THE EFFECTS OF DESTINATION IMAGE, DESTINATION PERSONALITY AND SELF- CONGRUITY ON TOURISTS' INTENTION

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Abstract: This research aimed to study the relationships among destination image, destination personality, and self- congruity that affect tourists' intention. The participants were 802 foreign tourists who travel to Thailand. The subjects were divided into four groups: Asia, Europe, America, and Others.

This research employs quantitative method. The instruments applied in this research include 1.destination image with 24 questions 2.destination personality, which comprise of 27 questions and destination congruity includes 8 questions.

The findings revealed that the destination image, destination personality, and self- congruity could refine tourists' tourist intention of 68 percent (R-square= 0.680). The destination image and destination personality could together elucidate destination congruity of 55.6 percent (R-square= 0.556). Consequently, the destination image, destination personality, and self- congruity influenced the future intention through self- congruity as the mediator of the model.

Key Words: destination personality, destination image, self-congruity

1. INTRODUCTION

As a result from the steady growth of tourism and its divergence, the industry has become one of the sectors with the highest growing rates. The modern tourism has a close link to the advancement and numbers of new facilities. The tourism modifications have accelerated economic and social development. Besides, the thriving tourism industry also encourages the employment rates in various relevant industries including, construction, agriculture, telecommunication, and etc. (Keste, 2014).

In line with the notion above, World Tourism Organization reports increasing figures of tourists in the consecutive years, for example, across the globe there were 1.138 billion of them in 2014, which was 51 million more than those in the previous year. The figures in 2014 showed 4.7% increase. Asia also celebrates the

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fast growing of tourism business. That is to say Asia and Pacific hosted 248 million international tourists in 2013, 15 million more than in 2012, 6% higher than last year. Consequently, the regions became the fastest growing in terms of tourism industry. Income figures also increased sharply, for example, it climbed to US$ 359 billion in 2013, which was US$ 30 billion more than that of 2012 (+8% in real terms). The region welcomed 23% of the world tourists sharing 31% of the total income. In addition, South East Asia was rejoiced its 11% booming numbers of international tourists on the back of buoyant intraregional demand and became the fastest growing subregion in the region and across the globe in 2013.

To pin down, Thailand also appreciates the thriving growth of tourism sector with 19% more of the growing rate. The country hosted 27 million tourists in 2013, which was 4 million higher than the previous year. Similarly, Myanmar, a small country had its outstanding increase of 52% more tourists in 2013 and it becomes a booming destination among tourists. Moreover, Timor-Leste and Cambodia also experienced the significant raise in the growing rates of 42% and 18% respectively. While Vietnam enjoyed the 11% growth, the Philippines gained 10% more and Indonesia obtained 9% higher.

The tourist destinations in this study were Phuket and Chiang Mai, Thailand. They were purposively selected because of the following three reasons. First, the two cities are very popular comparing to other destinations in Thailand. The Tourists arrivals in 2014 found that the top five highest numbers of those tourists landed at Suvarnabhumi international Airport, Don Muang international Airport, Phuket international Airport, Chiang Mai international Airport, and Krabi international Airport. Based on statistics, those two destinations, popular traveling destination for tourists were selected samples of the study(Ministry of Tourism and Sports Thailand, 2014). Next, these cities have a lot of tourism resources and diversification such as nature, culture and religion and the two cities are very different in topography, climate, and culture. That is to say, Phuket is located in southern part of Thailand and famous for marine tourism, while Chiang Mai is located in Northern part of Thailand famous tourist attractions are the mountains and culture.

According to previous studies on tourists' destination selection, numbers of models are applied in describing the phenomena such as concept of the destination image. The model is employed in Chon (1990), in which it is revealed that there is relationship between destination image and tourists, while Ekincy and Hosany (2006) points out that tourists choose the attractions with regard to their personality as well. Moreover, self- congruity is another celebrated concept in elucidating the situations, for example Sirgy (2002) proposes that tourists tend to choose traveling places that match to them.

In brief, all the three concepts, destination image, destination personality, and self-congruity, have a close link. However, there is no such study that investigates

the relationships among those three concepts in tourists' intention; therefore, this present study aims to do so in order to obtain more holistic descriptions of the phenomena.

