory factor analysis.

Data analysis was conducted using both descriptive and inferential statistical methods. Descriptive statistics encompassed frequency distributions, percentages, means, and standard deviations. Inferential statistics primarily involved structural equation modeling analysis, which was executed using the Mplus software package.

Research Results

Descriptive Statistics

A survey of personal factors among 556 international golf tourists in Thailand revealed that the majority played golf at Siam Country Club, Pattaya Old Course, which ranked highest among the 10 surveyed golf courses. Most respondents were female, over 50 years old, married or living with partners, and held bachelor's degrees. Their average monthly income was less than 100,000 baht, with most being self-employed or business owners. The majority had visited Thailand for golfing more than 5 times and primarily obtained information about Thai golf courses through the Internet.

International golf tourists visiting Thailand expressed high perception on average across all studied factors, including accessibility (ACC), golf course management (GCM), perceived value (PEV), country image (COI), memorable experiences (MEE), golfer satisfaction (GOS), willingness to recommend (WIR), and revisit intention (REI).

Assessment of the Measurement Model

Construct validity was assessed through confirmatory factor analysis, focusing specifically on convergent validity. The assessment of convergence validity was based on three criteria as suggested by Hair et al. (2019): (1) standardized factor loading (λ_i) of at least 0.5, (2) average variance extracted (AVE or ρ_v) of at least 0.5, and (3) construct reliability (CR or ρ_c) of at least 0.7. As shown in Table 1 and Figure 2, all observed variables demonstrated satisfactory results, with λ_i values exceeding 0.5, AVE values for all latent variables surpassing 0.5, and CR values for all latent variables exceeding the threshold of 0.7.

Table 1 Convergent validity assessment (AVE and CR) (*n*=556)

Latent variables	Average Variance Extracted (*AVE*)	Construct Reliability (*CR*)
Accessibility (ACC)	0.518	0.843
Golf course management (GCM)	0.505	0.859
Perceived value (PEV)	0.684	0.915
Country image (COI)	0.647	0.935
Memorable experiences (MEE)	0.646	0.901
Golfer satisfaction (GOS)	0.590	0.877
Willingness to recommend (WIR)	0.674	0.912
Revisit intention (REI)	0.726	0.930

Source: Researchers.

χ =555.888, *df*=514, χ/*df*=1.081, *p*–value=0.098, *RMSEA*=0.012, *CFI*=0.998, TLI=0.996, SRMR=0.026
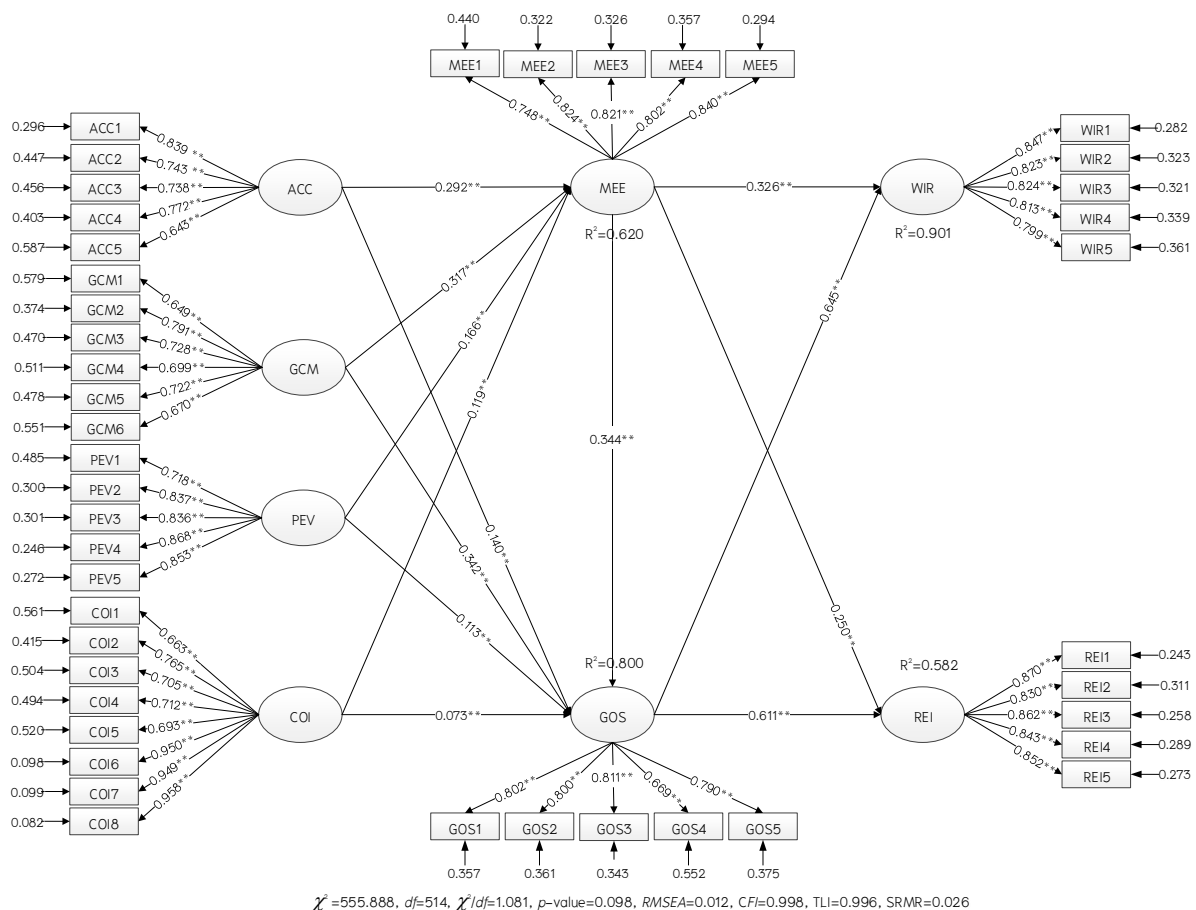
Figure 2 An adjusted structural equation model of the antecedents of willingness to recommend and revisit the intention of international golf tourists in Thailand

