

Examining the Structural Relationship of Destination Image, Tourist Experience and Tourist Loyalty: An Integrated Approach

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Abstract

This study proposed a more integrated approach by examining the theoretical and empirical evidence on the causal relationships among destination image, tourist expectation, perceived quality, perceived value, tourist experience, tourist complaint and tourist loyalty. The conceptual model is developed on the basis of literature review and exploratory study in the fields of tourism destination management. The empirical data were collected in Bangkok. A total of 392 questionnaires were returned and the data were analyzed using structural equation model. The theoretical and managerial implications were drawn based on the study. Findings and recommendations are also provided. The result of this study provides better understanding of the factors influencing tourist experiences and tourist loyalty which benefit for policy makers in maintaining and developing the destination competitiveness.

Keywords: Destination Image, Tourist Expectation, perceived Quality, Perceived Value,
Tourist Experience, Tourist Complaints, Tourist Loyalty, Bangkok, Thailand

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อเสนอแนวทางแบบบูรณาการโดยการตรวจสอบหลักฐานทางทฤษฎีและเชิงประจักษ์เกี่ยวกับความสัมพันธ์เชิงสาเหตุระหว่าง ภาพลักษณ์การท่องเที่ยว ความคาดหวังของนักท่องเที่ยว คุณภาพของการท่องเที่ยว คุณค่าของการท่องเที่ยว ประสบการณ์นักท่องเที่ยว การร้องเรียน และความภักดีของนักท่องเที่ยวต่างชาติที่มีต่อการท่องเที่ยวในกรุงเทพมหานคร ซึ่งแบบจำลองในการศึกษาได้รับการพัฒนาจากการทบทวนวรรณกรรมและการศึกษาเชิงสำรวจค้นคว้าในด้านการจัดการแหล่งท่องเที่ยว และเก็บรวบรวมข้อมูลเชิงประจักษ์จากแบบสอบถามจำนวน 392 ชุด จากนักท่องเที่ยวต่างชาติในเขตกรุงเทพมหานคร และวิเคราะห์ข้อมูลด้วยแบบจำลองสมการโครงสร้าง ผลจากศึกษานี้สามารถนำมาพัฒนาเป็นทฤษฎีเพื่อใช้ในการบริหารจัดการแหล่งท่องเที่ยวได้ โดยผลจากการศึกษาครั้งนี้ทำให้เข้าใจถึงปัจจัยที่มีอิทธิพลต่อประสบการณ์การท่องเที่ยวและความจงรักภักดีของนักท่องเที่ยวซึ่งเป็นประโยชน์ในการวางนโยบายเพื่อพัฒนาความสามารถทางการแข่งขันของสถานที่ท่องเที่ยว

คำสำคัญ: ภาพลักษณ์การท่องเที่ยว ความคาดหวังของนักท่องเที่ยว คุณภาพของการท่องเที่ยว

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Introduction

Tourism industry has become an important share in global market in the past three decades as it has emerged as one of the largest and fastest developing industry in the global economy. Tourism exports have also seen as one of the important economic pillars in many developing countries including Thailand as a growing source on foreign exchange earnings. However, the competition in tourism industry has become more difficult as a result of the increased availability of goods and services. The competition for tourist loyalty and to acquire new wave of tourists is, therefore, more intense and will continue to grow further in the future. If the hospitality and tourism organizations want to survive and prosper in this competitive environment, they need to master and practice the principle of destination competitiveness, tourist experience, and tourist satisfaction in order to have better improvement in the destination management.

Various researches indicate that increased tourist satisfaction and better tourist experience can contribute to the enhanced reputation of destination, increased tourist loyalty, reduced price elasticities, lower cost of future transaction and improve productivity for example Fornell (1992), and Hong, Lee, Lee, and Jang (2009). Hence, enhancing tourist satisfaction and creating

better tourist experience are, therefore, important for Thailand destination management in order for effective planning, formulating and implementing policies by both public and private sectors. The experience index could serve as main tools to analyze factors that affect tourist experience and identify the areas for improvement. Bangkok is the one of the most popular tourist destinations in Asia with variety of tourists. Therefore, Bangkok could be used as a pilot study. This study focuses on to formulate theoretical model for Thailand Tourism Experience Index by studying international tourists upon their visit in Bangkok.

