

The Influential Roles of Past Experience, Affective Attitude, and Destination Culture on Thai Tourists' Likelihoods of Revisitation and Recommendation

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Abstract

Drawing upon tourism contribution, tourists' visitations are the backbone of the country's economic growth and development. This study thus aims to test a structural model for examining the relationship between tourists' affection, cultural perceptions, their revisit, and recommendation intentions through the mediating role of past travel experience. To test our hypotheses, 547 questionnaires from Thai tourists were analyzed using structural equation modeling. The results show that all hypotheses are substantially confirmed and statistically significant-except for the affective attitude aspect which is not found to influence tourists' revisit and recommendation intentions. Notwithstanding, we found that the tourist experience catalyzes revisit and recommendation intentions. However, tourists' affection perception only nurtures their travel experience, but not for revisitation and recommendation. As such, this study sheds a new laser light on how tourists' perceptions can influence future economic growth. The recommendations and suggestions on these findings are explained and can be an avenue for future research. Implications for entrepreneurs, policymakers, and the Asian business context are also presented.

Keywords: Revisit intention, Recommendation intention, Tourist experience, Cultural destination, Affective attitude

Introduction

In the tourism industry, tourist attractions encounter heavy competition to attract tourists. These competitive market environments provide more choices to meet tourists' needs (Hui et al, 2007). In this sense, tourists' revisit intention and intention to recommend are the main drivers of tourists' destination choices (Wang & Hsu, 2010). Creating a favorable

experience that could shape tourists to assess tourist attraction positively and eventually entices them to revisit and recommend the destination to their close relationships is thus essential (Yoon & Uysal, 2005).

From a business perspective, business providers create memorable vivid customer experiences to sustain their business growth (Pine II & Gilmore, 1998). Memorial experiences have also been extensively discussed in tourism (Boorstin, 1964; Hung et al., 2016). Experience is a complex process that is memorable that provides visitors to consume economic goods, which proffer unforgettable encounters through the sense of feeling services and environments of the surroundings while consuming goods (Schmit, 1999; Pine II & Gilmore, 1998). In line with their satisfaction regarding previous experience in a location, a favorable encounter as perceived by tourists would constitute the main reason for travel aspirations and intentionally revisiting destination choices (Marschall, 2012). These repeat visitations of tourists would sustain and maintain the competitive edge of a mature destination. As a result, improvement in tourist satisfaction after post-consumption behavior has been considered by professionals in the tourism industry as a factor that motivates tourists to revisit, recommend, and switch their behavior (Gretzel et al. 2006; Cole & Scott, 2004).

The affective attitude of tourists has also been viewed as a parsimonious account of tourists associated with past experiences (Patwary and Rashid, 2016). Recent prominent studies disclosed that the emotional tourist experience positively arouses intention to revisit (e.g., Aleshinloye & Woosnam, 2016; Lan-Lan et al., 2016) and intention to recommend (Hosany et al., 2015). On the contrary, drawing upon the leisure theory proposed by Rojek (2005) suggests that an individual's motivation and intention about leisure are aroused by cultural positioning. An individual perceives national cultural values according to tourist attraction destination (Kim & McKercher, 2011). Therefore, an individual's perception of a destination depends on nationality and culture (Ryan & Cave, 2005), a fact that could explain destination image through tourists' experiences (Whang et al., 2016). As such, affective attitude and cultural dimension are considered important key drivers of forming tourist experiences in this work, and such prior experiences are regarded as the backbone of tourists' intention to return to a destination (Loureiro, 2014).

Existing literature has acknowledged the importance of memorable experiences in tourist activities; few relevant studies have been studied in this context (Hung et al., 2016). In particular, the influence of culture and the individual's revisit intention decision-making require further study (Quintal & Polczynski, 2010). This outcome is congruent with the observation of Eusébio and Vieira (2011) that revisit and recommendation intentions should be systematically examined.

Several research works have been exploring the relationship between tourist experience (e.g., Cheablam et al., 2013; McDowall & Ma, 2010), affective attitude (e.g., Prompanyo & Serirat, 2015), culture-related factors (e.g., Chairatana, 2021), and revisitation and recommendation likelihoods (e.g., Cheablam, 2013; McDowall & Ma, 2010) in the view of Thai tourists' perspectives. However, it is worth noting that several research works have been done on international tourists' viewpoints, while domestic tourists (Thai tourists) have been

overlooked and inconclusive. Therefore, this paper offers insight into this phenomenon and introduces a model to rigorously analyze how Thai tourists' past travel experiences could explain the positive relationship between affective attitudes and cultural perceptions and their revisit and recommendation intentions.

