The Image of Tourist Attractions on Repeat visits by Thai and Chinese Tourists along the Laos-China Railway Route

Sakkarin Nonthapot[1], Kitimaporn Choochote[1], Warangkana Thawornwiriyatrakul[1], and Korawit Chaokamud[1]

Abstract— This research aims to study the level of opinions on the image of tourist attractions of Thai and Chinese tourists who traveled by the Laos-China high-speed railway for repeat visits after the opening of the Laos-China railway. The study was conducted with 400 samples using both Thai and Chinese versions of a questionnaire. A convenience sampling method was used. The analysis was conducted using Confirmatory Factor Analysis (CFA) with Structural Equation Modeling (SEM) in the Covariance Based model. The results of the study revealed that the image of tourist attractions consisted of the following: 1. The environmental image of tourist attractions and 2. The infrastructure image of tourist attractions, which affected the decision to repeat visits in the same direction. From the results of the study, creating a good image of tourist attractions along the Laos-China railway route in regard to all structures is a very important variable that leads to the intention to repeat visits. Therefore, relevant agencies in the Lao PDR, Thailand and China should give importance to the promotion of the country's image to encourage groups of both Thai and Chinese tourists to return to visit the connecting route from Thailand via Laos to China.

Keywords— Laos-China Railway, Thai - Chinese tourists, GMS, Tourism image, Repeat visits

I. INTRODUCTION

The World Travel and Tourism Council (WTTC) predicted that global tourism in 2024 would return to growth (Tatreview, 2023). At the same time, one of the countries of interest in regard to tourism in the Asia-Pacific region is focusing on economic recovery using the tourism sector as a driving force (Nonthapot, 2020; Nonthapot and Watchalaanun, 2024), through the Laos-China Railway that connects Thailand to Yunnan Province, China, via the Lao People's Democratic Republic (Lao PDR or Laos). After the opening of the high-speed train service, the number of tourists visiting Laos increased. The Laos-China railway route connects China and Laos at Bohan checkpoint, Xishuangbanna Dai Autonomous Region, China, with Laos at Boten, passing through Luang Prabang and ending in Vientiane, and is currently being connected to Thailand, as shown in Figure 1. As a result, many tourists are interested in the Laos-China railway route, especially for tourist attractions in Laos. In 2023 (January-March), 344,405 Thais and 143,312 Chinese tourists traveled to Laos (The Laotian Times, 2023).

The Laos-China Railway route runs through various provinces in Laos and Yunnan province of China. The main stations are Vientiane Station, Vang Vieng Station, Luang Prabang Station, and Muang Xay Station. Each station has important tourist attractions and is a target for tourists traveling to Laos. In addition, Laos aims to attract 1.4 million foreign tourists in 2023, with tourism revenue of approximately 340 million US dollars (The Laotian Times, 2023). In order to attract tourists, tourist attractions need to motivate tourists to travel by presenting their unique identity (Buhalis, 2000). In addition, the creation of a positive image of a tourist destination is an important element that directly affects the travel decisions of tourists in the modern era. The creation of a good image does not only arise from the presence of natural resources or outstanding culture but also requires effective communication to convey the value and attractiveness of the destination to the target group (Choi et al., 2007).

Fig.1. Laos-China high-speed railway route (CGTN, 2019).

In this regard, in the process of image communication, it can occur both from official marketing media, such as advertisements, tourism websites, social media, as well as the words of other tourists through reviews or direct experience. These factors all significantly affect the feelings, beliefs and attitudes of tourists towards a tourist destination. Especially in the digital age, the perception and interpretation of the image of tourists can change quickly from the information received through various online platforms. A positive image not only helps to create motivation to travel but may also affect the expectations and evaluation of the experience when actually

[1]Faculty of Interdisciplinary Studies, Khon Kaen University, Thailand

traveling. If the experience is consistent with the perceived image, one of which is the experience of traveling by Laos-China railway (Sihabutr et al., 2025), because satisfaction and emotional stimulation will occur, which can lead to other positive behaviors, such as returning to the same place or recommending others to visit the same place.

After the opening of the Laos-China railway, the flow of tourists from various countries has started to expand significantly. This railway is not only an infrastructure that facilitates travel, but also an important gate that connects the tourist attractions of the Laos with China and Thailand (Sihabutr et al, 2025). The tourist attractions located along the railway route have attracted more attention, especially the destinations that are important in terms of culture, history and nature. Both old and new groups of tourists are likely to plan trips to visit these areas continuously. However, motivating tourists to be interested in visiting or returning to visit depends on the image of the tourist destination as an important factor. Although the infrastructure is ready, if there is a lack of good image communication or a lack of understanding of the tourist's point of view, it may cause some areas not to attract tourists to their full potential. Currently, studies related to the image of the tourist attractions of Lao PDR, especially the areas connected to Thailand via the Lao-China railway route, are still very limited in terms of space and depth, which need to be paid attention to develop more sustainable tourism promotion methods.