Objectives

The main purposes of this study are as follows: objectives 1) to identify and analyze the impact from service performance of the sectors related to tourist experience and thus affecting tourist loyalty, 2) to identify and analyze enhancement factors that affect tourist experience, and 3) to propose a theoretical model to assess tourist experience and tourist loyalty at the destination level (Bangkok).

Literature Review

Destination image

Echtner & Ritchie (2003) stated that tourism image refers to knowledge, beliefs, emotions, and the overall understanding of the customers towards the destination in aspects. Tourists perceive the destination image through media (pre-visit) and their direct experiences (post-visit) can differ from reality since the image is formed from reality and personal perception. Barbara (2014) pointed out that destination images have positive effect on tourist satisfaction. The overall image is also profoundly crucial towards the sustainability of the destination (Kozak and Decrop, 2009).

Expectation

Expectations are attitudes or beliefs that the customers have towards the product or service. Customers buy a product or service in order to fulfil their needs and carry out an assessment of the perceived performance (Parasuraman, Zeithaml, and Berry, 1985). If the perceived quality meets or exceeds their expectations, the customers will develop a higher level of satisfaction or impression towards the product or service. According to the model of service quality, customer expectations are derived from certain key factors - past experience, word of mouth communication, external communication to customers, personal needs, and competitor analysis (Parasuraman et al., 1985).

Perceived quality

Perceived service quality is the customers' opinion on the overall quality of the service performance, resulting from comparing their expected services with the perceived services or post-purchase experiences (Jiang and Wang, 2006). Parasuraman, Zeithaml, and Berry (1994) developed the SERVQUAL Model to measure service quality based on customer perception with the belief that a qualified organization is the organization that is able to achieve or exceed the needs of its customers.

Perceived value

Perceived value is defined as utility or benefits that a customer gain from the product or service (Zeithaml, Bitner, and Gremler, 2009) while Kotler and Keller (2009) defined perceived value as the difference between the total value and total cost to consumer. Total values refer to the advantages that the customers expect to receive from the product and service while total costs refer to monetary and time.

Tourist satisfaction

The tourism industry consists of variety of sectors including the travel, hospitality and visitor services sector. It is an amalgam of a number of individual enterprises that provide range of services to people who are travelling away from their home. Tourist satisfaction has been of great interest in tourist destination management based on the premise that high tourist satisfaction contributes to increase in number of tourist, positive word of mouth and tourist loyalty. Kozak (2001) defined satisfaction as important in carrying out destination performance research due to the close relationship between the level of tourist satisfaction and future behavior. An analysis of the competitive destinations based on tourists' level of satisfaction was made by various studies. Nevertheless, no single global index of assessment is used in these studies including longitudinal studies which make it difficult to compare destinations and periods. There are three studies including Alegre and Garau (2009), Wang, Zhang, Gu, and Zhen, (2009), and Song, Li, Van der Veen, and Chen (2010) which used the global index of consumer satisfaction as a method to create a synthetic index of assessment.

Despite the fact that many researches indicated that tourists who are highly satisfied with the destination are more likely to become repeat visitors and recommend the destination to others, there is still a concern that satisfaction in tourist industry does not mediate all influences on loyalty because the nature of tourism product is different from other type of

goods and services. Bigné, Sánchez, and Sanz (2005) stated that satisfaction alone could not make the management to understand the tourists and could not lead to the outcome which is loyalty. As satisfaction directly influenced loyalty, it is also difficult to measure loyalty on the basis of repurchase because consumption is infrequent and tourists may prefer to visit new places (Bigné et.al.,2005). Therefore, intention to revisit based on only the satisfaction may be irrelevant.

Experience economy

The precise meaning of experience economy is how to turn an ordinary thing into a memorable experience. According to Pine and Gilmore (1998), experience is a competitive advantage of products. The significance of customer experience has a direct impact on the performance of the tourism industry that proclaims itself as a “People Industry”. As experience is one of the important key success factors of the tourism business, the development of experience management is, therefore, necessary in aiming at satisfying the needs of the tourism industry in the changing world. Pine and Gilmore (1998) divided experience into four categories which are entertainment, educational, escapist and esthetic. Later on, as consumer behavior tend to be more individualizing, the relationship between customers and organizations is changing in favor of customers who are increasingly gaining power and control (Binkhorst 2005).