The purpose of this study is to investigate the relationships among destination image, destination personality, self-congruity, and tourist intention. First, the perceived destination image of Phuket and Chiang Mai and underlying dimensions are investigated and the effects of self-congruity on the tourist intentions are examined. Second, the perceived destination personality of Phuket and Chiang Mai and basic dimensions are investigated, aiming at exploring the effects of the destination personality on tourist intention and the relationship between destination personality and self-congruity is explored. Finally, the perceived self-congruity of Phuket and Chiang Mai and underlying dimensions are investigated and the effects of self-congruity on the tourist intentions are examined.

2. LITERATURE REVIEW

2.1. Destination image

The concept of image can be applied to a political candidate, a product, and a country. It describes not only the individual traits or qualities, but also the total impression and entity makes on the minds of others (Reynolds,1985). Embacher and Buttle (1989) argue that image is comprised of the ideas or conceptions held individually or collectively of the destination under investigation. Image may comprise of both cognitive and evaluative components. The image of a place is the sum of beliefs, ideas, and impressions that a person holds of it (Kotler.et, al, 1994). Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative (Gartner, 1996).

By analyzing the relationship of destination image, traveler buying processes, traveler satisfaction and dissatisfaction, and the evaluative congruity approach to understand consumer behavior. Chon (1990) developed an integrated model of destination image and traveler's buying processes. Chon's (1990) has actually explained the interrelationship between the different types of image components, such as pull and push factors; organic, induced, and complex image; cognitive, affective, and conative image; expectation/satisfaction; and complex image.

Travel motivation leads potential visitors to the tentative decision to travel. People travel because of the push and pull factors. Push factors refer to the human needs such as the need for escape, need for changing of pace, and the need for novelty, etc. The pull factors refer to the attractiveness of destinations. These pull factors attract people to visit particular destinations. The pull and push factors build travel motivation and build the primary destination image. At this primary stage, destination image can be reflected by visitors' motivations, since the pull

factors can actually refer to the cognitive image, which mainly involves visitors' initial perception and belief in destination's physical attractions. Likewise, the push factors reflect visitors' psychological and mental needs, which are literally correlated with destination's affective image. At this stage, potential visitors' cognitive and affective images of destinations are more organic than induced, with both cognitive images and affective images about destination mainly coming from the public media, relatives or friends (Wang, 2003). Ekinci *et al.*, (2011) showed image had a positive and statistically significant experiential and is utilized to form symbolic impact on destination personality dimensions.

2.2. Brand personality

Brand personality concept was presented for the first time in 1985 by Plummer (1985). Brand personality can be comparable to a man that has personalities, which can be seen and described. Plummer (1985) divides these personalities into 2 parts. The first part is Brand Personality Statement that an entrepreneur or a marketer must pass to consumers in order that they conceive the brand personality. The second one is Brand Personality Profiles that is what consumers understand about the brand personality which is alike one that is created. Biel (1992) presented that there is a relation of product image and consumers' image in 2 ways: direct way and indirect way. Bacmann (1995) and Richard (1997) explained that the direct relation is to understand the brand image in 4 ways that one of these is to know the direct advantage. The indirect way is to emotionally conceive the brand. Therefore, marketers apply these concepts to many marketing plans, especially to assess the brand equity. Aaker (1991) proposed that the brand equity relates to people's identity and it plays an important role in making a purchase.

2.3. Destination personality

Destination personality refers to brand personality in the context of the tourism literature. Ekinci and Hosany, 2006 applied personality scale into destinations marketing. They studied on the relation of two factors of brand personality were destination personality and destination image. They studied how these two factors relate to behaviors of consumers in tourism market. The research found that there were some parts of brand personality that can explain the destination image.

Papadimitriou, *et al.,* (2014) supported a two-factor solution of the destination personality construct, with the personality traits of sincerity and excitement emerging in the domestic urban context to influence past visitors' and nonvisitors' overall destination image perceptions. Kim and Lehto (2013) used a mixed methods approach to explore personality traits of South Korea focusing particularly on differences between the country's projected and perceived personality. Even though they used Aaker's (1997) brand personality to measure personality traits in a structured manner, their findings unveiled two additional factors

representative of South Korea's personality, namely uniqueness and family orientation. These findings lend support to the fact that context, and possibly culture, may very well determine the suitability of any destination personality measure for a particular destination brand.

2.4. Self-concept and self-congruity theory

Self-concept has been advanced as a useful construct for understanding and explaining consumer choice behavior. It has been suggested that consumers prefer products or brands that are similar to how they see or would like to see themselves (Belk, 1988).