This research aims to study the image of tourist attractions, which affects the decision of Thai and Chinese tourists to revisit Laos by high-speed train. The results may be useful in planning and implementing a tourism image policy in regard to the Laos-China Railway to encourage tourists to return and to attract new tourists to Laos. This may increase income both directly and indirectly and lead to the economic development of each country.

II. LITERATURE REVIEW

A. Image of tourist attractions

Tourism images are considered an important element that affects the behavior and decision of tourists in choosing a destination. The image here does not mean only the external appearance of the place, but it also means all the feelings, beliefs and perceptions that a person has towards a place. However, it is caused by awareness, learning and experience both directly and indirectly accumulated continuously. The tourism image can be reflected in many dimensions, whether it is physical dimensions such as the beauty of nature, climate or buildings that are important symbols of the area, as well as social and cultural dimensions such as the friendliness of the local community, safety, cleanliness and comfort in travel. It also includes the emotional experience that tourists feel when interacting with the place. Word of mouth from other tourists or even social media in today's era, which serves as the main channel for information about each tourist destination, these influences can create positive or negative expectations and affect the consumer's decision whether to travel to that destination, especially in an era where tourists have many choices.

Managing the image of tourism can bring great importance to that tourist attraction. Good management of tourist attractions must create credibility and recognition for tourists. It can create experiences and lead to shared experiences from tourists directly and indirectly. This includes the perception of four types of advertising and public relations (Tsiotsou & Goldsmith, 2012). Baloglu & McCleary (1999), asserted that having a good image in terms of tourism perception consists of 1) an image resulting from perception (Cognitive Image), 2) an image resulting from feelings or attitudes (Affective Image) and 3) an overall image (Global Image).

B. Concept and theory of revisiting

Tourism is not only an activity to relax or escape from the monotony of daily life, but it is also a process related to the behavior, perception and decision of tourists at any time. Boontham & Busapruek (2015) stated that revisiting refers to the intention to revisit. The good experiences that tourists who have traveled before result in satisfaction from traveling and increase the willingness to return in the future. Explained that the intention to return to visit again means the willingness of tourists who have experienced traveling to a destination before and are satisfied with the experience that leads to the intention to return to that place in the future. The important factor affecting this behavior is satisfaction, which is considered a direct factor that stimulates the positive feelings of tourists.

According to the concept of Chen and Tsai (2007), tourist satisfaction is the result of a comparison between pre-existing expectations and the actual experience received during the trip, and tends to lead to positive actions such as referrals, referrals and repeat visits, which, in terms of marketing, keep existing tourists coming back to use the service is much less expensive than attracting new tourists.

In addition, humans are rational and use their own information before deciding to act on their intention to perform such behavior. In the field of behavioral science, the concept of repeated behavior can be explained through the theory of planned behavior, which points out that human behavior, especially decisions about any action, is often caused by intention (Intention) that is influenced by three main factors: attitude (Attitude), social norms (Subjective Norms) and perception of self-control (Perceived Behavioral Control). In the case of tourists, the decision-making behavior to return to the original tourist destination is the result of a rational evaluation process using the information they have, experiences, the opinions of the people around them, as well as the ability to control their actions. Hence, tourist behavior reflects the prediction of future tourism behavior (Baker and Crompton, 2000). While, Tang et al. (2022) found that destination image was linked with tourists' willingness to return to rural tourism under structural equation modeling (SEM) analysis.

In addition, Chunsan et al. (2021) studied the intention to travel and revisit from the perspective of Western tourists traveling in Phuket Province, Thailand, by collecting questionnaires from Western tourists. By using structural equation analysis, it was found that the most important factors were the image of the tourist attraction, value for money, and satisfaction, which affected repeat visits. Therefore, it is proposed to promote the image of the tourist attraction and increase its potential, develop the highlights of the

place, and find strategies that give tourists value for money to maximize satisfaction from travel, which in turn will affect their return visits in the future. This is consistent with Um et al. (2006); Alegre & Cladera (2009) who found that tourists' repeat visits were the result of satisfaction with the destination. For this reason, the intention of returning tourists is due to a complex process related to experience, satisfaction, image and a rational decision-making process. Tourists will choose to return to a place where they have had a good experience and have impressive memories. Creating satisfaction and a good image is considered an important strategy that entrepreneurs and tourism planners should focus on.