Tourist experience

Although tourist satisfaction management is important, it is not the only goal in tourism industry. Apart from achieving tourist satisfaction, pleasant experience received from the destination is indeed important in present days since it helps develop long-term loyalty among tourists. A great tourist experience sets the foundation of improvement for tourist satisfaction and tourist loyalty which finally will lead to greater profitability. Jung (2015) stated that determining a tourism experience as either positive or negative can be easier for a tourist than determining it as authentic or memorable. Positive tourism experience is resulted from the impression associated with fulfillment or satisfaction and which has a positive influence on tourists’ lives (Jung, 2015) while negative tourism experience is resulted from disappointment or dissatisfaction and which has a negative influence on tourists’ lives (Jackson, White, and Schmierer,1996). Therefore, positive and negative tourism experiences have broader meanings than satisfied and dissatisfied tourism experiences (Yoon and Uysal, 2005).

Tourist complaints

Tourist complaints are negative expression made by the tourists concerning the quality of facilities and services in the destination area. The complaints are usually made via 3 channels; (1) making complaints to the organization, (2) making complaints to the supervisory agency, and (3) publicizing negative messages to friends, family, or social media channels (Kozak and Decrop, 2009). The results from Kozak and Decrop (2009)'s study also revealed that tourist complaints are negative factors affecting tourist satisfaction. However, Pearce (2009) stated that many existing tourism studies depend on consumer theories in explaining tourist behavior without considering the unique features of the tourism industry. Williams and Visser (2002) stated that customers are more rewarded for being satisfied and also pointed out that most loyal customers are those who complain and report.

Tourist loyalty and transferred loyalty

Over the past two decades, there are many studies attempted to explain the reasons of tourists' return intention to the destination. Satisfaction is one of the models in most of these studies used. Given that tourism is comparatively a multi-discipline which many studies of tourist behavior are derived from consumer behavior. However, tourism industry has some unique features that make the measurement of attitude to be particularly difficult (Oppermann, 2000). Jago and Shaw (1998) stated that the repurchase of tourism product and service is a rare purchase. Therefore, measuring tourist loyalty requires more understanding in the tourism context. Oppermann (2000) also mentioned about problems concerning the measurement of tourist loyalty which is related to purchase sequence. Tourists might not be able to set the exact date and time for their repeat visitation or they might also transfer their loyalty to other related destinations.

From Pearce and Kang's perspective (2009), loyalty in tourism context is more complicated than traditional consumer behavior. Tourists may satisfy with something which can be manifested in loyalty for that particular brand or place. However, there is a possibility that those tourists may repurchase these brands again when visit new destination. This kind of loyalty can be defined as tourist transferred loyalty and should be considered in the study of tourist loyalty. Moreover, Kozak (2001) also points out that tourist satisfaction with destinations would not only be a factor that make tourist to revisit destination again but also to visit similar destinations available in the same or different country. Ahmad and Mohammad (2011) stated

that that novelty seeking has more significant effect on return intention than satisfaction. Some studies found out that less satisfied visitors might revisit the same destination in order to gain more experience (Oppermann, 2000). Hong et.al (2009) suggested that satisfaction alone is not sufficient for attracting repeaters and other motivators. Therefore, tourist experience is significant to achieve loyalty in tourism context when visitors 1) intend to revisit the same destination, 2) recommend other to visit destination or 3) visit another related destination to gain more experience.

A review of previous models with a theoretical background on tourist satisfaction and tourist experience show that the study in measuring tourist experience and understanding the concept of tourist loyalty could be a better way in improving the destination competitiveness.