The rest of the paper is structured as follows. We present a literature review and the hypotheses developed according to current research. Then, we describe the methodology and provide the empirical results. The implications of the work have been further discussed. Finally, we discuss the results and present future research directions.

Literature review and hypothesis development

The roles of past experience toward revisiting and recommending intentions

Revisit and recommendation intentions are indicators of tourists' future behavior intentions (Jeong et al., 2019; Qu et al., 2011). In this sense, a coherent body of literature also postulates the importance of memory in tourism as an influential trigger for a tourist's future behavior, especially the predicted visitor intention to tourist destinations (Moscovici, 1963). Note that tourism is an experience-intensive sector, and a memorable experience acquired by a tourist has been critical for business competitiveness (Grissemann & Stokburger-Sauer, 2012). That outcome is consistent with the findings of Hosany and Prayag (2013). They confirmed that experience is a catalyst in visitors' post-consumption behaviors. Pujiastuti, (2020) recently verified previous findings and established that tourists typically evaluate their visited destination according to its image, which positively influences revisit intention.

The unique experience process is formed through an individual's memory over time. Thus, visitors' revisit intentions can be formed after the visit. Accordingly, Barnes (2016) verified that visitors' intentions to visit a tourist destination are formed after they recognize their recent memory of the place they visited recently. This finding is confirmed by Goodman and Bennett (2014), who found that individuals can recall information at the recent memory tendency of the end of their experience. Consequently, recent memory could reinforce a visitor's emotions and experience to influence an individual's decision-making about revisiting an attraction (Barnes et al., 2016).

Similarly, a substantial body of research has introduced tourists' recommendation intention as a vital factor in capturing tourists' behavioral intention. Recommendation intention is the individual's plan to share their experience through word-of-mouth (WOM) communication (Jeong et al., 2019). Thus, a tourist who is satisfied with their travel at a particular destination would likely recommend this memorial experience to their friends and relatives (Pujiastuti et al., 2020). Prior empirical studies have confirmed a relationship between destination image and the tourist's revisit and recommendation intention regarding that destination (Sharma and Nayak, 2018; Papadimitriou et al., 2015). These prior research studies reaffirmed the work of Cheablam (2013) and McDowall and Ma (2010) on the relationships between tourists' experiences toward recommendation and repeat revisitation intention in the Thai context. They found that destination and vivid experience grease the wheel of intrinsic revisitation and recommendation to others. In this sense, Thai tourists tend to share their

memorable experiences with friends, relatives, and others when they perceive a positive experience about the destination's image that incites them to revisit and encourage other people to visit the destination. Consequently, we formulate the following hypotheses.

Hypothesis 1: A Thai tourist who perceived a positive experience would have a high revisit intention.

Hypothesis 2: A Thai tourist who perceived a positive experience would recommend a destination to others.

The motivating roles of experience and affective attitude

The study focuses on a positive affective experience toward behavior intention. The early research of Cohen and Areni (1991) indicated that an affective state is derived from an individual's feelings to provoke a specific behavior. Despite extensive interest in applying a practical attitude in tourism, the variable has been found to need more fit (Han and Back, 2007). In this sense, effective emotion is a key precursor to understanding post-consumption behavior (Hosany & Prayag, 2013). This finding is consistent with the argument of Tung and Ritchie (2011) that affective experience can retain an individual's remembered experience. Del Bosque and San Martin (2008) also verified that a positive emotion arouses tourists to return to the same tourist destination again and would likely recommend that destination to others.

By drawing upon the Theory of Planned Behavior (TPB), Ajzen (1991) suggested that an individual's intention is a motivational factor that could direct them toward a particular behavior. Notwithstanding, the principle emphasizes the clear difference between attitude and revisit intention is that revisit is a conation that explains an individual's future action. By contrast, attitude is pure affective emotion. Tourism activities are experiential-based, so tourist emotion has been regarded as an affective attitude (Huang & Hsu, 2009). In this sense, positive emotion can create an imprint of an individual's impression and their travel experience after the visit. This observation is confirmed by Lan-Lan Chang and Kenneth Backman (2016), who established that a tourist shows a greater intention to revisit a destination when they perceive an affective element such as an emotional and memorable experience. In the Thai tourist context, researchers have conducted and incorporated the TPB into the context of Thailand's tourism to explain the attitude and their planned behaviors (e.g., Panwanitdumrong & Chen, 2021; Erawan et al., 2011). They also found that the attitude determinant is vital in predicting Thai tourists' behaviors. Also, Thai tourists' satisfactions are higher when their attitudes toward tourist destinations are also at high levels (Prompanyo & Serirat, 2015).

