

ความสัมพันธ์ระหว่างประสบการณ์เดินทางท่องเที่ยวกับความพึงพอใจของนักท่องเที่ยว: กรณีศึกษานักท่องเที่ยวชาวเอเชียที่เดินทางมาท่องเที่ยวจังหวัดภูเก็ต

A RELATIONSHIP BETWEEN TRAVEL EXPERIENCE AND TOURIST SATISFACTION: A CASE STUDY OF ASIAN TOURISTS VISITING PHUKET, THAILAND

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บทคัดย่อ

ตลาดนักท่องเที่ยวชาวเอเชียเป็นตลาดที่สำคัญตลาดหนึ่งของอุตสาหกรรมการท่องเที่ยวของจังหวัดภูเก็ต เนื่องจากจำนวนนักท่องเที่ยวชาวเอเชียที่เพิ่มมากขึ้นและการกลับมาเที่ยวซ้ำของนักท่องเที่ยวกลุ่มนี้ อย่างไรก็ตาม ยังมียังงานวิจัยไม่มากนักที่ศึกษาตลาดนักท่องเที่ยวชาวเอเชียในแง่ของประสบการณ์ท่องเที่ยวและความพึงพอใจของนักท่องเที่ยวในการมาเยือนจังหวัดภูเก็ต การเข้าใจถึงความสัมพันธ์ระหว่างสองตัวแปรดังกล่าวจะช่วยให้นักท่องเที่ยวท้องถิ่นที่เกี่ยวข้องสามารถพัฒนากลยุทธ์การท่องเที่ยวได้อย่างเหมาะสมเพื่อดึงดูดกลุ่มเป้าหมาย ดังนั้น งานวิจัยในครั้งนี้จึงมีวัตถุประสงค์การวิจัยเพื่อศึกษาอิทธิพลของประสบการณ์ท่องเที่ยวที่มีต่อความพึงพอใจของนักท่องเที่ยวในการมาเยือนจังหวัดภูเก็ต โดยเก็บรวบรวมข้อมูลจากนักท่องเที่ยวชาวเอเชียจำนวน 232 คน โดยใช้การเลือกตัวอย่างแบบตามสะดวกและวิเคราะห์ข้อมูลโดยการวิเคราะห์การถดถอยพหุคูณ (multiple regression analysis) ผลการวิจัยพบว่าประสบการณ์เดินทางท่องเที่ยวมีอิทธิพลทางบวกต่อความพึงพอใจของนักท่องเที่ยว โดยเฉพาะอย่างยิ่งประสบการณ์ท่องเที่ยวในด้านชายหาด อรรถาธิบายไม่ตรีของคนในท้องถิ่น และความคุ้มค่าของจุดหมายปลายทางการท่องเที่ยว มีอิทธิพลต่อความพึงพอใจของนักท่องเที่ยวอย่างมีนัยสำคัญทางสถิติ งานวิจัยในครั้งนี้จึงได้ให้ข้อเสนอแนะเพื่อส่งเสริมการท่องเที่ยวของจังหวัดภูเก็ต

คำสำคัญ: ประสบการณ์ท่องเที่ยว ความพึงพอใจ นักท่องเที่ยวชาวเอเชีย ภูเก็ต ประเทศไทย

Abstract

The Asian tourist market is one of the important segments for Phuket's tourism industry due to its increasing arrivals and re-visitation. However, fewer studies have examined this segment pertaining to their travel experience and tourist satisfaction in visiting Phuket. Understanding their relationship may help local authorities develop more appropriate tourism strategies to attract the target tourists. This study, therefore, has an objective to examine the influence of travel experience on tourist satisfaction in visiting Phuket. A total of 232 questionnaires were collected through a convenience sampling, and the data were analyzed using the multiple regression analysis. The findings revealed that travel experience had a positive influence on tourist satisfaction. In particular, travel experience with beaches, local hospitality, and valued destination were found to have the significant influence on tourist satisfaction. Recommendations to promote Phuket's tourism are discussed.

Keywords: Travel Experience, Tourist Satisfaction, Asian Tourists, Phuket, Thailand