C. Conceptual Framework

From the study of related research articles by Um et al. (2006); Alegre & Cladera (2009); Chunsan et al. (2021); it was revealed that tourists' intention to revisit is influenced by the image of the tourist attractions, where tourists look at the tourism environment, whether it be the natural environment, the cultural environment, the social environment or the image from infrastructure (Tang et al., 2022) as shown in Figure 2.
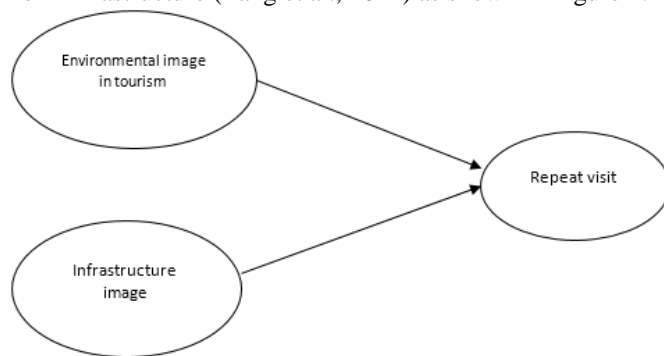

Fig. 2 Conceptual Framework

III. RESEARCH METHODOLOGY

A. Population and Sample

The population is Thai and Chinese tourists who travel to Laos by using the Laos-China Railway. The sample is the number of tourists who travel to Laos by using the Laos-China Railway. Since the population is not known, the sample is calculated using the unknown population formula at a 95 percent confidence level, which is W.G. Cochran's formula (Cochran, 1977 cited in Nonthapot et al., 2024). The total number of samples is 384. To increase the predictive power of data analysis, a total of 400 were collected. These included 282 Thai tourists and 118 Chinese tourists, and the data were collected in each area according to the proportion of the number of hotels, guesthouses, resorts, restaurants, and entertainment venues in each province. The sample size using a convenient random sampling method is shown in Table 1. To collect the questionnaires, the researcher will request permission from Laos, with a MOA document from the Lao Ministry of Information, Culture and Tourism, Tourism Development Department.

TABLE I
SAMPLE SIZE IN LAOS BY NUMBER OF HOTELS, GUESTHOUSES, RESORTS, RESTAURANTS AND ENTERTAINMENT VENUES IN 2020

Provinces	Number	Proportion	Sample size	
			Thai tourist	Chinese tourist
Vientiane Capital	1,222	30.8	87	36
Vientiane Province	1,455	23.7	67	28
Luang Prabang Province	1,592	28.2	80	33
Oudomxay Province	893	17.3	49	20
รวม	**5,162**	**100.0**	**282**	**118**

Source: Tourism Development Department (2023)

B. Instruments used in the study

In this study, the researcher studied theories and related research to create a data collection instrument, a questionnaire, which was divided into three sections with 19 items, as follows:

Part 1: General information of the respondents: 6 items, multiple-choice type

Part 2: Level of opinion on the image of the tourist attraction: 9 items on a 5-point Likert scale, ranging from 1 to 5

Part 3: Level of opinion on tourists' revisiting: 4 items on a 5-point Likert scale, ranging from 1 to 5

3.3 Data Analysis

The general data of the respondents were analyzed in Part 1 and in Part 2 with mean and percentage. The inferential statistics are analyzed in Part 2 and 3 of the questionnaires by
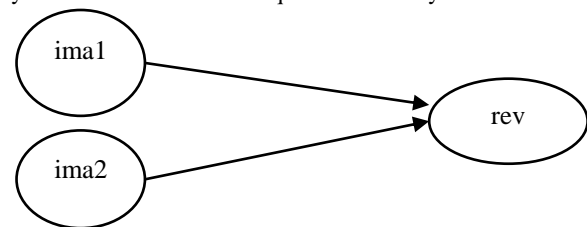

Fig. 3 Model of the study When given

Analysis with Structural Equation Modeling (SEM), and Confirmatory Factor Analysis (CFA), to check the structural validity of the latent variables and to analyze the consistency of the model using the M-plus program, which is shown in Figure 3.

rev   is the return visit

ima1   is the tourism environment image

ima2   is the tourism infrastructure

From Figure 3, the data in Sections 2 and 3 obtained from data collection will be used to examine the distribution of the data to confirm that the data is normally distributed (normality test). When the data are confirmed to be normally distributed, Structural Equation Modeling (SEM) analysis is performed to study the opinions on the image of tourist attractions of Thai and Chinese tourists who traveled by the Laos-China high-speed railway in the Laos on repeat visits to the Laos after the opening of the Laos-China railway. The analysis is divided into two steps as follows:

