

Research of the Influence of Tourists' Experience on Tourist' Revisit Intention

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Abstract

As the global tourism industry slows down due to the epidemic, the global tourism industry is experiencing a revival. The tourism industry plays an important role in promoting economic and social development and enriching people's cultural life. As tourism introduces the concept of the individual, tourism has changed from mass to personal. With the deepening of research, people have found that the factors that attract tourists have gradually become tourist satisfaction. By analyzing tourist satisfaction, the correlation between tourist experience and tourist revisit intention can be obtained. Previous studies provide support for this theory. George (2017) believes that satisfaction is a necessary condition for promoting tourist behavior, thereby guiding tourists to show tendencies such as recommendation, revisit, and revisit intention. Yu Wenying (2012) empirical research shows that tourist satisfaction affects the travel behavior of potential tourists. Chon (1992) found that the concept of self was introduced into the consumption field in the 1960s and was soon applied to the tourism field. According to existing theories at home and abroad, the tourist satisfaction theory is becoming more and more mature, but the research on related concepts is not perfect. Based on previous studies, this study explores the interactive relationship between tourist satisfaction, tourist experience and tourist revisit intention from the dual perspectives of tourist satisfaction and tourist experience (perception). Further study the influence of tourist satisfaction, tourist experience and tourist revisit intention process .

Keywords: Tourists' experience, Tourist' Satisfaction, Tourist' Revisit Intention

Introduction

As the epidemic gradually recedes, the global tourism market is gradually recovering. More and more Chinese people are choosing to travel abroad. As a close neighbor of China, Thailand has inherent geographical advantages. China and Thailand are close, there are many routes, and transportation is convenient. In addition, Thailand has a visa-on-arrival policy for Chinese tourists. Thailand has a rich variety of food and snacks, and catering, accommodation, and tourism products are affordable. The concept of respecting customers in terms of entry services, organization and reception is deeply rooted in the hearts of the people. Thailand is known as the "Land of Smiles" in the world, and its kind, peaceful and close national culture also makes tourists feel at home. At the same time, the proportion of tourism in Thailand's GDP is about 18%, which is one of the pillar industries of Thailand's economy. In 2023, in order to attract Chinese tourists, the Tourism Authority of Thailand launched the "Magical Thailand New Chapter 2023 China Roadshow" in Shanghai, Chengdu and other places to promote Thai tourism products. Phuket is the largest island in Thailand and one of the most popular tourist destinations. Phuket has beautiful beaches, lively nightlife, rich cultural and

natural landscapes, and a variety of activities and entertainment projects. According to the Phuket Tourism Association (PTA), many Chinese people like to travel to Phuket on their own. In particular, young Chinese people like to rent Thai costumes and take photos in the old town of Phuket.

Yuthasak Supasorn, director of the Tourism Authority of Thailand, emphasized at the report meeting that 2023 is an important year for the recovery of Thailand's tourism industry. It is expected that 25 million international tourists will be received throughout the year, and tourism revenue will recover to 80% of the pre-epidemic level, reaching 258 trillion baht. He also specifically emphasized in the report that welcoming a large number of Chinese tourists and providing them with better service quality. In this context, it is particularly important to study the relevant influencing factors of tourists' intention to revisit.

Research Objectives

- 1) Sort out and explore the current status of Phuket tourism and the main influencing factors affecting tourists' intention to revisit;
- 2) Take tourist experience as the independent variable, tourist satisfaction as the mediating variable, and tourist revisit intention as the result variable to explore the interaction relationship between the three variables;
- 3) Based on the theoretical model between variables, put forward relevant opinions and suggestions to help tourists get better service quality and better tourism experience during their travel in Phuket.

Research Methodology

1. Research Methods

1.1 Literature Analysis

By consulting the literature, we sort out and analyze the relevant research variables of this study, lay a solid theoretical foundation for the paper, and clarify the concepts of tourist experience, tourist satisfaction, and tourist revisit intention by consulting the literature. At the same time, we search for literature based on the research results of predecessors to obtain the relationship between the variables, and propose our own hypothesis and test it based on the literature, so as to clarify the context of the article, propose the research ideas of this study and formulate the research plan of this study.