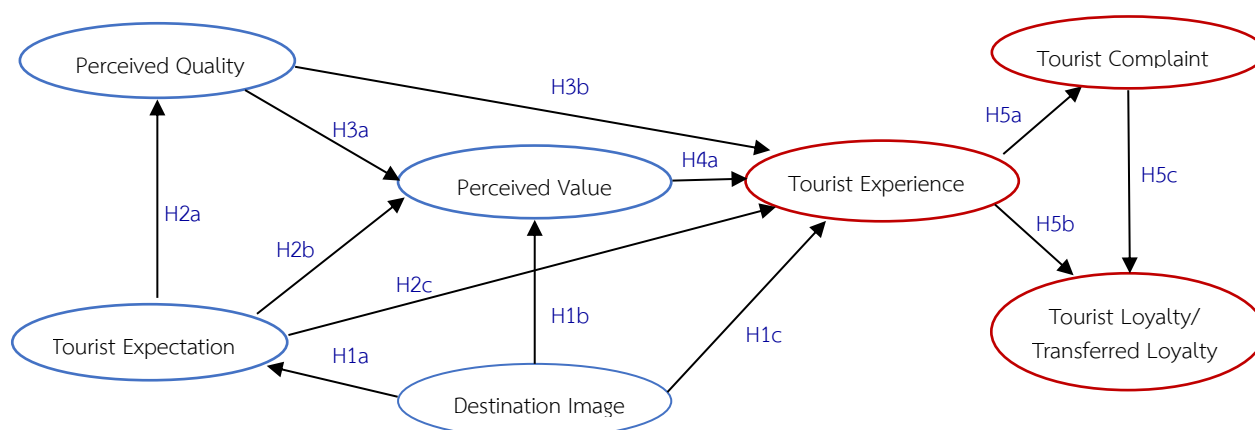
Exploratory Research

As the literature on tourist experience and tourist transferred loyalty is not yet rich enough to laid a foundation for investigating the relationship between tourist experience and tourist complaint, tourist experience and tourist loyalty/transferred loyalty, and tourist complaint and tourist loyalty/transferred loyalty. Consequently, in the first stage, a qualitative study is carried out to gain insights and to identify factors influencing tourist experience, tourist complaint and tourist loyalty/transferred loyalty as well as to assure the suitable conceptual framework. The exploratory research entails a qualitative study consisting of in-depth interviews with 12 experts in October 2016 to January 2017 from related discipline related to tourism industry to analyze the background and draw a consensus of the tourist experience and tourist loyalty. The information from the in-depth interview concluded that perceived values and its antecedents which consist of the destination's image, perceived quality, and expectation are related to travel experience assessment. Satisfaction along with novelty, knowledge, personal relationship, surprise, impression, enjoyment, excitement, and participation are considered parts of tourist experience. Moreover, the destination should focus on quality enhancement which will help build loyalty among tourists since loyalty has a huge influence on travel destinations and it can broadly be transferred especially among groups of novelty seeking tourists. Moreover, tourist loyalty might also lead to repeat visitation and positive recommendations.

Conceptual Framework

This study measures 5 components of tourism which are attraction, accessibility, amenities, accommodation, and activities as it stated in Dickman (1996). The hypothesized relationships are based on the relevant literature and the exploratory research. The conceptual model is an extension of tourist satisfaction by emphasizing tourist experience and is developed based on several studies including Fornell, Johnson, Anderson, Cha, and Bryant(1996); Pine and Gilmore (1998); Eklöf (2000); and Wang et al. (2009). The proposed conceptual framework of tourist experience index is analyzed by using a structural equation model. The hypothesized relationships are illustrated in the research framework as shown in Figure 1.

Figure 1: Conceptual Framework



Research Hypotheses

The hypotheses in this study are developed from the conceptual model, which is based on literature and exploratory study. According to the research objectives of the study, the research hypotheses are categorized into five groups which are as followed:

Destination images and its consequences

Lee, Yoon, and Lee (2007) pointed out that the destination image directly affects tourists' post-decision behavior on experiences, satisfaction, and loyalty which good destination image will have a positive impact on tourist satisfaction. Studies by Wang et al. (2009) and Eklöf (2000) also indicated that image is associated with tourist expectation and perceive value which both have indirectly impact on satisfaction. This study also applied the European Customer Satisfaction Index (ECSI) model and the Norwegian Customer Satisfaction Barometer (NCSB) model into the tourism experience index. Moreover, the result from the exploratory also

support that the destination image influences tourist expectation, perceived value and tourist experience. Hence, the hypotheses can be proposed as:

H1a: Destination Image has an influence on tourist expectation.

H1b: Destination Image has an influence on perceived value.

H1c: Destination Image has an influence on tourist experience.

Tourist expectation and its consequences

The study of the levels of expectations and satisfaction has paramount significance in so far as sustained development of tourism at the given destination is concerned (Lather et al., 2012). Expectations are widely used in satisfaction index including, the Swedish Customer Loyalty Barometer (SCSB), American Customer Satisfaction Index (ACSI), Hong Kong Tourism Satisfaction Index (HKTSI), and ECSI. Numerous studies have indicated that expectation has a significant impact on perceived quality, perceived value, and experience (Fornell et al., 1996; Wang et al., 2009; Pilelienė and Grigaliūnaitė, 2014a). Furthermore, it was found on the exploratory research that tourist expectations and experiences are related to tourists' choice of destination. Therefore, the hypotheses with regards to tourist expectation are proposed as follows:

H2a: Tourist expectation for a destination has a positive effect on perceived quality.