Source: Researchers.

The SEM analysis results in Figure 2 show a good model fit and all 13 hypotheses were supported ($p < .01$), indicating the proposed model aligns well with the empirical data.

Structural Equation Modeling Analysis Results

Objective 1:

The data analysis yielded the following hypothesis testing results.

1.1: At the .01 significance level, golf course management had the strongest impact on memorable experiences (path coefficient: 0.317), followed by accessibility (0.292), perceived value (0.166), and country image (0.119).

1.2: The most significant factors affecting golfer satisfaction ($p < .01$) were memorable experiences (path coefficient: 0.344), golf course management (0.342), accessibility (0.140), perceived value (0.113), and country image (0.073), in descending order of impact.

1.3: Two factors significantly influenced willingness to recommend at the .01 level: golfer satisfaction (path coefficient: 0.645) and memorable experiences (0.326).

1.4: Golfer satisfaction (path coefficient: 0.611) and memorable experiences (0.250) significantly influenced revisit intention at $p < .01$.

Objective 2:

The adjusted structural equation model showed good fit with the empirical data. Key fit indices met their respective criteria: χ^2/df = 1.081 (< 2), p = 0.098 (> 0.05), *RMSEA* = 0.012 (< 0.05), *CFI* = 0.998 (> 0.9), *TLI* = 0.996 (> 0.9), and *SRMR* = 0.026 (< 0.05). Figure 2 presents the analysis results.

Discussion

Objective 1:

Objective 1.1

Research findings reveal that multiple factors have statistically significant influences on the memorable experiences of international golf tourists in Thailand (p < .01). Accessibility (path coefficient = 0.292), golf course management (0.317), perceived value (0.166), and country image (0.119) demonstrate positive effects on these experiences. Specifically, convenient transportation to golf courses, high-standard course maintenance, knowledgeable and skilled caddies, and value for money collectively contribute to creating memorable experiences for golfers. Furthermore, Thailand's

reputation for world-class golf facilities directly enhances tourists' positive memories of their golfing experiences. These findings are consistent with studies conducted by Macpherson et al. (2022), Snelgrove and Selvaratnam (2023), Bushara et al. (2023), and Arli et al. (2023), respectively.

Objective 1.2

The empirical findings reveal that multiple factors exhibit statistically significant influences at the .01 level on international golf tourists' satisfaction in Thailand. The analysis demonstrates positive correlations through path coefficients for accessibility (0.140), golf course management (0.342), perceived value (0.113), country image (0.073), and memorable experiences (0.344). The research identifies that reduced travel time to golf courses, proficient caddie services, perceived value proposition relative to competing venues, internationally standardized golf course facilities, and meaningful experiences directly contribute to enhanced satisfaction levels. These findings corroborate recent scholarly works by various researchers, including Tan and Lee (2023), León-Quismondo et al. (2023), Rasoolimanesh et al. (2023), Samara et al. (2023), and Moliner-Tena et al. (2023), which emphasize the significance of these factors in augmenting the overall satisfaction of golf tourists in Thailand.