1.2 Case Analysis

Through the analysis of the Thai case, we use the experience marketing theory of tourist experience and the relationship between tourist experience, tourist satisfaction, and tourist revisit intention to analyze the data, so as to study the current situation and situation of Phuket tourism cases and give constructive suggestions.

1.3 Questionnaire Survey

Collect relevant data by making a questionnaire, and the options of the questionnaire should be combined with the literature to find the basis. Based on the research results of predecessors, we choose to create a suitable questionnaire scale and distribute the questionnaire in various WeChat groups. We can also distribute the questionnaire in various tourist attractions in Phuket, Thailand to obtain survey data. After collecting the data, we analyze and process the data, verify the hypothesis, and give constructive conclusions or inspirations.

2. Population and sample group

2.1 Target Group

This study mainly focuses on Phuket tourism, so the target group is mainly Chinese tourists in Phuket. Relevant data show that tourists in Phuket mainly come from Asia, Europe, Australia and other places, among which China ranks first in the number of tourists. At the same time, while the number of Chinese tourists returning has increased sharply, they pay more attention to quality. The form of group travel has been greatly reduced, and most of them are free travel. Among them, 74% of Chinese tourists choose free travel and pay more attention to the tourist experience.

Phuket is also the favorite real estate tourist destination for Chinese wealthy people. According to statistics from Colliers, a Canadian real estate service company, the supply of apartments in Phuket in 2023 will be about 8,700 units, more than twice that of 2019 before the epidemic, setting a record high. In the southern part of Phuket, which is popular with foreigners, 60% of real estate buyers from January to March 2023 are Chinese. The sales manager of SKN Real Estate, a company engaged in real estate sales in Phuket, also said that compared with the pre-epidemic period, Chinese purchases have increased by 70%. Chinese tourists have a good experience in Phuket and are willing to revisit, so Chinese buyers are enthusiastic about buying property in Phuket.

Tourists from these countries like Phuket's beaches, water activities and luxury resort hotels. Therefore, in the selection process, we need to distribute it in relevant tourist attractions in Phuket on the one hand, in order to ensure that tourists who have traveled to Phuket can better screen out effective tourists to participate in the questionnaire filling; the second is to distribute it in the WeChat group of relevant foreign travel, and reward those who participate in the questionnaire survey by issuing red envelopes in various WeChat groups, so as to distribute part of the questionnaire.

2.2 Sampling method

Due to the limitations of time, resources and research objects, we adopted a convenient sampling method to collect relevant data during the research process.

Since convenient sampling may bring problems such as sampling bias and single sample, the following methods will be adopted in the research process to compensate:

1) When conducting questionnaire surveys in WeChat groups, anonymity is adopted to reduce the concerns of respondents. At the same time, using the Internet to conduct surveys can increase the sample size and reduce sample bias.

2) When conducting a questionnaire survey on site, the respondents should first be asked whether they are willing to participate in this study, and the respondents should be promised that their personal information will be kept confidential and the collected data will only be used for research.

The above method can only minimize the error. The results obtained from our analysis need to be interpreted with caution. They may only be applicable to Phuket tourism and the research conclusions cannot be extrapolated to other regions.

3. Research tools

3.1 Measurement of tourist experience

This study defines tourist experience as an individual's pursuit of freedom and pleasure, which is the result of active participation of tourism subjects and interaction with tourism objects. The study synthesized the measurement questions of various factors of tourist experience by Oh (2007), Peng Xi (2010), Li Ling (2011), Song and Ahn (2014), and revised them to summarize the measurement questions of tourist experience, a total of 8 questions, as shown in Figure 3.1. The reliability of the tourist experience scale used in this study is 0.801 for the entertainment experience dimension, 0.707 for the educational experience subscale, and 0.750 for the aesthetic experience subscale.