H2b: Tourist expectation for a destination has a positive effect on perceived value.

H2c: Tourist expectation for a destination has a positive effect on tourist experience.

Perceive quality and its consequences

Perceived service quality is the customers' opinion on the overall quality of the service performance, resulting from comparing their expected services with the perceived services or post-purchase experiences (Jiang and Wang, 2006). The performance model serves as the conceptual foundation for the SCSB (Fornell, 1992). Pilelienė and Grigaliūnaitė (2014a) indicated that perceive quality has a significant impact on perceived value and tourist satisfaction in a number of ACSI and ECSI studies. As such, the ACSI and ECSI were used as a foundation to develop the Tourist Experience Index. Together with the exploratory study, it is suggested that the tourists' perceived quality occur after the tourists had perceived the actual performance of the destination and will have a positive impact on the perceived value and the tourist experience. As such, it can be expected that:

H3a: Perceived quality of a destination has a positive effect on perceived value.

H3b: Perceived quality of a destination has a positive effect on tourist experience.

Perceived value and its consequence

Zeithaml (1988) defined perceived value as the customer's assessment of the services based on the perceptions of what is received and what is given. Lee, Jeon, and Kim (2011) noted that perceived value has a significant impact on tourist satisfaction in a number of customer experience studies including ACSI, ECSI, and NCSB. From previous tourism studies, it was found that perceived values have an impact on tourist satisfaction (Kozak and Decrop, 2009; Wang et al., 2009; and Song et al., 2010). In addition, the exploratory research results indicated that perceived value tend to enhance the tourist experience. Thus, it is hypothesized that,

H4a: Perceived value has a positive effect on tourist experience.

Tourist experience, Tourist Complaint, and Tourist loyalty/Transferred loyalty

Yoon and Uysal (2005) indicated that positive and negative tourism experiences have broader meanings than satisfied and dissatisfied tourism experiences. Various studies suggested that experience is an essential component and have direct effect on loyalty while the satisfaction have indirect effect to customer loyalty (Knutson, Beck, Kim, and Cha J, 2009). In Pearce and Kang's view (2009) the loyalty in tourism context is more complicated than traditional consumer behavior. Tourist loyalty can be transferred to other related destination. This type of loyalty can be defined as tourist transferred loyalty and should be considered in the study of tourist loyalty.

Pileliene and Grigaliunaite (2014a) noted that the main consequences of customer satisfaction in various studies including SCSB, ASCI, and HKCSI are customer loyalty and complaints. Wang et al. (2009) and Song et al. (2010) developed tourist satisfaction model where tourist complaints are negatively related to tourist satisfaction and tourist loyalty and tourist satisfaction and tourist loyalty for a destination are positively related. Although, there are plenty of empirical evidences in tourist studies that tourist satisfaction is a strong determinant of their intentions to revisit and recommend the destination to other people such as Kozak (2001), Oppermann (2000), and Yoon and Uysal (2005), there is no consensus from a various literature for a direct relationship tourist experiences and its consequences as well as the theoretical support on the relationship between tourist experience and transferred loyalty.

Moreover, various studies including Yuksel (2001) and Pearce and Kang (2009) noted that tourist loyalty of a destination can reduce marketing costs although they may not revisit the destination again. However, the exploratory study showed that tourist experience, tourist loyalty, and tourist complaints are related to one another. Thus, the following hypotheses are proposed as:

H5a: Tourist experience and tourist complaint are inversely related.

H5b: Tourist experience and tourist loyalty/transferred loyalty for a destination are positively related.

H5c: Tourist complaint and tourist loyalty/transferred loyalty are inversely related.

Methodology

This study intends to examine only international tourists visiting Bangkok. It involves an integrative analysis of tourist satisfaction and tourist experience. This study employed in-depth interview with experts from related discipline to analyze the background and draw a consensus of the tourist experience, then the study will apply structural equation model (SEM) in the second stage to estimate the tourist experience in Bangkok.