Self-congruity is the degree of consistency between the self-image and brand image (Sirgy,1985) and represent the degree of similarity between consumer's self-image or self-concept and that of brand (Khan,2010). Sirgy (1988) states that the concept tallies with the research of (Park *et al.*, 1986), showing that to consume a product is not just buying but it also expresses consumers' identity. Ericksen (1996) investigate the relationship between the actual and ideal self-imageproduct-image congruity and intention to purchase. The study revealed that it is necessary to distinguish between actual self-imageand ideal self-image. Additionally, significant correlations were found for actual self-congruity, ideal congruity and purchase intention. Boksberger *et al.* (2011) studied about self-congruity influencing destination choice with Swiss people living in Germany and those living in Switzerland and speaking French the result showed that self-congruity relates to the tourist's self-concept.

Ahn *et al.* (2013) confirms that demonstrate self- congruence positively influences destination brand loyalty because of symbolic characteristics and the extent to which their self-image matches the image of the destination brand.

2.5. Purchase intention

In this study purchase intention refers to a buyer's intention to buy from a seller. It is the most significant indicator of people' behavior as proposed in Theory of Planned Behavior (Pattanayanon, 2016). Scholars propose four positive practices for information seeking to evaluate behavioral intentions; searching for information, visiting a store, buying that brand, and initiating positive world-of-mouth or recommend the brand (Khan, 2010; Vezina and Paul, 1997). The purchase intention is considered to be an element of consumer cognitive behavior describing consumers' purpose to purchase a certain brand or product. Moreover, purchase intention is measured through investigation of specific variables such as customers' consideration in buying a brand and buying expectation from a certain brand (Laroche *et al.*, 1996). The holistic processes of intention determining involve customer's interest and attention.
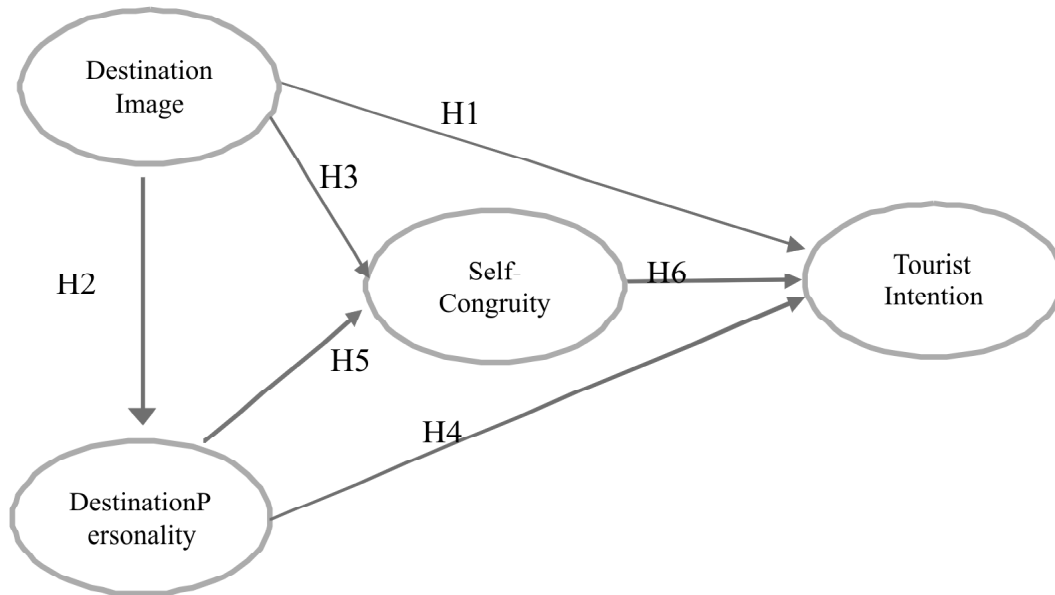
Figure 1: The hypothesized model

The hypothesis was proposed as follows:

H1: There is a positive relationship between destination image and tourist's intention.

H2: There is a positive relationship between destination image and destination personality.

H3: There is a positive relationship between destination image and self-congruity.

H4: There is a positive relationship between destination personality and tourist's intention.

H5: There is a positive relationship between destination personality and self - congruity.

H6: There is a positive relationship between self- congruity and tourist's intention.