Table1 Tourist experience measurement scale

Variables	Question	Measurement project	References
Entertainment experience	YL1	Experiencing Phuket tourism projects made me feel happy	Oh (2007); Peng Xi (2010); Li Ling (2011); Song and Ahn (2014)
Entertainment experience	YL2	Watching the programs offered by Phuket made me feel happy	
Educational experience	YL3	Phuket tourism projects were interesting	
Aesthetic experience	YL4	Phuket has many things to see	
Variables	JY1	Phuket gave me new insights	
Entertainment experience	JY2	Phuket tourism experience made me learn new terms and vocabulary	
Entertainment experience	SM1	Through Phuket tourism experience, I felt the unique Southeast Asian style	
	SM2	Experiencing Phuket tourism projects made me feel relaxed and happy	

3.2 Tourist Satisfaction Measurement

This study defines tourist satisfaction as the gap between tourists' expected expectations and the quality they actually feel. The measurement items are based on the research of Anderson et al. (1994), Du Yawen et al. (2017) and Wang Ning (2021). Appropriate revisions and improvements have been made to this study, with a total of 4 items, as shown in Figure 3.2. The reliability of the tourist satisfaction scale in this study is 0.916.

Table 2 Tourist satisfaction measurement scale

Variables	Question	Measurement items	References
Satisfaction	MY1	I am generally satisfied with the Phuket tourism program I experienced	Anderson(1994); Du Yawen (2017); Wang Ning (2021)
	MY2	I am very satisfied with my decision to experience Phuket tourism	
	MY3	The actual experience of Phuket tourism is more satisfactory than expected	
	MY4	Experiencing Phuket tourism is a very meaningful thing	

3.3 Measurement of tourists' revisit intention

This study defines tourists' revisit intention as the tendency of tourists to revisit a place and recommend it to others after the tourist behavior occurs. The measurement items are based on the research of Backman (1991), Roh et al. (2010) and Liang et al. (2020), and have been appropriately revised and improved. There are 2 items in total, as shown in Figure 3.3. The reliability of tourists' revisit intention in this study is 0.774.

Table 3 Tourists' revisit intention measurement scale

Variables	Questions	Measurement items	reference
Behavioral intention	YX1	If I have the chance, I will experience Phuket tour items again	Backman (1991) Roh (2010) Liang 等2020)
	YX2	I will recommend Phuket tour to others	

Research Conceptual Framework

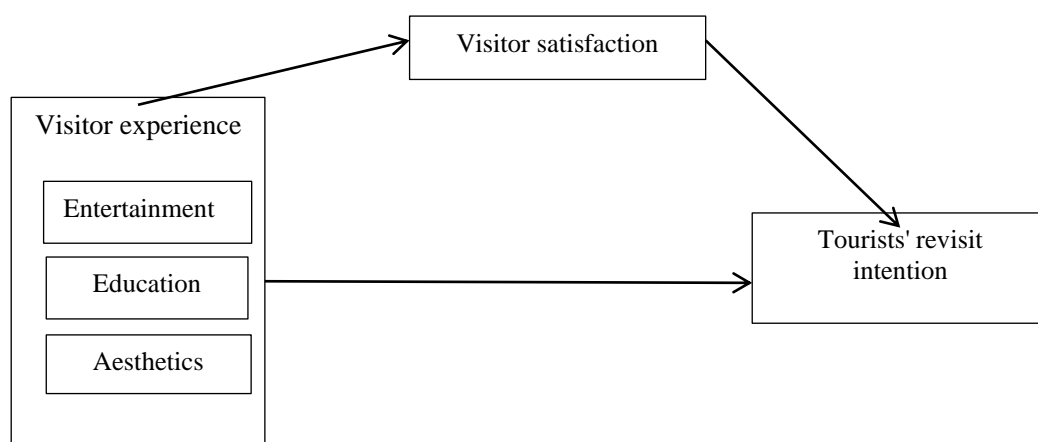


Figure 1 Research Conceptual Framework

Research Result

1. Linear regression analysis of tourist experience and satisfaction

Taking tourist experience as the independent variable and satisfaction as the dependent variable, a univariate linear regression model was established, and the results are shown in Table 4. In the regression model of tourist experience and tourist satisfaction (Equation 1), the model goodness of fit coefficient $R^2=0.783$, F test $F=721.979$, $P<0.01$, indicating that tourist experience in the model has a significant impact on tourist satisfaction. Tourist experience has a significant positive impact on tourist satisfaction ($\beta=0.885>0$, $P<0.01$), and hypothesis H1 is established.