Questionnaire Design and Operationalization of Constructs

The seven constructs in the tourist experience model are latent variables that cannot be observed directly. In this study, the format of structural questionnaire composed to collect the data would be divided into two main parts which are 1) factoring affecting the tourist experience in Bangkok consists of 26 questions for 5 sets in attraction, accommodations, amenities, accessibility, and activities and events; and 2) general information consists of 8 questions. The questions were based on a comprehensive review of existing studies as well as the result from the exploratory study. A seven-point Likert scale was used as response format in the first part.

Sample design and data collection

The questionnaire in this survey was developed in English and Chinese. The sampling method used in this research was non-probability sampling with accidental sampling technique. The empirical study was carried out in Bangkok, capital city of the Kingdom of Thailand. Data were collected from international tourists over the age of 18 years old who stayed in Bangkok at Suvarnabhumi International Airport, Don Muang International Airport as well as downtown area during July – August 2018. A total of 400 questionnaires were distributed; however, some

were excluded from the study due to the incomplete filling of the questionnaires. Thus, the data were collected and analyzed using SEM with only 392 copies of the questionnaires. SEM can assess complex models with many relationships, perform confirmatory factor analysis, and incorporate both unobserved and observed variables.

Empirical Results

Reliability test

Before evaluating the model, the reliability of the measurement, the internal consistency of the tools was checked by Cronbach's alpha coefficient. The results in Table 1 showed that the Cronbach's alpha coefficient of the questionnaire between 0.84 to 0.91, exceeding the minimum threshold of 0.70 (Hair, Hult, Ringle, and Sarstedt, 2014). Thus, the measurement items reliably gauged the constructs. Moreover, the individual manifest reliability explains the variance of individual manifest relative to latent variable by calculating standardized outer loadings of the manifest variables which outer loading of 0.70 or higher are considered highly satisfactory (Hair Jr. et al., 2014). The results showed that outer loading of all manifest variables are above 0.70, thus achieving convergent validity.

Reflective measurement model evaluation

The reliability of the measurement model was tested using SmartPLS. The validity of the measurement model were evaluated in term of composite reliability, convergent reliability, and discriminant validity. First the cronbach's alpha was calculated as indicated by Hair Jr. et al. (2014) with the result ranging from 0.84 to 0.90 exceeding the critical value of 0.7. Second, convergent validity is carried out by average variance extracted (AVE) test on variables (Hair Jr. et al., 2014). It determines the amount of variance captured by latent variable from its relative manifest variables due to measurement errors. The results showed that the AVE are above 0.64 which is greater than 0.5. Third, the discriminant validity was examined by using the Fornell-Larcker criterion. The result showed that all the constructs met this test, with none of the squared correlation surpassing the average variance extracted.

Table 1: Reliability and validity of measurement model

	Outer Loading	Cronbach's α	Composite Reliability	AVE	Outer Loading	Cronbach's α	Composite Reliability	AVE	Outer Loading	Cronbach's α	Composite Reliability	AVE	Outer Loading	Cronbach's α	Composite Reliability	AVE	Outer Loading	Cronbach's α	Composite Reliability	AVE
DI101	0.87	0.85	0.90	0.76	0.90	0.87	0.92	0.79	0.91	0.88	0.92	0.81	0.89	0.87	0.92	0.79	0.90	0.88	0.92	0.81
DI102	0.89				0.91				0.87				0.89				0.89			
DI103	0.86				0.87				0.91				0.89				0.91			
EX101	0.91	0.86	0.91	0.77	0.87	0.84	0.90	0.76	0.91	0.85	0.91	0.77	0.90	0.88	0.92	0.80	0.89	0.86	0.91	0.78
EX102	0.89				0.90				0.92				0.89				0.90			
EX103	0.85				0.85				0.82				0.90				0.86			
PQ101	0.94	0.86	0.91	0.77	0.93	0.87	0.92	0.79	0.94	0.88	0.92	0.80	0.92	0.86	0.91	0.79	0.93	0.86	0.91	0.78
PQ102	0.89				0.87				0.93				0.91				0.90			
PQ103	0.82				0.88				0.83				0.84				0.82			
PV101	0.92	0.88	0.92	0.81	0.90	0.89	0.93	0.82	0.90	0.88	0.92	0.81	0.89	0.87	0.92	0.80	0.91	0.88	0.92	0.81
PV102	0.89				0.90				0.88				0.89				0.88			
PV103	0.90				0.92				0.92				0.91				0.92			
TE101	0.87	0.86	0.91	0.78	0.86	0.85	0.91	0.78	0.89	0.88	0.92	0.80	0.88	0.87	0.92	0.80	0.90	0.90	0.92	0.84
TE102	0.90				0.92				0.91				0.90				0.92			
TE103	0.89				0.87				0.90				0.90				0.92			
TE104	0.86				0.88				0.85				0.87				0.82			
TE105	0.71				0.70				0.80				0.74				0.78			
TE106	0.80				0.79				0.80				0.80				0.83			
TC101	0.82	0.88	0.91	0.64	0.82	0.89	0.92	0.66	0.79	0.89	0.92	0.65	0.77	0.89	0.92	0.66	0.81	0.89	0.92	0.66
TC102	0.78				0.87				0.80				0.83				0.82			
TC103	0.82				0.81				0.83				0.86				0.82			
TL101	0.76	0.89	0.92	0.70	0.86	0.89	0.92	0.70	0.82	0.89	0.92	0.71	0.80	0.90	0.93	0.72	0.82	0.90	0.91	0.73
TL102	0.89				0.85				0.85				0.89				0.90			
TL103	0.84				0.76				0.82				0.83				0.79			
TL104	0.84				0.87				0.86				0.90				0.89			
TL105	0.84				0.85				0.86				0.84				0.88			