However, a tourist's emotional experience could indirectly shape an individual's future intentions (Grappi & Montanari, 2011). This finding is consistent with that of Chew and Jahari (2014). They argued that a tourist's affective experience could, directly and indirectly, impact the next tourist's future intention. Interestingly, Hosany et al. (2017) confirmed that place attachment and tourist satisfaction mediate the positive relationship between a tourist's emotional experience and recommendation intention, particularly when a tourist shows an affective bond to a particular geographical area. Therefore, this can imply that Thai tourists' positive experiences could play an important role as a mediator in their revisit and

recommendation intentions through their affective attitude. As such, it is logical to posit the following hypotheses.

Hypothesis 3: A Thai tourist's positive affective attitude would influence their revisit intention.

Hypothesis 4: A Thai tourist's positive attitude would influence their recommendation intention.

Hypothesis 5: A Thai tourist's positive attitude would impact their memorable experience.

The motivating roles of experience and culture

Culture has been viewed as a central facet of tourist destinations in tourism (Artal-Tur, 2018). However, the importance of the destination in the cultural narrative has yet to be widely explored in tourism studies (Smith, 2015). According to the OECD (2009), culture has been seen as a destination's supply offered to tourists and provides them with cultural attractions. As such, many destinations have cultural tourism products to offer to visitors (Hughes, 2000). Therefore, visitors' enjoyable experiences could be gained from the level of culture of the destination (Van der Ark & Richards, 2006). In this sense, destination and culture have been explored to understand their profound linkage with the tourist experience (Smith, 2015). Culture has been considered important for developing tourism products in many tourist attractions (Whyte et al., 2012). In the Thailand cultural tourism context, the work of Prompanyo and Serirat (2015) postulated that Thai tourists' motivation to visit and satisfaction is high when their attitude towards tourism at monasteries is at a high level. Chairatana (2021) also confirmed that Thai tourists' decision to visit is influenced by the region's perception of historical/cultural tourism. This trend is consistent with the work of Hughes (2002), whose framework postulated that culture is the core aspect of tourists' visitations. That is, tourists choose to travel to a destination to experience the destination's culture.

Besides, storytelling based on a place's local, historical, and cultural traditions would nurture a tourist's interest in visiting a destination and their desire to share that memorable experience with others (Hsu et al, 2009). This finding is in line with the observation of Kim et al. (2010) that memorable experiences and destination culture are likely to shape tourists' future intention to revisit and recommend the same destination to others. Additionally, the recent research of Gohary et al. (2020) established that tourists' memorable experiences, WOM, and revisit intentions are mediated by tourists' destination satisfaction. Interestingly, tourists' destination satisfaction does not mediate local culture, WOM, and revisit intentions. This observation is reasonable because this focal area or tourist destination is for camping, and no cultural attraction is available. Therefore, this work fills that research gap and contributes to culture and tourism literature.

To sum up, a memorable experience is important for understanding an individual's revisit decision and recommending a destination to others (Coudounaris&Sthapit, 2017). Accordingly, experience may mediate the relationship between destination culture and the

revisit and recommendation intentions in this study context. Therefore, the following hypotheses are developed.

Hypothesis 6: A Thai tourist's positive perception of destination culture would influence their revisit intention.

Hypothesis 7: A Thai tourist's positive perception of destination culture would influence their recommendation intention.

Hypothesis 8: A Thai tourist's positive perception of destination culture would influence their memorable experience.

The theoretical framework proposed in this work draws upon tourists' perceptions and behavioral intentions, as presented. As shown in Figure 1 below.