Objective 1.3

The analysis reveals that memorable experiences and golfer satisfaction demonstrate statistically significant influences on the willingness to recommend golf tourism in Thailand (p < .01), with path coefficients of 0.326 and 0.645, respectively. These findings corroborate the research conducted by Nawi et al. (2023) and Wang et al. (2023). Specifically, when tourists acquire compelling experiences and receive exceptional service, their satisfaction levels increase substantially, subsequently leading to an enhanced propensity to recommend and promote golf courses. The findings demonstrate that positive memorable experiences and satisfaction serve as crucial determinants in fostering willingness to recommend marketing among international golf tourists in Thailand.

Objective 1.4

The empirical findings reveal that international golf tourists' memorable experiences in Thailand demonstrate a significant influence on their revisit intention, with a path coefficient of 0.250 (p < .01), which aligns with the research findings of Chen et al. (2023). Furthermore, golfers' satisfaction exhibits a positive effect on their revisit intention, yielding a path coefficient of 0.611

(p < .01), which corresponds with the research conducted by Acharya et al. (2023). These findings indicate that memorable experiences and high levels of satisfaction with golf course services substantially contribute to tourists' intentions to return to Thai golf courses soon.

Objective 2:

The model demonstrated strong consistency with the empirical data, as validated through a comprehensive set of fit indices. The relative chi-square value of 1.081 (p = 0.098) demonstrated a strong model fit. The analysis yielded compelling supplementary evidence through multiple indicators: a root means square error of approximation (RMSEA) of 0.012, comparative fit index (CFI) of 0.998, Tucker-Lewis index (TLI) of 0.996, and standardized root mean square residual (SRMR) of 0.026. These robust findings parallel the research outcomes reported by Jaitip and Sawang (2024) in their study of Thai ecotourist behavior. It is crucial to note that a model's validity rests on the simultaneous satisfaction of all six fit criteria, which was achieved in this case.

Conclusion

For Objective 1: To create a model that explores the causal relationships influencing the willingness of international golf tourists in Thailand to recommend and revisit, it can be concluded that research in international golf tourism highlights the complex factors that affect the experiences and behaviors of golf tourists. Key factors include accessibility, efficient golf course management, perceived value, and positive country image, all contributing to memorable experiences and satisfaction for golfers. These memorable experiences and satisfaction directly affect willingness to recommend the golf course to others and intentions to revisit it in the future. This interconnected conceptual framework reflects the complexity of international golf tourism and emphasizes the importance of holistic strategies in destination management and marketing. Such strategies aim to enhance tourists' memorable experiences, satisfaction, and willingness to recommend and revisit intentions.

For objective 2, to validate the consistency of a causal relationship model of the antecedents of willingness to recommend and revisit intention among international golf tourists in Thailand with empirical data, it can be concluded that the model is consistent with empirical data according to all 6 standard criteria.

Suggestions

Implications:

Based on the research findings, the Tourism Authority of Thailand and golf course operators should prioritize promoting, developing, and supporting golf course management, accessibility, perceived value, and country image, respectively, following the importance indicated by the research results, as following details:

For golf course management: by focusing on developing and enhancing golf courses to meet international standards and aesthetics, focusing on infrastructure, layout optimization, and amenities. Key aspects include adequate parking, player comfort, cleanliness, golf cart availability, and comprehensive security measures. The Tourism Authority of Thailand (TAT) and the Ministry of Tourism and Sports should establish clear certification standards for golf courses, provide financial incentives for upgrading facilities, and implement regular quality audits. Additionally, the government should facilitate training programs for course management and staff to ensure consistent service quality across all venues.

For accessibility: by focusing on developing and improving transportation infrastructure, including road enhancements and shuttle services, to minimize travel time. Strategic golf course placement near airports facilitates convenient access for international tourists. These measures aim to streamline the journey from air travel to course arrival, optimizing the overall golfing experience in Thailand. The Department of Highways and Ministry of Transport should prioritize road development projects connecting major airports to golf destinations. TAT should coordinate with private operators to establish reliable shuttle services and consider implementing a golf tourist transportation card system.

For perceived value: by improving facilities, course conditions, and equipment. Competitive pricing strategies aligned with quality offerings contribute to value perception. Establishing reasonable fees for services ensures golfers feel justified in their expenditure, fostering a perception of good value for money spent. The Ministry of Tourism and Sports should develop pricing guidelines and quality standards for golf courses, while TAT should create marketing campaigns highlighting Thailand's competitive advantage in terms of value for money. Government agencies should also consider tax incentives for golf courses maintaining high-quality standards while offering competitive prices.