3. METHODOLOGY

3.1. Pilot study

A pilot study has been conducted and the samples were 30 foreign tourist visitors in Thailand from the total population with clear adjustment. The average response time to complete the questions was 15 minute. All items were assessed by using

Cronbach's alpha. The Cronbach'salpha should be more than 0.80 (Ho, 2006). If the Cronbach's alpha of any items is less than 0.80, these items would be deleted. The Cronbach's alpha for destination image, destination personality, and destination congruity were 0.9622 , 0.9590 , 0.9263, and 0.8767 respectively, which means the construct validity were supported. The processes are clarified in the following section.

The results from the pilot study indicated that all instruments had both reliability and validity, which means that the proposed theoretical model in the main study is feasible and applicable; therefor the main study was later conducted.

3.2. Sample and data collection

Purposive sampling technique was employed to get the samples for this study. The intended samples are required to be foreign tourists who understand English and do not travel with a tour group, used pictures of Phuket and Chiang-Mai were shown to them before answering the questionnaire, purposive sampling from each strata by proportion. The sample size for structural equation model (SEM) is 10 participants for every free estimated parameter, the number of sample size was 802 tourists. The actual samples were 802 respondents that there were 30 respondents for pilot study, and 802 respondents in the main study. The researcher sent 840 the questionnaire to the tourists, 38 of the questionnaire were not completed; therefore they were eliminated. The data collection period was between December 2015 and February 2016. Finally, since 802 questionnaires was returned to the researcher, the response rate was accounted for 95.47 percent and used for data analyzing.

The total number of the respondents was 802 people. Classified by the nationalities of the foreign visitors traveling in Thailand, 42.02 percent was from Asia, 29.68 percent from Europe, 21.95 percent from The American, and 6.35 percent from others.

3.3. Analysis of data

The respondents were 802 foreign tourists to Thailand. The obtained data were then encoded and typed into the computer by using abbreviations relevant to all variables. These variables were named in the abbreviation form because they would be easily understood and interpreted when data analysis was conducted. The software called "SPSS" and "SEM-PLS" were used for data analysis.

4. STATISTICAL ANALYSIS AND RESULTS

Table 1
Demographic profile of the respondents

Characteristics	Frequency	Percent
Total	802	100
Place		
Phuket	408	50.87
Chieng Mai	394	49.13
Gender		
Male	383	47.76
Female	419	52.24
Age		
Less than or equal to 20	67	8.35
21-30	337	42.02
31-40	230	28.68
41-50	154	19.2
Above 51	14	1.75
Education		
Below Bachelor's Degree	233	29.05
Bachelor's Degree	354	44.14
Master's Degree	116	14.46
Doctoral Degree	99	12.34
Hear The destination from		
Internet	554	69.08
Friends and relatives	93	11.6
Television	54	6.73
Books	47	5.86
Travel agencies	43	5.36
Fairs and exhibitions	11	1.37
Ever Traveled to the destination		
Yes	454	56.61
No	348	43.39
They travel with		
Family	510	63.59
Friends	227	28.3
Colleagues	12	1.5
Alone	53	6.61
Place to stay		
Chain hotel	430	53.62
Local hotel	249	31.05
Budget hotel	58	7.23
Guesthouse	36	4.49
Other	29	3.62
Country of Nationality		
Asia	337	42.02
Europe	238	29.68
America	176	21.95
Other	51	6.35

The majority of the respondents were female, which accounted for 52.24% of the total respondents. In terms of age, the respondents were between 19 to 68 years old, while 63.59% of them have family. Besides, relating educational level, 44.14% of the respondents pursued graduate level. Considering the traveling experiences, approximately 56.61% of the respondents had been to the tourist destinations. According to the place where they stay of the respondents, it was found that 53.62% of the respondents stay in chain hotels. Regarding nationalities, 337 respondents belonged to the Asia group (42.02%), followed by 238 respondents in the group of Europe (29.68%), 176 respondents in the group of America (21.95%), and 51 respondents were in the group of other (6.35%).

Trip characteristics

More than half of the respondents (56.61%) had been to Chiang Mai and Phuket destination. Slightly more than half of respondents (63.59%) traveled with family and the respondents usually stayed at chain hotels (53.62%).