Step 1: Overall model testing by considering the test statistics and the index of harmony, in which the researcher used the following criteria:

(1) The chi-square value divided by the degrees of freedom must be less than 5.00 ($\chi^2/df < 5.00$) (Wheaton et al., 1977)

(2) The comparative consistency index must be no less than 0.90. (Comparative Fit Index: CFI ≥ 0.90) (Hu & Bentler, 1999)

(3) The Tucker & Lewis comparative consistency index must be no less than 0.90. (Trucker − Lewis Index: TLI ≥ 0.90)

(4) Root Mean Squared Error Approximation: RMSEA < 0.08 (Schreiber et al. (2006)

(5) Standardized Root Mean Square Residual: Standardized: SRMR < 0.05) (Hu & Bentler, 1999)

Step 2: Perform parameter testing by considering the t-test statistics to explain the meaning of the coefficients and to perform hypothesis testing as follows:

H1: Tourism environment image affects repeat visits

H2: Tourism infrastructure image affects repeat visits

IV. RESULTS OF THE STUDY

This study aimed to 1) study the level of opinions on the image of tourist attractions in Laos of Thai and Chinese tourists and to 2) study the factors that affect the level of opinions on the image of tourist attractions, which in turn affects the decision to revisit by high-speed train. After studying the research and related theories, the researcher created a research instrument and tested it. The content validity index CVI from five experts was equal to 0.95. After that, the test was conducted before collecting real data from 30 samples and analyzing the reliability value (Reliability), which was 0.83, which is considered highly reliable (Nasoontorn et al., 2023). After the research instrument was found to be appropriate, the researcher collected questionnaires from Thai and Chinese tourists traveling to Laos, namely Luang Prabang Province, Oudomxay Province, Vientiane Province and Nakhon Luang Vientiane, totaling 400 samples. The results of the data analysis were divided into two parts as follows:

A. Opinions on the image of tourist attractions of Thai and Chinese tourists in Laos

In this study, 400 people were found to be mostly female, accounting for 52 percent, aged between 31–40 years, accounting for 34 percent, having an associate degree/bachelor's degree, accounting for 63.50 percent, with most of them working as employees of private companies, accounting for 35.80 percent, and having an income of 30,001-50,000 Baht/month, accounting for 30.80 percent.

B. Analysis of the confirmatory components of tourist attraction image factors affecting the decision to revisit by Lao-China Railway of Thai and Chinese tourists.

The results of the overall model testing are in accordance with the criteria for consideration of the test statistics and the harmonization index. The chi-square value is 158.991, the free degree value is 60, and the chi-square value is divided by the degree of free (χ^2/df). The Comparative Conformity Index (CFI) is 0.944, the Tucker & Lewis Comparative Conformity Index (TCI) is 0.927, the Parameter Estimation Margin of Error (RMSEA) is 0.064, and the Standard Remainder Mean Squares

Index (SRMR) is 0.048. Based on Covariance-Based Structural Equation Modeling (CB-SEM) estimation results from these statistics, it is confirmed that the overview of the estimation model is initially appropriate. (Sirimat and Nonthapot, 2025).

All the values are compared with the criteria that determine that the chi-Square value is divided by degrees of freedom (χ^2/df) and must be less than 5.00. The CFI and TLI values must not be less than 0.90, the RMSEA index value must be less than 0.08, and the SRMR index value must be less than 0.05, thus making a consistent model fit.

According to the results of the analysis as shown in Figure 4, when considering the environmental image of tourism (ima1), there are five indicators, namely the diversity and integrity of the landscape (ima1_1), The presence of a beautiful ecological environment and abundant water (ima1_2), the presence of highly recognized traditional architecture (ima1_3), the presence of local identity food (ima1_4), and the presence of positive attitudes of tourism service providers in general (ima1_5). These were all statistically significant at the 0.01 level to explain the variance of this measurement model.