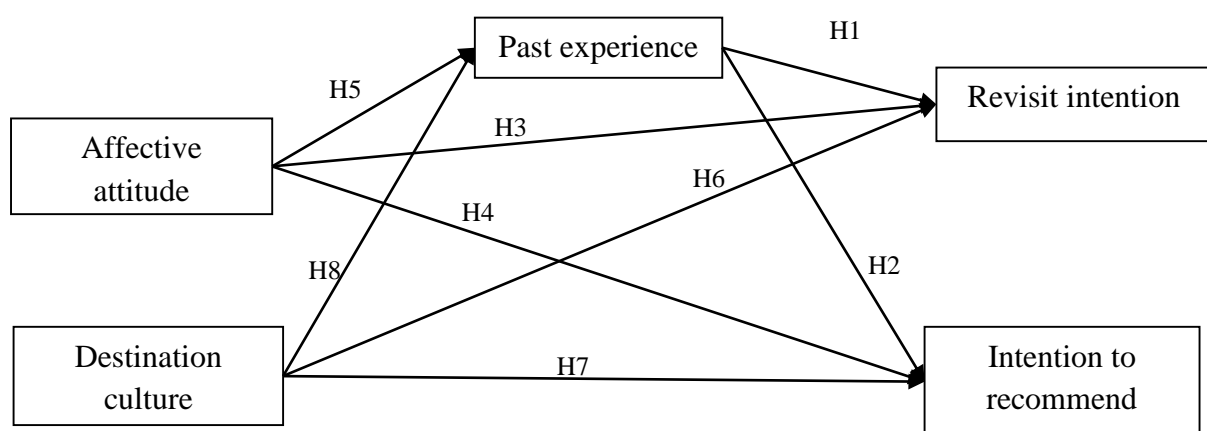


Figure1 Research model

Methodology

Study setting and sampling

Data was gathered from visitors to tourist destinations in the Ban Tak District, Thailand, in 2020 to examine the perspectives of Thai tourists about their revisit and recommendation intents toward a destination using a simple random sampling technique. Ban Tak lies on the west bank of the Ping River (Petsut & Kulabtong, 2015). Moreover, Ban Tak has been described as a tourist location with a distinctive geographical character, such as in terms of its environment, heritage, culture, aesthetics, and the well-being of its residents. Waterfalls, dams, rivers, and Thailand's most extensive petrified wood park can be found in the Ban Tak District, also home to Asia's most important ancient tree fossil (Won-In & Singtuen, 2018). Handicraft products from palm leaves are also available at Ban Tak (Baonoi & Yodsuwan, 2015).

Using a simple random sampling technique, Taherdoost (2016) further explained that a simple random sample is a subset of individuals chosen randomly from a larger group, all of whom were chosen with the same probability. It is a method of choosing a sample at random. As a result, 565 samples were collected. After the data cleaning and deputation process to delete all missing data in all selected variables, a valid sample from 547 participants was obtained for further analysis. The included samples in this study account for 96.81%. According to the

selected population of this study, over 51.40% of the participants were between 21 to 31 years old. and 59.60% were female. Over 62% of the respondents had bachelor's degrees, 80.60% were from northern Thailand, and 90.30% declared their marital status as single.

Variable measures

Revisit intention: This variable was captured using a seven-point Likert scale ranging from “1=strongly disagree” to “7=strongly agree,” which assesses the respondents’ revisit intention toward the destination. For instance, they were asked if they desired to revisit the destination or not (Sharma & Nayak, 2018; Zhang & Buhalis, 2018)

Intention to recommend: This variable was captured using a seven-point Likert scale accessing respondents’ recommendation intention. For instance, they were asked if they desired to share the story of their visited destination with others (Hosany et al., 2016; Sharma & Nayak, 2018; Kim, 2018).

Affective attitude: This variable was operationalized through a seven-point Likert scale that measures an individual’s affection or love of a tourist destination. For example, one item stated, “I have an emotional attachment to a destination” (Prayag et al., 2017; Sharma & Nayak, 2018)

Destination culture: This variable was also operationalized through a seven-point Likert scale indicating whether an individual regarded the destination culture as unique or not (Zhang et al, 2018)

Experience: This variable was also operationalized through a seven-point Likert scale indicating whether an individual has a memorable experience after visiting the destination (Zhang et al., 2018; Kim, 2018).

Validity and Reliability

This study adopts structural equation modeling (SEM) using AMOS to analyze the influence of affective attitude, destination culture, and experience toward revisit and recommendation intentions (see Figure 1). Before we proceeded with SEM, we examined the confirmatory factor analysis (CFA). Janssens (2008) suggested that CFA should be performed to verify the measurement scale in terms of whether the factor loadings exceeded 0.50. The measurement model herein displayed a satisfactory fit with the data (CMIN/DF = 2.467, GFI = 0.922, AGFI = 0.902, NFI = 0.954, and RMSEA = 0.052) and indicates factor loadings above 0.50 (Figure 2). The model indices thus followed the recommendation of Williams and Vaske (2003). Therefore, a full structural model was further examined and also achieved an acceptable fit following the suggestion of Hooper, Coughlan, and Mullen (2008) (CMIN/DF = 2.685, GFI = 0.918, AGFI = 0.896, NFI = 0.951, and RMSEA = 0.056).