Table 4 Regression model of tourist experience and tourist satisfaction

	<i>B</i>	<i>SE</i>	β	<i>t</i>	<i>P</i>
(Constant)	-0.049	0.166		-0.295	0.769
Tourist experience	1.008	0.038	0.885	26.870	<0.001
R^2	0.783				
<i>F</i>	721.979				
<i>P</i>	<0.001				

2. Linear regression analysis of tourists' experience and revisit intention

A univariate linear regression model was established with tourists' experience as the independent variable and revisit intention as the dependent variable. The results are shown in Table 5. In the regression model of tourists' experience on tourists' revisit intention, the model goodness of fit coefficient $R^2=0.721$, F test $F=515.961$, $P<0.01$, indicating that tourists' experience in the model has a significant impact on tourists' revisit intention. Tourist experience has a significant positive impact on tourists' revisit intention ($\beta=0.849>0$, $P<0.01$), and hypothesis H2 is established.

Table 5 Regression model of tourists' experience and their intention to revisit

	<i>B</i>	<i>SE</i>	β	<i>t</i>	<i>P</i>
(Constant)	0.093	0.189		0.492	0.623
Tourist experience	0.972	0.043	0.849	22.715	<0.001
R^2	0.721				
<i>F</i>	515.961				
<i>P</i>	<0.001				

3. Linear regression analysis of tourist satisfaction and revisit intention

A univariate linear regression model was established with tourist satisfaction as the independent variable and revisit intention as the dependent variable. The results are shown in Table 6. In the regression model of tourist satisfaction on tourist revisit intention, the model goodness of fit coefficient $R^2=0.872$, F test $F=632.586$, $P<0.01$, indicating that tourist satisfaction in the model has a significant impact on tourist revisit intention. Tourist satisfaction has a significant positive impact on tourist revisit intention ($\beta=0.872>0$, $P<0.01$), and hypothesis H3 is established.

Table 6 Regression model of tourist satisfaction and tourist revisit intention

	<i>B</i>	<i>SE</i>	β	<i>t</i>	<i>P</i>
(Constant)	0.527	0.154		3.425	0.001
Tourist satisfaction	0.876	0.035	0.872	25.151	<0.001
R^2	0.872				
<i>F</i>	632.586				
<i>P</i>	<0.001				

4. Linear regression analysis of tourists' experience and satisfaction on revisit intention

A multiple linear regression model was established with tourists' experience and satisfaction as independent variables and revisit intention as dependent variable. The results are shown in Table 7. In the regression model of tourists' experience and satisfaction on tourists' revisit intention, the model goodness of fit coefficient $R^2=0.788$, F test $F=368.789$, $P<0.01$, indicating that at least one of the variables in the model, tourists' experience and tourists' satisfaction, has a significant impact on tourists' revisit intention. Tourist experience and tourists' satisfaction have a significant positive impact on tourists' revisit intention ($\beta=0.358, 0.555>0$, $P<0.01$). At the same time, after adding tourists' satisfaction, the impact of tourists' experience on tourists' revisit intention is reduced. Therefore, tourists' satisfaction plays a mediating role between tourists' experience and tourists' revisit intention, and hypothesis H4 is established.

Table 7 Regression model of tourist satisfaction and tourist revisit intention

	<i>B</i>	<i>SE</i>	β	<i>t</i>	<i>P</i>
(Constant)	0.120	0.166		0.727	0.468
Tourist experience	0.409	0.080	0.358	5.097	<0.001
Tourist satisfaction	0.558	0.070	0.555	7.914	<0.001
R^2	0.788				
<i>F</i>	368.789				
<i>P</i>	<0.001				

In order to further verify the mediating role of tourist satisfaction, the mediation model was analyzed using Model 4 in the SPSS 26.0 software plug-in PROCESS, and the Bootstrap mediation effect significance test method was used. If the confidence interval of the effect value does not contain 0, it means that the effect value reaches the significance level. The results are shown in Table 8.