The presence of local identity food (ima1_4) was able to explain the highest variance in the measurement of opinions on the image of the environment in tourism (ima1), at 63.3 percent, followed by the diversity and completeness of the landscape (Ima1_1), the presence of highly recognized traditional architecture (ima1_3), and the presence of a beautiful ecological environment and abundant water (ima1_2), which were able to explain the variance of the image of the environment in tourism (ima1), at 62.3, 62.0, and 61.9 percent, respectively.
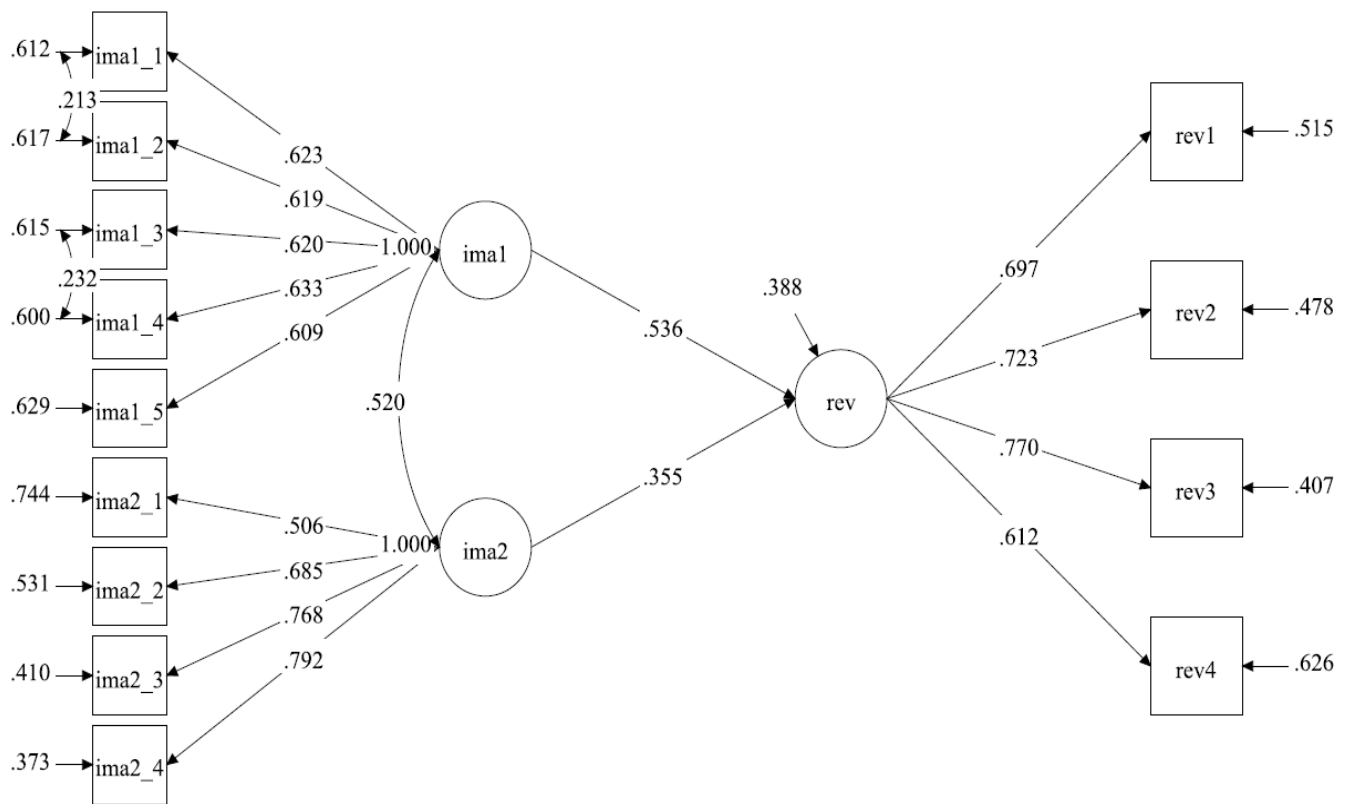
χ^2=158.991, df=60, χ^2/df=2.650, CFI=0.944, TCI=0.927, RMSEA<0.07, and SRMR<0.05

Fig. 4 Results of the analysis of the study model

When considering the infrastructure image (ima2), there were four indicators: reasonable pricing of products and services (ima2_1), stability and safety of buildings at tourist attractions, such as buildings and stairs (ima2_2), appropriate and accessible road layout (ima2_3), and cleanliness at tourist attractions (ima2_4). All indicators or observable variables can be used to explain the variance of this measurement model with statistical significance at the .001 level. The cleanliness in tourist attractions (ima2_4) can explain the variance of the measurement of opinions on the infrastructure of tourist attractions (ima2), the highest at 79.2 percent, followed by appropriate and accessible road layout (ima2_3), stability and safety of buildings in tourist attractions, such as buildings and stairs (ima2_2), and reasonable pricing of products and services (ima2_1), which can explain the variance of the infrastructure of tourist attractions (Ima2) at 76.8, 68.5, and 50.6 percent, respectively. When considering revisits (rev), there were four indicators: intention to travel to Laos more (rev1), intention to recommend Laos tourism to family (rev2), intention to recommend Laos tourism to friends and others (rev3), and the intention to review and share news (rev4).

