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Abstract
Tourism is a significant source of income, increased employment and economic growth. Cambodia is famous for its historical site, Angkor destination, and has attracted a lot of international tourists since 1993.
The purpose of this study is to investigate what tourists satisfy while they were visiting Angkor destination and what factors that related to tourists’ loyalty. A 47-items questionnaire survey was developed to conduct a survey on international tourist’s perception. 428 samples were selected conveniently, but valid 400 questionnaires with 93.46% of effective rate were contributed to data analysis by using SPSS 15.0.
The methodologies of factor analysis, T-test, ANOVA, and multiple regression analysis are to use in order to capture the relationship among constructs. The research findings confirmed that there are the relationships among Destination Image, Tourist’s satisfaction, and Destination Loyalty.
Several recommendations were made to increase tourist’s satisfaction, and destination loyalty.
Firstly, Tourism/destination manager should provide information center with the related information about the destination which is easy for tourists to know exactly the location of tourists’ attraction.
Secondly, tourism marketer should promote and focus on the specific target market such as Korea, Japan, Taiwan, the United States.
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