Table 8 Bootstrap method mediating effect test of tourist satisfaction

	Effect size	SE	95% <i>CI</i>	The proportion of total effect
Total effect	0.849	0.037	[0.775, 0.923]	
Direct effect	0.358	0.070	[0.219, 0.496]	42.17%
Mediating effect	0.491	0.080	[0.326, 0.644]	57.83%

Note: Bootstrap=5000

As shown in Table 8, the direct effect of tourist experience on the intention to revisit is significant, with an effect value of 0.358, accounting for 42.17% of the total effect. Tourist satisfaction has a significant mediating effect between tourist experience and the intention to revisit, with a mediating effect value of 0.491, accounting for 57.83% of the total effect. At the same time, the 95% CI of the direct effect and the mediating effect value do not include 0, indicating that the direct effect of tourist experience on the intention to revisit and the mediating effect of tourist satisfaction are both significant. Therefore, tourist satisfaction plays a partial mediating role between tourist experience and the intention to revisit, and hypothesis H4 is established.

5. Hypothesis Verification

This study takes tourists' experience as the independent variable, tourists' satisfaction as the mediating variable, and tourists' revisit intention as the dependent variable, formulates a research model, and proposes four research hypotheses:

- 1) Tourist experience has a significant positive impact on tourists' satisfaction.
- 2) Tourist experience has a significant positive impact on tourists' revisit intention.
- 3) Tourist satisfaction has a significant positive impact on tourists' revisit intention.
- 4) Tourist satisfaction plays a mediating role between tourists' experience and tourists' revisit intention.

First, by using SPSS software to perform Pearson correlation test and regression analysis, the results of correlation analysis show that there is a significant positive correlation between tourists' experience and tourists' satisfaction and tourists' revisit intention. The results of linear regression analysis show that tourists' experience has a significant positive impact on tourists' satisfaction, tourists' experience has a significant positive impact on tourists' revisit intention, and tourists' satisfaction has a significant positive impact on tourists' revisit intention. Hypotheses H1, H2, and H3 are established. Through the mediation effect analysis, it can be concluded that tourist satisfaction plays a partial mediating role between tourist experience and tourist revisit intention, with a mediating effect accounting for 57.83%, and hypothesis H4 is established. This also proves that at this stage of the study, the four research hypotheses H1, H2, H3, and H4 established by this study are all established. The verification results are shown in Table 9.

Table 9 Research hypothesis test results

serial number	Hypothesis	Result
H1	Tourist experience has a significant positive impact on tourist satisfaction	Established
H2	Tourist experience has a significant positive impact on tourist revisit intention	Established
H3	Tourist satisfaction has a significant positive impact on tourist revisit intention	Established
H4	Satisfaction plays a mediating role between tourist experience and revisit intention	Result

Discussion

Tourist experience and tourist satisfaction are key factors in attracting visitors, with the intention to revisit being the ultimate goal for any tourist destination. Our research, conducted through literature review and questionnaire data analysis, yields several interesting results that both align with and diverge from previous studies in the field.

Firstly, our study confirms that tourist experience positively affects the intention to revisit. This finding is consistent with the work of Kim et al. (2015), who found that memorable tourism experiences significantly influence revisit intention. However, our research extends this understanding by specifically focusing on Phuket, Thailand, providing valuable insights for this particular destination.

Secondly, we found a positive relationship between tourist experience and satisfaction, which aligns with the findings of Ali et al. (2016). Their study on resort hotel experiences in Malaysia similarly demonstrated that positive experiences lead to higher satisfaction levels.

Our research reinforces this relationship in the context of a popular beach destination, adding to the growing body of evidence supporting this connection.

Thirdly, our results indicate that tourist satisfaction positively affects the intention to revisit. This finding is in line with the work of Kozak (2001), who studied tourist satisfaction and its influence on the intention to return to Spain and Turkey. However, our study provides a fresh perspective by focusing on a Southeast Asian destination, highlighting the universality of this relationship across different cultural contexts.

Interestingly, our demographic data revealed that most tourists visiting Phuket are young people, with students accounting for a significant portion. This finding contrasts with the research of Jang and Wu (2006), who focused on senior travelers' motivations. Our results suggest a need for destination marketing strategies tailored specifically to younger demographics in Phuket.

Based on these findings, we propose several recommendations for improving Phuket's tourism industry:

1) Cultural Promotion: Emphasize Thailand's Buddhist culture and unique attractions to cater to young tourists' curiosity. This approach aligns with the findings of Richards (2018) on the growing importance of cultural tourism among younger travelers.