All indicators or explanatory variables can be used to explain the variance of the model. This measurement is statistically significant at the .001 level, with the intention of recommending Laos tourism to friends and others (rev3), being able to explain the variance of the measure of opinion by revisiting the highest, at 77.0 percent. Followed by the intention to recommend Laos tourism to families (rev2), intention to travel to Laos more (rev1), and intention to review and share news (rev4), which can explain the variance of revisiting (rev) at the levels of 72.3, 69.7, and 61.2

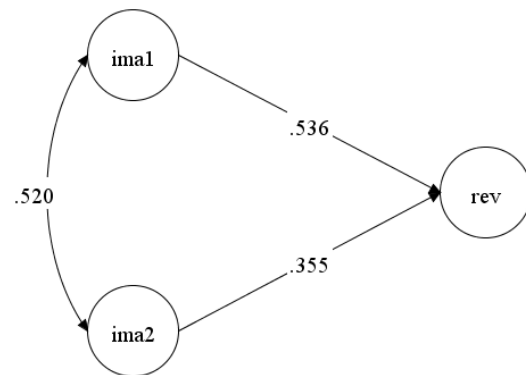percent, respectively. Thus we can show the final model with latent variables as shown in Figure 5.

Fig. 5 Results of the analysis of the study model with latent variables

Table 2 shows the structural equation modeling (SEM) relationship od the analysis of repeat visits in Laos. After the opening of the Laos-China Railway, it was found that, according to the overall model, the environmental image of tourism has a positive influence. There was a statistically significant positive influence on repeat visits (DE = 0.536, p < 0.001) and tourist infrastructure on repeat visits (DE = 0.355, p < 0.001).

TABLE II
THE DIRECT (DE), INDIRECT (IE) AND OVERALL (TE) RESULTS
FROM INFLUENCE OF THE MODEL

Causal Variables	Effect Variables		
	Repeat visits)Rev)		
	DE	IE	TE
Tourism Environmental Image (ima1)	.536***	-	.536***
Infrastructure Image (ima2)	.355***	-	.355***
R^2			0.612***

Note: DE: Direct Effect, IE: Indirect Effect, TE: Total Effect

V. CONCLUSION

From the study of the level of opinions of Thai and Chinese tourists traveling by the Laos-China high-speed railway in the Laos on the image of tourist attractions, it was found that tourists give importance to the image of tourist attractions, whether it is the natural identity and unique landscape of the tourist attractions, the traditional architecture at the tourist attractions, the surrounding environment of the tourist attractions, or even the infrastructure of the tourist attractions. This is consistent with Tang et al. (2022) who found that the image of the tourist attractions is important in regard to the decision to visit both in the past and in the future. Those who take care of, or are involved with, the tourist attractions should have good management in order to create good memories for tourists and for the image of the tourist attractions to impress visitors.

The factors affecting the decision of Thai and Chinese tourists in the Laos area to revisit by high-speed train were as follows. It was found that the image factor of tourist attractions in Laos affects the return of tourists due to the unique natural identity of tourist attractions, the diversity of the landscape, and the security of buildings at tourist attractions. As a result, tourists are impressed and return to tourist attractions, which is in line with the findings of Chunsan et al. (2021), who found that the return trips of tourists are based on the image of tourist attractions, such as good beaches, attractive local food, suitable accommodation, and in this study, the motivation for tourism. It also affects the return of tourists due to appealing tourist attractions. Personal motivation to travel for leisure or new experiences, the mood of tourists and even the publicity of tourist attractions also affect the return of tourists.

From the results of the study, the positive image is not just a matter of publicity, but an important strategy that affects the long-term success of a tourist destination. This has shown that the tendency of Thai and Chinese tourists to travel to Laos continues to grow, with several main factors affecting the decision to travel, such as the ease of travel through modern transportation systems, geographical proximity and interest in cultural and natural tourist attractions. However, these factors alone may not be enough to impress tourists or have the intention of returning. The tourism strategy plays a very important role in creating a good image of the Lao People's Democratic Republic in all dimensions related to tourism, especially in terms of service, friendliness of local people, safety, cleanliness and effective management of tourist attractions. The image in these dimensions has a direct effect on the perception and feelings of tourists, both in terms of impressions and confidence, which will affect their intention of returning to visit in the future.

Morpver, in order to promote tourism in a good area, creating a tourist image plays a significant role in determining the behavior of tourists, both in deciding to choose a place, evaluating satisfaction and deciding to visit again. Tourism organizations and stakeholders should focus on creating a good image continuously, based on the understanding of tourist behavior, effective communication, and the development of tourist attractions to meet both physical and psychological challenges. Therefore, relevant agencies, especially the government and tourism organizations of the Lao PDR, should focus on developing and promoting the image of the country in all dimensions, especially the social dimension, such as promoting friendliness, service with a smile, and understanding the culture of various groups of tourists. There is a feeling of wanting to visit again and there is positive word of mouth which will lead to sustainable growth of the tourism industry in Laos and related neighbor countries.