Table 2
Total Variance Explained for Destination Image

Component	Initial Eigen Values			Extraction sums of squared loading			Rotation Sums of squared loading
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
Place	14.078	58.656	58.656	14.078	58.656	58.656	4.610
Entertainment	1.585	6.605	65.262	1.585	6.605	65.262	4.006
People	1.321	5.506	70.768	1.321	5.506	70.768	3.897
Facility	1.080	4.501	75.268	1.080	4.501	75.268	3.390
Environment	0.900	3.750	79.018	0.900	3.750	79.018	3.061

* Extraction Method : Principle Component Analysis

From table 2 an exploratory factor analysis was performed on the 24 image items to reduce data and identify the underlying dimensions, the 5 factor solution was deemed adequate according to the acceptable eigenvalues, and cumulative of variation (79.081%). The results of the Kaiser-Meyer-Olkin (KMO) test was 0.947, while the results of the Bartlett's test of Sphericity was the $\chi 2 = 17,773.180$ and p-value = 0.000. As such, 5 Factor rename Place, Entertainment, People, Facility and Environment.

Table 3
Total Variance Explained for Destination Personality

Component	Initial Eigen Values			Extraction sums of squared loading			Rotation Sums of squared loading
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
Competence	12.857	51.430	51.340	12.857	51.430	51.340	4.164
Sincerity	1.758	7.032	58.462	1.758	7.032	58.462	3.806
Sophistication	1.630	6.521	64.983	1.630	6.521	64.983	3.775
Ruggedness	1.334	5.335	70.317	1.334	5.335	70.317	3.709
Excitement	1.302	5.209	75.526	1.302	5.209	75.526	3.428

* Extraction Method : Principle Component Analysis.

An exploratory factor analysis was performed on the 27 personality items to reduce data and identify the underlying dimensions. From table 3, the 5 factor solution was deemed adequate according to the acceptable eigenvalues, and cumulative of variation (75.526 %). The results of the Kaiser-Meyer-Olkin (KMO) test was 0.950, while the results of the Bartlett's test of Sphericity was the $\chi2 = 18,364.127$ and p-value = 0.000. As such, Factor 1 -5 name competence, sincerity, sophistication, ruggedness and excitement were similar to the original study.

Table 4
Total Variance Explained for Self- Congruity

Component	Initial Eigen Values			Extraction sums of squared loading			Rotation Sums of squared loading
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
Ideal	5.502	68.772	68.772	5.502	68.772	68.772	3.047
Actual	0.582	7.272	76.044	0.582	7.272	76.044	3.037

* Extraction Method : Principle Component Analysis

An exploratory factor analysis was performed on the 8 self-congruity items to reduce data and identify the underlying dimensions. The results of the Kaiser-Meyer-Olkin (KMO) test was 0.915 while the results of the Bartlett's test of Sphericety was the ÷2 =3845.799 and p-value = .000. The two factor were accounted for cumulative of variation in data at 76.044% that presented in Table 4. The factor was labeled "Ideal" dimension. The last factor was labeled "Actual".

Table 5
The statistic for Discriminant Validity

Construct	CR	R2	AVE	Image	Construct Personality	Congruity	Intention
Image	0.942	-	0.764	0.874	-	-	-
Personality	0.934	0.581	0.738	0.762	0.859	-	-
Congruity	0.953	0.556	0.910	0.690	0.709	0.954	-
Intention	0.947	0.680	0.856	0.680	0.659	0.806	0.925

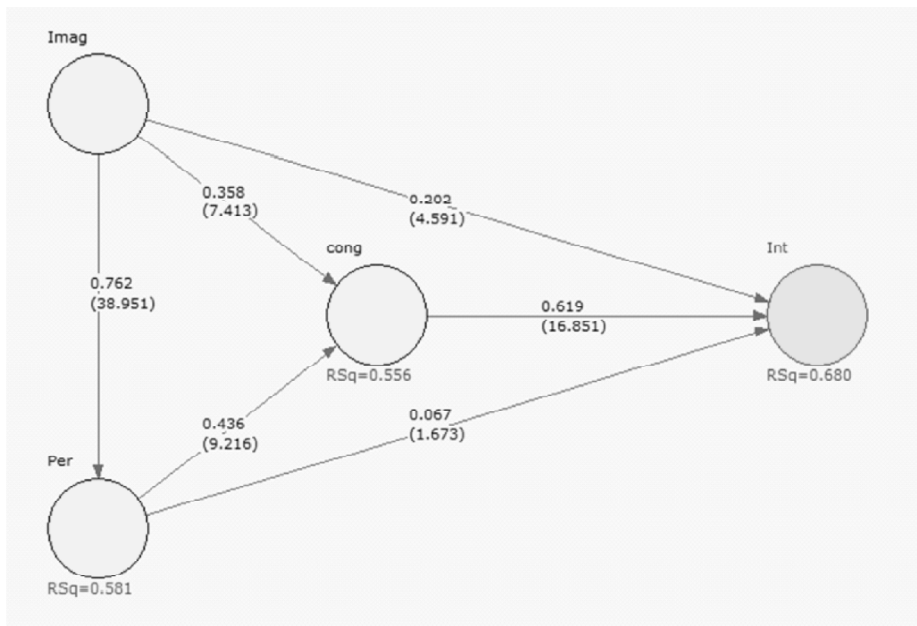*Note:* The Value in main diagonal were $\sqrt{AVE}$.