2) Culinary Tourism: Leverage Thai cuisine as a key attraction, developing food-related experiences and products. This strategy is supported by the work of Kivela and Crofts (2006), who highlighted the significance of gastronomy in tourism experiences.

3) Infrastructure Development: Improve public transportation and address traffic congestion to enhance the overall tourist experience. This recommendation is in line with Guiver and Stanford's (2014) research on the importance of sustainable transport in tourism destinations.

4) Environmental Protection: Strengthen conservation efforts and promote eco-friendly practices among tourists and locals. This approach is supported by Chiu et al. (2014), who found that environmental quality significantly affects tourist satisfaction and loyalty.

5) Service Quality Enhancement: Improve training for service personnel and establish efficient complaint resolution systems. This recommendation aligns with the work of Canny (2013), who demonstrated the impact of service quality on tourist satisfaction and loyalty in Indonesia.

6) Digital Marketing: Utilize popular social media platforms and collaborate with influencers to improve Phuket's online image and address safety concerns. This strategy is informed by the research of Hays et al. (2013) on the effectiveness of social media in destination marketing.

By implementing these recommendations, Phuket can enhance tourist experiences and satisfaction, ultimately fostering a loyal tourist base. This approach, combined with Thailand's new tourism strategy for 2023, can contribute to a revitalized tourism industry in Phuket.

Recommendation

Based on our research findings, which focused on the case of Phuket and utilized customer experience marketing theory, we offer the following suggestions for improving Phuket's tourism industry and for future research directions.

Suggestions for Phuket's Tourism Industry:

1) Social Media Marketing: Leverage popular platforms such as Xiaohongshu, Douyin, TikTok, and Instagram to enhance Phuket's online presence. Thailand's strong media capabilities should be utilized to promote Phuket's unique attractions effectively.

2) Service Quality Enhancement: Improve service levels by increasing the number and training of tourist police. Implement comprehensive training programs for all tourism-related service personnel to ensure high-quality interactions with visitors.

3) Cultural Soft Power Promotion: Showcase Phuket's cultural assets such as Muay Thai, traditional massage, and the Songkran Festival through organized cultural exchange activities. This will help differentiate Phuket from other beach destinations.

4) Infrastructure Development: Invest in improving Phuket's transportation infrastructure to enhance accessibility and convenience for tourists. This includes upgrading roads, public transport systems, and airport facilities.

5) Personalized Tourism Experiences: Develop exclusive, customized tour packages that cater to the growing demand for personalized travel experiences. This approach can help improve tourists' perception of service quality and overall satisfaction.

6) Tourist Protection Mechanisms: Establish a comprehensive system for addressing tourist complaints and managing unexpected issues. This will help protect tourists' rights and interests, potentially leading to increased trust and revisit intentions.

Suggestions for Future Research:

1) Longitudinal Studies: Conduct long-term studies to track changes in tourist behavior, satisfaction, and revisit intentions over time. This could provide insights into the evolving needs and preferences of visitors to Phuket.

2) Comparative Analysis: Expand the research to include other popular Thai destinations such as Bangkok or Chiang Mai. This would allow for a comparison of tourist experiences and satisfaction across different types of destinations within Thailand.

3) Segmentation Research: Conduct in-depth studies on specific tourist segments (e.g., young travelers, family groups, luxury travelers) to understand their unique needs and preferences. This could inform more targeted marketing and product development strategies.

4) Environmental Impact: Investigate the relationship between sustainable tourism practices, tourist satisfaction, and revisit intentions in Phuket. This research could guide the development of eco-friendly tourism initiatives.

5) Digital Tourism: Explore the impact of digital technologies (e.g., virtual reality tours, AI-powered travel assistants) on tourist experiences and satisfaction in Phuket. This could inform future investments in tourism technology.

6) Crisis Management: Study the resilience of Phuket's tourism industry in the face of external shocks (e.g., natural disasters, global health crises). This research could help develop more robust crisis management strategies for the tourism sector.

By implementing these suggestions and pursuing these research directions, Phuket can work towards enhancing its tourism offerings, improving visitor satisfaction, and ultimately increasing tourist revisit intentions. Future research will provide valuable insights to guide the continuous development and adaptation of Phuket's tourism industry in an ever-changing global market.

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