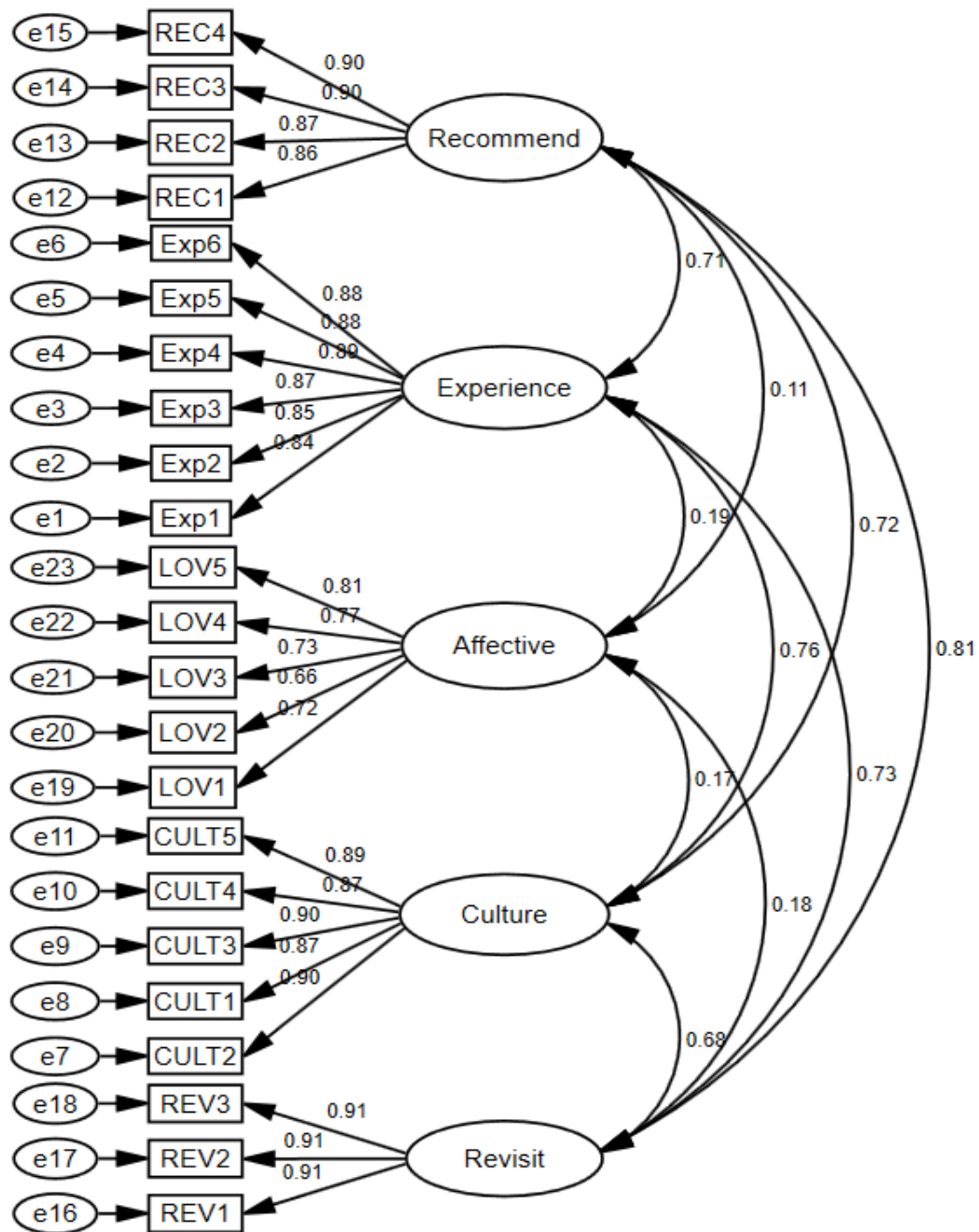


Figure 2 Confirmatory factor analysis

Result and discussion

The inter-construct correlations in this study are shown in Table 1 below. A significant correlation was observed throughout the analysis of the correlation matrix.

Table1 Correlations and descriptive statistics (n = 547)

Constructs	1	2	3	4	5
Destination Culture	1				
Intention to Recommend	0.677**	1			
Revisit Intention	0.643**	0.758*	1		
Affective Attitude	0.151**	0.097*	0.165**	1	
Past Experience	0.721**	0.665**	0.690**	0.172**	1
Mean	3.675	3.826	3.738	2.307	3.631
Std.	0.751	0.738	0.769	1.525	0.727

**Correlation significant at the 0.01 level (2-tailed)

* Correlation significant at the 0.05 level (2-tailed)

The outcomes of path analysis using SEM are presented in Figure 3 and Table 2 below.