Figure 2 : The results of testing the structural model of the theoretical Framework

The results from Figure 2 show that there were significant positive relationship between destination image, destination personality, self - congruity, and tourists' intention. It could be summarized that destination image, destination personality, and destination congruity influenced the tourists' intention directly and positively. The self-congruity affected on tourists' intention the most with path coefficient 0.619 (61.9%), while the destination image influenced tourists' intention with path coefficient 0.202 (20.2 percent). Next, the destination personality inspired tourists' intention with path coefficient 0.067 (6.7 percent). While the destination image, destination personality and self- congruity yielded path coefficient at 0.358 (35.8 percent) and 0.436 (43.6 percent) respectively. Finally, the destination image was related to destination personality with path coefficient 0.762 (76.2 percent).

It could be concluded that the destination image, destination personality, and self-congruity could relatedly explained future intention of 68 percent (R-square= 0.680). The destination image and destination personality could indicate self-congruity of 55.6 percent (R-square= 0.556). Consequently, the destination image, destination personality and self- congruity influenced tourists' intention through self- congruity as the mediator of the model.

Table 6
The Results of Hypothesis Testing

Hypothesis	Coef.(S.E.)	t-value	p-value	Result
H1 : There is a positive relationship between destination image and tourist's intention.	0.202 (0.048)	4.591	0.000**	Supported
H2 : There is a positive relationship between destination image and destination personality.	0.762 (0.020)	38.951	0.000**	Supported
H3 : There is a positive relationship between destination image and self-congruity.	0.358 (0.048)	7.143	0.000**	Supported
H4 : There is a positive relationship between destination personality and tourist's intention.	0.067 (0.042)	1.673	0.094	Not Supported
H5 : There is a positive relationship between destination personality and self-congruity.	0.358 (0.048)	7.143	0.000**	Supported
H6 : There is a positive relationship between self-congruity and tourist's intention.	0.619 (0.037)	16.851	0.000**	Supported

Note : ** Significance level at 0.001

Destination image

The destination image was factor analyzed and finally the dimension of the destination image were 5 dimensions.

Relationship between destination image and tourist's intention

The value of t-test showed that the estimated coefficient value was 0.202, standard error (S.E.) was 0.048 with t statistic (t-value) was 4.591, and p-value was 0.000 indicating that there is a positive relationship destination image and future intention at a significance level of 0.001.

Relationship between destination image and destination personality

The value of t-test showed that the estimated coefficient value was 0.762, standard error (S.E.) was 0.020 with t statistic (t-value) was 38.951, and p-value was 0.000

indicating that there is a positive relationship between destination image and destination personality at a significance level of 0.001.

Destination personality

The personality traits were factor analyzed and finally the dimension of the destination personality (consisted of 27 traits) specified Sincerity , Excitement, Competence, Sophistication and Ruggedness. Five dimensions were similar to the original brand personality factors of J.Aaker (1997).

Relationship between destination personality and tourist's intention

The value of t-test showed that the estimated coefficient value was 0.067, standard error (S.E.) was 0.042 with t statistic (t-value) was 1.673, and p-value was 0.094 indicating that there is not a positive relationship between destination personality and tourist's intention at a significance level of 0.10. Therefore, it could be concluded that destination personality has not relationship with the tourist's intention was not supported the theory.This result not supports the studied of Ekinci and Hosany (2006) which have been concluded as the tourists describe personality characteristics to destinations and brand personality scale can be applied to tourist destination.

Brand personality communication is completely conducted when customers perceive the consistency between brand personality profile and brand personality descriptions (Plumer, 1985). Provided that the two aspects are not consistent, communication processes are interrupted and brand personality, staff, and consumers might be affected. In case of Phuket and Chiang Mai, the concept of destination personality cannot be employed with the unclear destination personality. Therefore, it is complicated for tourists to identify the personality of the two major provinces.

