

Cruise Tourism Management Factors Affecting Cruise Tourists' Intention To Revisit.

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- **Abstract:** The purpose of this research was to study about the cruise tourism management factors affecting the intention to revisit of the cruise tourists on the Phuket -- Singapore route. The online questionnaire was used to collect the data from 400 cruise tourists along the Phuket -- Singapore route. The sample respondents were recruited by using purposive sampling. Descriptive statistics were used for the data analysis in frequency, percentage, mean, and standard deviation, whereas inferential statistics were used with exploratory factor analysis and multiple regression. The research results revealed that the factors of shore tourist attractions, port management, cruise tourism alliances, image of tourist attractions, and shore excursion management and service had effects on the intention to revisit of the cruise tourists. The findings are useful for practical suggestions to develop policies appropriate for international cruise tourism.
- **Keywords:** Cruise Tourists, Cruise Tourism, Intention to Revisit, Phuket, Singapore