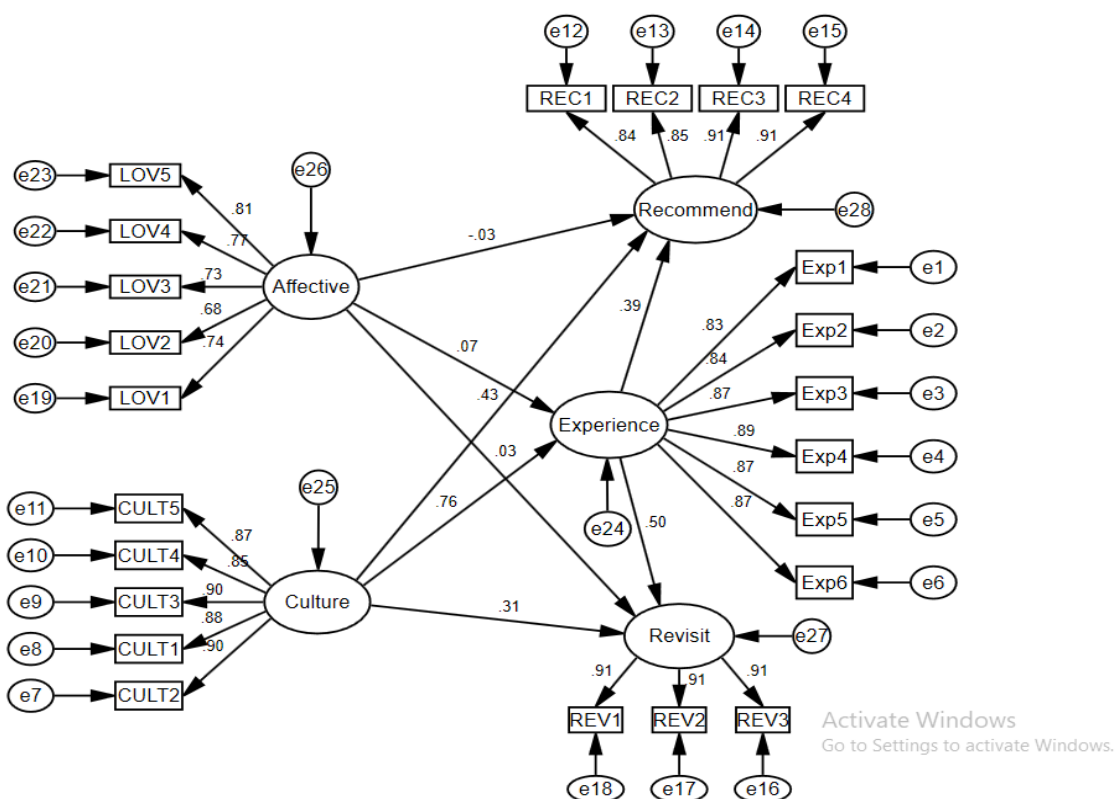


Figure 3 Structural equation modelling

Table 2 Results of the hypothesized model

Hypotheses	Beta (β)	t-value	Hypothesis results
H1: Past Experience \rightarrow Revisit	0.557***	9.151	Supported
H2: Past Experience \rightarrow Recommend	0.415***	7.218	Supported
H3: Affective Attitude \rightarrow Revisit	0.018	0.999	Not Supported
H4: Affective Attitude \rightarrow Recommend	-0.016	-0.920	Not Supported
H5: Affective Attitude \rightarrow Past Experience	0.033*	2.035	Supported
H6: Destination Culture \rightarrow Revisit	0.305***	5.814	Supported
H7: Destination Culture \rightarrow Recommend	0.411***	8.044	Supported
H8: Destination Culture \rightarrow Past Experience	0.683***	18.756	Supported

*** $p < 0.001$; * $p < 0.05$

The results in Table 2 demonstrate that the direct paths leading to Hypotheses 1 and 2 were statistically accepted and significant ($\beta = 0.557$, *** $p < 0.001$ and $\beta = 0.415$, *** $p < 0.001$). This result is consistent with Pujiastuti (2020). They implied that a tourist who has visited a tourist destination and has recognized a memorable experience attached to that place would be likely to revisit and recommend the destination to others. Also, according to the recent work of Coudounaris and Sthapit (2017), memorable experience is important for understanding an individual's revisit decision and recommending a destination to others. In the other vein, the visitors' enjoyable experience could emerge from the level of culture of the destination (Van der Ark and Richards, 2006). In this sense, destination and culture have been explored to understand their profound linkage with the tourist experience (Smith, 2015). As such, these outcomes are also consistent with Hypotheses 6 and 7. Hypotheses 6 and 7 were statistically accepted and significant ($\beta = 0.305$, *** $p < 0.001$ and $\beta = 0.411$, *** $p < 0.001$, respectively). Therefore, tourists who have visited a destination and are impressed by the destination culture are likely to revisit and recommend the tourist attraction to their relatives, friends, and others. Note that the affective attitude dimension toward revisiting intention (H3: $\beta = 0.018$, $p = \text{n.s.}$) did not exert a statistically accepted and significant. Moreover, the influence of the affective attitude dimension on recommendation intention (H4: $\beta = -0.016$, $p = \text{n.s.}$) was not statistically accepted and significant. This finding aligns with Grappi and Montanari (2011). who found that a tourist's emotion toward a certain place could be positive or negative. Finally, perceptual dimensions (affective attitude and destination culture) significantly explain tourists' past

experiences. Therefore, Hypotheses 5 and 8 were supported and statistically significant ($\beta = 0.033$, $*p < 0.05$ and $\beta = 0.683$, $***p < 0.001$, respectively). This outcome confirms that when tourists have perceived or recognized these perceptual dimensions, they would have a memorable experience of that particular place (Smith, 2015).