For country image: by enhancing its national image through location improvements, fostering citizen interactions, and highlighting diversity. In golf tourism, the focus is on developing post-game relaxation facilities, upgrading courses to international standards, and implementing marketing strategies. These initiatives aim to position Thailand as a premier, multifaceted destination for golf enthusiasts and tourists globally. TAT should lead comprehensive international marketing campaigns promoting Thailand as a premier golf destination. The Sports Authority of Thailand should work to attract major international golf tournaments, while the Ministry of Tourism and Sports should develop programs to train local staff in international hospitality standards and cross-cultural communication.

Future Research:

The researchers propose extending our conceptual framework to sports spectators, including Thai football club attendees, to validate the findings. We recommend future studies incorporate the theory of planned behavior, exploring variables such as subjective norms, perceived behavioral control, attitudes, life satisfaction, quality of life, and well-being. This approach aims to broaden the research scope and deepen understanding of spectator behavior and its implications.

New Knowledge

The recent empirical findings have elucidated a model depicting the causal relationships among antecedents of willingness to recommend and revisit intention for international golf tourists in Thailand. This model presents significant implications for golf course management and can be strategically implemented to enhance the propensity of international golf tourists to recommend and revisit destinations. The insights derived from this research provide a valuable framework for stakeholders in the golf tourism industry to optimize their operational and marketing strategies, thereby potentially increasing customer loyalty and destination attractiveness in the competitive landscape of international golf tourism.
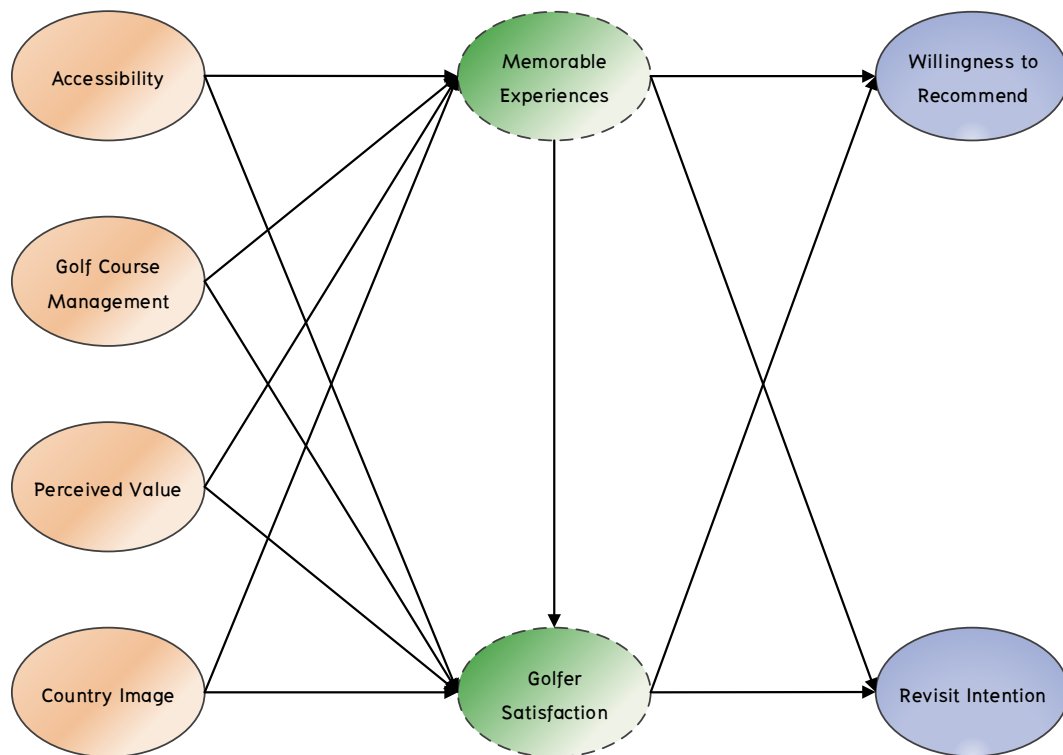
Figure 3. The model of the antecedents of willingness to recommend and revisit the intention of international golf tourists in Thailand.

The study revealed that accessibility, golf course management, perceived value, and country image significantly influence international golf tourists' willingness to recommend and revisit through the mediating effects of memorable experiences and golf satisfaction. To enhance the golf tourism industry, stakeholders must prioritize these factors to improve tourists' willingness to recommend and revisit. This research contributes novel knowledge through a validated conceptual framework consistent with empirical data, supporting all hypotheses. The framework, uniquely developed for golf courses in Thailand and specifically tailored to international golf tourists, represents an original contribution to the field. It offers both academic value and practical implications for Thai golf course management.

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