REFERENCES

[1] Alegre, J. and Cladera, M. (2009). Analyzing the effect of satisfaction and previous visits on tourist intentions to return. *European Journal of Marketing*, 43(5), 670-685. https://doi.org/10.1108/03090560910946990

[2] Baker, D.A. and Crompton, J.L. (2000) Quality, Satisfaction and Behavioral Intentions. *Annals of Tourism Research*, 27, 785-804. https://doi.org/10.1016/S0160-7383(99)00108-5

[3] Baloglu, S. and McCleary, K.W. (1999) A Model of Destination Image Formation. Annals of Tourism Research, 26, 868-897. https://doi.org/10.1016/S0160-7383(99)00030-4

[4] Boontham, W. and Busapruek (2021) Study of Behavior and Motivation for Returning to Travel Journal of Peritactic Management, 23(2): 39-50.

[5] CGTN. (2019, August 1). China-Thailand railway project: The route and key events. CGTN. https://news.cgtn.com/news/2019-08-01/China-Thailand-Railway-INqEbn7Suc/index.html

[6] H. Poor, *An Introduction to Signal Detection and Estimation*; New York: Springer-Verlag, 1985, ch. 4.

[7] Chunson, Nimit, Sangthong, Supatra and Sangthong, Sirindra (2021). Factors influencing the intention to return to Phuket: The perspective of Western tourists visiting Phuket. Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. Structural Equation Modeling: *A Multidisciplinary Journal*, 6(1), 1–55. https://doi.org/10.1080/10705519909540118

[8] Kunchula, Chidchom. (2020). Factors influencing tourists' intention to return to travel Case Study, Koh Kret, Nonthaburi Province. *Journal for Sustainable Tourism Development*, 2(1), 13-33.

[9] Nasoontorn, A., Waiyawet, S., Saengchat, P., and Nonthapot, S. (2023). Supply chain management for water tourism in northeast Thailand. *Uncertain Supply Chain Management*, 11(3), pp. 1149–1158. https://doi.org/10.5267/j.uscm.2023.4.008.

[10] Nonthapot, S. (2020). The relationships among the five key foreign tourist markets in the Greater Mekong Sub-region. *Decision Science Letters*, 9(4), 511–520. https://doi.org/10.5267/j.dsl.2020.9.001.

[11] Nonthapot, S., Choochote, K., Saengchat, P., Waiyawet, S., & Sihabutr, C. (2024). SequentialMediation between the COVID-19 Epidemic Situation and Reservice by Tourists in the Mekong River Basin. Journal of Mekong Societies, 20(2), 154–176.

[12] Nonthapot, S., and Watchalaanun, T. (2024). Impacts of climate change on tourism in the provinces along the Mekong River in Thailand. GeoJournal of Tourism and Geosites, 57, 2071–2079. https://doi.org/10.30892/gtg574spl21-1374..

[13] Schreiber, J. B., Nora, A., Stage, F. K., Barlow, E. A., and King, J. (2006). Reporting Structural Equation Modeling and Confirmatory Factor Analysis Results: A Review. *The Journal of Educational Research*, 99(6), 323–338.
https://doi.org/10.3200/JOER.99.6.323-338

[14] Sihabutr, C., Wuttipan, C., Onpium, P., and Nonthapot, S. (2025). Mediation between tourism demand and cultural tourism marketing satisfaction in the twin cities of the Thai Lao Mekong River. International Journal of Innovative Research and Scientific Studies, 8(1), 2133–2142. https://doi.org/10.53894/ijirss.v8i1.4904

[15] Sirimat, S., & Nonthapot, S. (2025). The transportation efficiency of cargo truck drivers from Thailand to Lao PDR. *Journal of Project Management*, 10(1), 175–184.
https://doi.org/10.5267/j.jpm.2024.9.004

[16] Tatreview. (2023). Trending in Travel trends in Travel & Tourism in 2021 and beyond by WTTC. Retrieved 26 June 2023, from https://tatreviewmagazine.com/article/trending-in-trav el/.

[17] Tang, H., Wang, R., Jin, X., and Zhang, Z. (2022). The Effects of Motivation, Destination Image and Satisfaction on Rural Tourism Tourists' Willingness to Revisit. *Sustainability*, 2022(14), 1-17
https://doi.org/10.3390/su141911938.