Table3 Results of the mediating effect

Hypotheses	Lower Bounds	Upper Bounds	Significant level
Affective Attitude ---> Past Experience ---> Recommendation	0.001	0.033	*
Destination Culture ---> Past Experience ---> Revisitation	0.268	0.526	***

*** $p < 0.001$; * $p < 0.05$

Additionally, further confirmation of the mediating effect of past travel experience could be demonstrated in Table 3. This is consistent with our further examination adopting bootstrapped technique with 5000 resamples. The results could be shown that experience plays a mediating role in the relationship between affective attitude and recommendation of the destination to others (LL=0.001, UL=0.033, $p < 0.05$ *). This could explain why tourists' affective attitudes could play a significant role in the intention to recommend through their past travel experience. In the same vein, past experience also mediates the relationship between destination culture and revisit intention (LL= 0.268, UL=0.526, $p < 0.001$ ***). This suggests that tourists' perceptions of destination culture could enhance their intention to revisit the destination through the mediating role of tourists' past travel experiences. This is further confirmed by the work of Coudounaris and Sthapit (2017), that tourists' memorable experiences are critical to understanding individuals' desires to return to a location and to recommend it to others. In sum, Thai tourists who have been to tourist destinations and have had memorable experiences associated with that location are likely to return and suggest the location to others. Also, the degree of culture in the venue might contribute to the visitors' pleasurable experience. This way, the relationship between a destination's culture and tourists' experiences has been thoroughly investigated and interconnected.

Implication

Policy implication

This study provides deeper insight into the development of tourism policy. The collaboration of policymakers and government could play a significant role in launching and promoting cultural activity campaigns from tourist attractions. For example, tourists may be offered to experience local culture, the life of the residents, and their local custom. Accordingly, tourists could perceive the destination's culture and ultimately be motivated to revisit and recommend the place to others. As a result, economic activities may increase and expand the

nation's revenue. Policies that facilitate destination marketing are also important for recommending and including cultural information and trips in their program. These additions may include advertisements for destinations. Note that advertisements can evoke tourists' positive emotions, which, in turn, could appeal to their revisit intention (Min et al., 2013). Thus, the advertisement may develop a holistic image of the destination. To curb suggested policies, tourism authorities, professionals, policymakers, and the government could be involved and work together for a sense of ownership and responsibility among them. Finally, to maintain and sustain tourist arrivals in a competitive market, well-trained employees should be considered, especially in terms of communication skills, through various programs provided by organizations or institutions with considerable support from the government (Zwane et al., 2014). This approach could allow the destination to sustainably and fruitfully compete in a highly competitive market.

Practical implications for Asian business

This study proffers further understanding of how the relationship between tourists' affection and cultural perceptions and their revisit and recommendation intentions through the mediating role of their past travel experience could endorse the Asian business ecosystem substantially. Especially, consumers in the Asia Pacific region. They could taste experience economy, the most frequently mentioned trend as a backbone of economic development (Tolkach et al., 2016). Accordingly, Tolkach (2016) explained that since memorable experiences and facilities provided by tourist attractions are attractive to tourists, the hotel sector in Asia should involve in providing travel experiences and destination immersion to travelers with a variety of services and facilities accordingly. As a result, this could grease the wheel of the Asian economy by providing a diversity of accommodation options to guests.

Speaking of geographic regional travel development, drawing upon the early work of Sönmez and Graefe (1998), the likelihood of tourists' future travel also depends on the past travel experience. They suggested that past travel experiences to a specific place could be aroused by the positive memorial experience, which strengthened visitors' revisit intentions. This is supported by the work of Wang (2000). that visitors could feel an authentic and vivid experience because of the non-daily activities and free from leisure constraints, which could arouse an individual's travel experience. Therefore, to facilitate the Asian tourism ecosystem, international tourists from other Asian countries could boost regional economic development. In order to reach the goal above-mentioned, the safety concern of tourist attractions is needed to be considered. As Huber et al., (2018) postulated travel constraints could affect travel intention. As such, related policymakers could consider this safety concern, so travelers could have positive memories, thus returning to their destination. It is in the same direction as the work of Sönmez and Graefe (1998) that physical risk and constraint could be considered preventive factors for the visitation of tourists. For example, the likelihood of becoming sick at the tourist attraction. Due to the current situation, Covid-19 has been widely spread globally and is considered a global health disaster (Wannamakok et al., 2020). The government should consider taking action on infectious disease prevention and control guidance for travelers. A