Relationship between destination personality and self-congruity

The value of t-test showed that the estimated coefficient value was 0.436, standard error (S.E.) was 0.047 with t statistic (t-value) was 9.216 , and p-value was 0.000 indicating that there is a positive relationship between self- congruity and destination personality at a significance level of 0.001.The finding of the self-congruity and destination personality also supported the Usakli and Baloglu (2011) Self-congruity will mediate the relationship between destination personality and tourist intention (return and recommend).

Self-congruity

The consideration the results of the Kaiser-Meyer-Olkin (KMO) test was 0.915 while the results of the Bartlett's test of Sphericety was the $\chi 2$ =3845.799 and p-value = .000. Both results illustrated that the variables had relationship and were acceptable

to conduct the factor analysis. The two factor were accounted for cumulative of variation in data at 79.489 percent factor was labeled "Actual" dimension. The last factor was labeled "Ideal" dimension Consequently, it could supported the original theory.

Relationship between Self-congruity and tourist's intention.

The value of t-test showed that the estimated coefficient value was 0.619, standard error (S.E.) was 0.037 with t statistic (t-value) was 16.851, and p-value was 0.000 indicating that there is a positive relationship between self-congruity and tourist's intention at a significance level of 0.001. The finding of the self-congruity analyses also supported the Sirgy and Su (2000) study regarding the effect of self–congruity in the context of tourism which proposed the match between self-congruity creates the more motivation to revisit the destination.

5. IMPLICATION FOR PRACTICE

The finding proposed various implications for the tourism organization to promote a positive destination image for tourist travel agencies can be aware of the need to travel destinations.

As it showed in the study result, the destination image and self-congruity were the factors affecting the decision making on destination choices. The good destination image would bring more chances for the tourists to choose particular places. Meanwhile, the good destination image could also bring about the clear destination personality. From the studied factors, the self-congruity was found to have influence on the decision making on destination choices the most. Therefore, the government sectors supervising tourism should make those places congruent to the tourists, creating the good destination image and publicizing by keeping the remarkable images of each place to be recognized by the tourists so that they have enough information to choose the travel destinations that are congruent to them and eventually make them impressed.

In this study, the researcher chose two different travel destinations: Phuket and Chiang Mai. It is found that the destination personality had no parts in choosing the destination choices probably because the tourists still could not see the different destination personalities between the two places or the differences were not clear enough to be distinguished. Therefore the government sectors supervising tourism should make it clear in terms of the destination personality to create the remarkable and different images to the travel destinations and be the information for the tourists to make the decision on destination choices.

The entrepreneurs or administrators in tourism business can also use this knowledge to design the touring programs that are congruent to each different group of tourists.

For the entrepreneurs of hotel business in Thailand, it is found from the research results that the foreign tourists tended to use the service from chain hotels more. In other words, it means the foreign tourists were more confident to stay in a branded hotel than a local hotel. However, the potentials of Thailand's local hotels were both the remarkable service qualities and the outstanding designs and decorations that could well reflect Thai being. Therefore the government sectors supervising tourism should support the local hotels and make them strong enough to compete against the international chain hotels.

Implication for Future Research

The results of the present study make important theoretical and practical contributions to the understanding of destination image, destination personality, self-congruity and tourist intention and finding provides several implications for researchers who are interested to study in field which related the study. The first area suggests for future research. As the result, the future study would be investigated other factor that effect on tourist intention such as lifestyle. Second, this paper employed only two dimension of self- congruity (actual self-congruity and Ideal self-congruity) Thus, future research could investigate the effects of social self-congruity within the context of tourism destination.

Limitation of the study

The present study has some limitations that have to be taken into account when considering the findings. The first the limited to the time period of data collection the sample was surveyed in the months of December 2015, January, and February 2016. Thus, for more generalizable results, it is advisable that the sample is surveyed throughout the whole year to prevent any possible seasonal bias. Second, the findings of this study are specific to two tourism destinations (Phuket and Chingmai) and cannot be generalized to other tourism destination.

6. CONCLUSION

As the global tourist industry expands to become an increasingly important part of international trade, countries such as Thailand are competing in the international marketplace to attract tourist. The purpose of this study was to investigate the relationships among destination image, destination personality, self-congruity and tourist intention. The results of the present study make important theoretical and practical contributions to the understanding of destination image, destination personality, self-congruity and tourist intention.

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