The table 1 displays the results of the reliability and validity of measuring instruments for all variables which indicated that the measurement model had adequate reliability and validity.

After establishing the confidence in the measurement model, the structural equation modeling (SEM) was conducted using bootstrapping to determine the likelihood of obtaining a discrepancy between the empirical and the model-implied correlation matrix and to assess the significance of path coefficients. Several common model fit indices were also used as criteria to judge the measurement tenability including Root Mean Square Error of Approximation (RMSEA), Goodness of Fit (GFI), Normed Fit Index (NFI), and Chisq/df. The fit indices of the structural model indicated a good fit to the data with RMSEA is between 0.041-0.049, GFI is between 0.942-0.990, NFI is between 0.913-0.957, and Chisq/df is between 2.135-2.966 as shown in table 2. The test results for these indices indicated that all indices exceeded their common acceptable levels, demonstrating that the measurement model exhibited a good fit with collected data.

Table 2: Goodness of fit indices

	Attractions	Accommodations	Amenities	Accessibility	Activities and Events
RMSEA	0.044	0.048	0.048	0.049	0.041
GFI	0.990	0.942	0.973	0.968	0.967
NFI	0.929	0.957	0.914	0.913	0.916
Chisq/df	2.135	2.647	2.798	2.855	2.966

An analysis of the estimated standardized path coefficients gave the direction and significance of the hypothesized relationships among the seven constructs in all five sectors. As indicated in table 3, 9 out of 12 of path coefficients in Attractions were significant at $p < 0.05$; 10 out of 12 of path coefficients in accommodation were significant at $p < 0.05$; 9 out of 12 of path coefficients in amenities were significant at $p < 0.05$; 10 out of 12 of path coefficients in accessibility were significant at $p < 0.05$; and 11 out of 12 of path coefficients in activities and events were significant at $p < 0.05$. As expected, destination images had a significant positive impact on both tourist expectation, perceived value and tourist experience in every sector; thus support H1a, H1b and H1c. The hypothesis test of tourist expectations having a positive effect on perceived quality and tourist expectation was confirmed in every sector, thus support H2a and H2c. On the contrary, tourist expectation has

positive effect on perceived value but is not significant in every sectors; thus not support H2b. H3a suggest significant positive relationship between perceived quality and perceived value in every sectors; thus H3a was therefore supported. Nonetheless, H3b suggested significant positive relationship between perceived quality and tourist experience only in accommodation, accessibility, and activities and events; thus H3b was therefore partially supported. H4a suggested positive relationship between perceived value and tourist experience in every sector; H4a was therefore supported.

Hypotheses H5a to H5c indicated the linkages between tourist experience and consequence constructs. The path estimated of between -0.65 to -0.52 for H5a demonstrated that tourist experience and tourist complaints were inversely related in every sector. However, tourist complaints had a significant negative impact on loyalty only in activities and events; thus partially supporting H5c. Finally, tourist experience had a significantly positive impact on tourist loyalty in every sector, thus supporting H5b.