close collaboration of the governor, public health policymaker, and leader of tourist attractions could be effective and make a tourist feel safe. With effective prevention guidance, tourists are confident about their safety and desire to travel to destinations. Additionally, Huber et al., (2018) also explicate the money or expenses concerns as a leisure constraint for travelers. Therefore, entrepreneurs, policymakers, and destination managers should work closely together with a focus on overcharging practices. This could provide a positive memory and make tourists like to return to the destination, which then boosts the economy of the country and region. Moreover, destination managers may need to set up unethical business practices to regulate product and service quality standards by working closely with local businesses in the destination. Otherwise, overcharging may affect tourists' value perception and can cause a negative tourism experience, affecting tourists' travel decisions and mitigating economic growth (Kim et al., 2021).

Besides, tourism has been considered important and increased the country's employment rate (Santos & Varejão, 2007). As such, for the role of Asian entrepreneurs, entrepreneurial activity also spurs economic growth and lowers the unemployment rate (Armington & Acs, 2002). In this sense, entrepreneurship is viewed as an engine of tourism development and represents a tourist destination's local community and government portals (Baggio & Cooper, 2010). Given that an entrepreneur is viewed as the implementer of local culture and tourism policies (Zhang & Zhang, 2018), governments should facilitate entrepreneurship in tourist attractions. Governmental policies may thus play a role in supporting entrepreneurs to develop their core business to be more sustainable in brand or image building, particularly in developing countries (Zhang & Zhang, 2018). Building and enhancing entrepreneurs' perception of advocating local culture and people should be implemented in their business operations. As a result, with the collaboration among governments, policymakers, and business sectors, tourism entrepreneurs would be nurtured and be more responsible for sustaining their businesses and the local culture. Strong and supportive policies would arouse tourists to revisit a destination, boost the local economy, and sustain economic growth.

While focusing on regional implications, this study has also demonstrated community and local implications. As our samples have been collected in Ban Tak City in Tak province, this research can also be a voice of this destination regarding environmental, economic, and socio-cultural viewpoints. This may focus on developing the supply chain system, which the local community supports through more integrated public-private sector collaboration and higher-quality production. Also, the community may benefit from the creative tourism terminology that can allure tourists to visit through a broad set of arts, culture, and media types, bringing cultural uniqueness to the local destinations, generating income, and mitigating unemployment. This can also boost the brand recognition of tourist attractions and help local entrepreneurs promote their products and businesses.

Lastly, our study could also shed laser light on the supplement role of travel and transportation companies in Asia tourism's growth. Infrastructure development is another factor to be considered for tourism growth. Therefore, the aviation industry should work closely

with the authorities to grow new and alternative flight connections throughout Asia tourist destinations. Lastly, Asian businesses should adopt technology and innovation for their marketing plans. Therefore, businesses should consider implementing e-commerce and the Internet of Things into their business plan and processes. As a result, tourism could boost the Asia economy accordingly. This also implies that tourists' decision to travel can be increased through experience based.

Limitations and future research

This study examined and tested a theoretical model of tourists' behavioral intentions by including tourists' emotions (such as affective attitude and destination culture) toward their revisit and recommendation intentions through the lens of past travel experiences. Thus, this work confirmed that only a specific destination culture is an influential predictor of attitudinal and behavioral consequences in the tourism industry. Therefore, this paper contributes to tourism literature by shedding light on how destination culture could be an important trigger in explaining an individual's experience and how they would like to revisit and tend to spread the information to others. Despite the several contributions of this research, some constraints could be suggested. This work also revealed that a tourist's affective attitude did not shape a tourist's motivation to return or recommend a location to others. Thus, future research should consider a precaution in measuring affective tourist attitudes or their emotions as a single construct. This situation is because other constructs, such as joy, positive surprise, and satisfaction, may lead to better conclusions. Additionally, this work particularly focused on a specific time and circumstance. As such, future research could propose a longitudinal approach to examine how tourists' behavioral intentions change over time at different lifecycles stages. Also, It can be difficult to comprehend destination images because of the geographic diversity of destinations and the subjectivity of destination images. Therefore, this research result should be interpreted cautiously since the destination case cannot be generalized. Lastly, the data used herein only examined the local Thai tourists' perspectives. Therefore, future investigations may explore a promising model using international tourists to confirm our results effectively.

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