[18] The Laotian times. (2023). Laos-China Railway Releases Vientiane-Kunming Train Schedule. Retrieved 22 June 2023, from https://laotiantimes.com/2023/04/11/laos-china-railway
-releases-vientiane-kunming-train-schedule/?amp&fbclid=IwAR1rGyvZ
Qo4H2SrFMhAl4ThgE4UT16ZYMwm5rXWEwq3cC4yfKA3GNawTT
wo

[19] Tourism Development Department. (2023(. *Statistical Report on Tourism in Laos 2021*. Retrieved 27 June 2023, from https://laos-dmn.com/e-library/lao-tourism-statistical-report-in-2021_eng lish/.

[20] Tsiotsou, R. H., and Goldsmith, R. E. (2012). Strategic marketing in tourism service. Bingley, UK: Emerald Group Pub.

[21] Tucker, L.R. and Lewis, C. A reliability coefficient for maximum likelihood factor analysis. *Psychometrika*, 38, 1–10 (1973). https://doi.org/10.1007/BF02291170

[22] Um, S., Chon, K., and Ro, Y.H. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141-1158. https://doi.org/10.1016/j.annals.2006.06.003.

[23] Wheaton, B., Muthen, B., Alwin, D. F., & Summers, G. F. (1997). Assessing Reliability and Stability in Panel Models. *Sociological Methodology*, 8, 84-136.
https://doi.org/10.2307/270754

Dr. Sakkarin Nonthapot received his Ph.D. in Economic Development (Tourism Economics) from Universiti Sains Malaysia (USM), in 2014. He also holds a Master of Science in Agricultural Economics from Chiang Mai University, Thailand, earned in 2005. He is currently an Associate Professor at the Faculty of Interdisciplinary Studies, Department of Integrated Social Sciences, Khon Kaen University – Nong Khai Campus. With teaching experience since 2006, Dr. Sakkarin Nonthapot has taught a wide range of courses in the fields of economics and tourism, including Tourism Economics, International Economics, and Applied Econometrics. He also teaches Research Methodology in Economics and Tourism for the master's program in International Tourism and Economics.

His research interests focus on tourism economics, sustainable development, and regional integration in the Greater Mekong Subregion (GMS). He has published extensively on topics such as the economic impact of tourism, green finance, and cross-border transportation. He is also actively engaged in academic service and interdisciplinary research, contributing to the advancement of tourism economics and sustainable development in the GMS region.

Dr. Warangkana Thawornwiriyatrakul received her Ph.D. in Tourism Geography (Doktors der Philosophie in Geographie) from the Geographical Institute, Universität Heidelberg, Germany, in 2014. She also holds a Master of Science in Hotel and Foodservice Management from Florida International University, Miami, USA, earned in 1998.
She is currently an Assistant Professor at the Faculty of Interdisciplinary Studies, Business Administration Department, Khon Kaen University – Nong Khai Campus. With teaching experience since 1999, Dr. Warangkana Thawornwiriyatrakul has taught a range of courses in the fields of tourism and hospitality, including Tourism Geography in the Greater Mekong Subregions, Spa Management and Wellness Tourism, and Seminar in Tourism and Hospitality Industry. She also teaches Principles of Tourism for the Master's Program.

Her research interests focus on the tourism and hospitality industries, with a particular emphasis on tourism geography. Since 2025, she has been one of the researchers under the research program "Economic Effects of Transportation and Service Sectors from the Opening of the Laos–China Railway Service on Thailand." Dr. Warangkana Thawornwiriyatrakul is actively engaged in research and academic service, contributing to the development of tourism studies in the region.
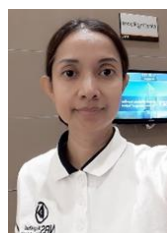
Dr. Kitimaporn Choochote, she graduated with a Ph.D in Management from India in 2011. She is an independent researcher and one of the teams at the Indochina International Trade Economics Research Group from 2022 to 2025.
She was a lecturer in Business Administration at Khon Kaen University, Thailand, for 5 years, and in E-Business at Prince of Songkla University, Phuket Campus, for 10 years. Her research areas are management, organizational behavior, knowledge management, human resource management, tourism management, and contemplative Education.

She is an experienced lecturer with a demonstrated history of working in the higher education industry. She has skills in E-Learning, Coaching, Educational Leadership, Leadership Development, and Lecturing. Strong education professional with a Doctor of Philosophy (Ph.D.) focused on Business Administration and Management, General from the Department of Management Sciences (PUMBA), Savitribai Phule Pune University.

Mr. Korwat Chakamud, graduated with a bachelor's degree in public administration (PA) from Khon Kaen University in 2023.
He is Currently pursuing a master's degree in international economics and Tourism from Khon Kaen University.he is an independent researcher and one of the team at the Indochina International Trade Economics Research Group from 2022.