Table 3: Summary of hypothesis testing results

Hypothesis	Hypothesized Relationships	Attractions	Accommodations	Amenities	Accessibility	Activities and events
H1a	DI -> EX	0.780**	0.741**	0.974**	0.881**	0.981**
H1b	DI -> PV	0.510*	0.292*	0.724**	0.149*	0.370*
H1c	DI -> TE	0.261**	0.257**	0.558**	0.247*	0.167*
H2a	EX -> PQ	1.152**	1.189**	1.041**	1.015**	0.987**
H2b	EX -> PV	0.031	0.127	0.044	0.104	0.109
H2c	EX -> TE	0.253*	0.254*	0.301*	0.232*	0.465*
H3a	PQ -> PV	1.272**	0.965**	0.962**	1.097**	1.004**
H3b	PQ -> TE	0.119	0.206*	0.161	0.950**	0.725**
H4a	PV -> TE	0.829*	1.309*	0.614**	0.330*	0.460**
H5a	TE -> TC	-0.527**	-0.518**	-0.618**	-0.648**	-0.804**
H5b	TE -> TL	0.898**	0.950**	0.880**	0.608**	1.030*
H5c	TC -> TL	-0.058	-0.050	-0.003	-0.029	-0.133**

Note: * indicates significant at 0.05 levels and ** indicates significant at 0.01 levels

This study proposed a structural model to assess tourist experience and tourist loyalty at the destination in five sectors. Prior to the development of the structural model, the 7 constructs were tested for validity and reliability. The results revealed that all constructs in this study had an acceptable construct reliability and validity scores. The study then developed

the structural model of tourist experience for Bangkok which the result had showed that the derived model showed the acceptable result especially in destination images, perceived value, tourist experience and tourist loyalty between the model and empirical data in every sector.

Discussion and Recommendations

Tourist experience is a measurement of how products and services supplied by a destination that create the cumulative changes in tourist's perspective that arise from travelling. In the last decade, a number of national tourist satisfaction indices have been introduced in many destinations in order to make the destination aware of the tourist destination quality for constant improvement. However, not many academics and practitioners have so far taken up the concept of tourist experience at the destination level.

Tourist experience is based on many factors such as destination image, tourist expectations, perceived quality, and perceived value. The result of the study showed that only two antecedents which were destination images and perceived value had significant positive relationships with tourist experience in every sector. This means that the destination must strive to maintain good image and offer value of destination because high levels tourist experience could lead to higher levels of tourist loyalty which could also be transferred to other destinations in Thailand. The empirical results of this study also provide reliable evidence that perceived value had the direct strongest positive relationship to tourist experience with among other antecedent constructs. The structural equation model also indicated that tourist experience significantly had a negative effect on tourist complaints and positive effects on tourist loyalty which provides empirical supports for the finding in the study of Fornell et al. (1996). As stated in the hypothesis, the relationship between tourist experience and tourist loyalty is expected to be positive. In one direction better experience leads to higher loyalty. Therefore, a destination wishing to increase its tourist loyalty might focus on expanding programs aimed at improving tourist experience. This could take the form of improved quality and service to tourist. However, there was no significant relationship between tourist complaint and tourist loyalty in 4 sectors which is also supported by the findings of Williams and Visser (2002) and Eklöf (2000). Regarding the lack of a link between tourist complaint and tourist loyalty, it should be noted that loyalty may be influenced by a wide variety of other factors. Good or bad tourist experience might have more impact of tourist loyalty than tourist complaint.

This study extended current knowledge related to tourist experience and tourist satisfaction. It is hoped that the proposed model can serve as the basis for the business development of Bangkok as a popular tourist destination. Understanding the tourist experience will provide a meaningful information on developing the tourist destination further and offer better goods and services. This study had achieved its objectives in developing tourist experience model and examining relationships of selected antecedents of tourist experience at the destination level. Destination Images and Perceived Value were found to be the most significant factor that tourists look in order to have better experience with the destination. There was also the strong relationship between tourist experience and tourist loyalty.

This study has some limitations since the data gathered make inferences about the population of interest at a defined time and a specific destination. Therefore, a cross-sectional and time series study should be applied in order to have a better information of tourist experience and to see the trend of the tourist experience in Thailand in each region in different season and at the macro level.

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