Introduction

With the rapid growth of tourism industry in Thailand, today tourism has been regarded as one of the most important tools used to boost economies and promote country's development. The growth of tourism in Southeast Asia has developed very fast and each country is attempting to promote tourism to generate revenues to the country (Marzuki, 2012). Every nation has developed various marketing campaigns to persuade tourists to visit its state by promoting attractive tourist destinations, local culture, food, architecture, folklore and man-made tourist attractions. As tourism industry makes lots of benefits to the country, the Thai government has established various national policies to develop Thailand's tourism continuously. Thailand, the leading tourism state of the ASEAN, has various major tourist attractions located in different parts of the country both natural and cultural heritages. Among the major tourist destinations, Phuket is one of the most famous places for beach tourism among international tourists. It has many beautiful natural attractions, particularly the beaches and small islands. In order to promote Phuket, with the current competitive tourism situation in the ASEAN countries, one of the potential approaches is to provide tourists with positive travel experience at the destination. This is because travel experience is argued to be associated with tourist satisfaction and re-visitation (Caru & Cova, 2007; Kim & Brown, 2012). Past research has revealed that tourists with positive travel experience are more likely to be satisfied with their trips, and they may come back to the same destination (Alexandris, Kouthouris, & Meligdis, 2006; Kim & Brown, 2012). However, little effort has been made to investigate tourists' travel experience in Phuket and their trip satisfaction. This study, therefore, has the objective to examine the influence of travel experience on tourist satisfaction in visiting Phuket by focusing on Asian tourists. Asian tourists are important for Thailand's tourism industry nowadays for several reasons such as large Asian population, short-distance travel, growing market, re-visitation likelihood, and the occurrence of ASEAN Economic Community (AEC). In particular, the Asian tourist market is one of the important segments for Phuket's tourism. On average, the Asian tourist market represents approximately 57% of the international tourist arrivals to Phuket (Tourism Authority of Thailand, 2015). The results of the study are expected to yield a contribution for local authorities to understand the relationship between travel experience and tourist satisfaction as well as to assist them to appropriately develop suitable plans and strategies to attract more Asian tourists to Phuket.

Literature Review

Travel experience

According to the literature (Brown & Kim, 2012; Chi & Qu, 2008), travel experience refers to the exposure of tourists to tourism environment (e.g. tourist attractions, local people, culture) and the interaction between tourists and service providers (tourism business, facilities). Travel experience may occur through tourists' engagement, involvement, perception and participation in events, activities, or tourist attractions of the destinations (Caru & Cova, 2007). In other words, travel experience may relate to what tourists see, feel, meet, or contact with tourism suppliers and destination features. In general, a destination is the location of a cluster of attractions and related tourist facilities/services (Alexandris et al., 2006). It may argue that when tourists visit a particular destination with positive travel experience, they are more likely to be happy or satisfied

with their trips, and later they may come back to the same destination. In this sense, tourists with positive experience of products, services, and other resources in Phuket could produce repeat visits (loyalty) and word-of-mouth effects to their friends or relatives (Chi & Qu, 2008). Hence, assessing tourists' travel experience may help destination authorities in understanding which particular travel experience that may lead to tourist satisfaction; thereby assisting in developing appropriate tourism strategies to attract the target tourists.

Tourist Satisfaction

According to tourism literature, tourist satisfaction refers to the result of tourists' evaluation and comparison with the perceived performance of products/services with expectation (Heung & Cheng, 2000). If performance exceeds expectation, the result turns to be satisfied, however, when expectation exceeds performance, the result becomes dissatisfied. Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of goods and services, repeat visits, word-of-mouth publicity, and destination loyalty (Kozak & Rimmington, 2000; Kozak, Bigne, & Andreu, 2004). Tourist satisfaction may be determined by tourists' perceived comparison between the preferred expectation about a destination and the perceived evaluative experience in the destination (Yoon & Uysal, 2005). An understanding of tourist satisfaction is a basic tool used to evaluate the performance of destination products and services (Yoon & Uysal, 2005). Monitoring tourist satisfaction is, therefore, an important task for destination authorities/planners to get feedback and detect problems that cause tourist dissatisfaction which may have a negative impact on future visitation (Reisinger & Turner, 2003). Therefore, it is argued that an assessment of tourist satisfaction can help destination authorities adjust their efforts on enhancing tourists' travel experience, improving the quality of products/services, and developing effective destination marketing strategy (Kozak & Rimmington, 2000; Yoon & Uysal, 2005). Several scholars argue that tourists' assessment of the destination's different attributes is important to determine tourists' satisfaction and their intention to return (Alegra & Garau, 2010). In case of Phuket, it is important for destination authorities to assess Phuket's destination attributes that may affect tourists' satisfaction and its relationship with travel experience for a benefit of future development of Phuket's tourism industry. Unfortunately, there is a lack of empirical study examining the influence of tourists' travel experience on tourist satisfaction towards Phuket. In this study, tourists' travel experience was determined as the independent variable while tourist satisfaction was established as the dependent variable.

Methodology

The samples in this study were Asian travelers (aged 20 years older and over) who traveled independently to Phuket. Using a convenience sampling method, data were collected at major tourist attractions in Phuket (downtown and beaches) through a closed-ended, self-administered questionnaire. During the survey (May 2015), the respondents were asked if they would be interested to participate in the survey. Once they agreed, questionnaires were distributed on site and collected by researcher team (researcher and college students). All research respondents received small souvenirs for their participation. A total of 232 usable questionnaires were obtained. It should be noted these samples were a part of a big research project with the aim to present

the partial findings (Asian tourists). Several prior studies with 200 – 300 usable questionnaires were argued for their sufficiency to provide statistical analysis (Mohamad & Ghant, 2014). The questionnaire for measuring tourists' travel experience (independent variable) was developed from a review of related studies (Ekiz & Khoo-Lattimore, 2014; Kim & Brown, 2012; Mechinda, Serirat, & Guild, 2009). What to measure on travel experience were adapted in accordance with tourists' exposure to tourism suppliers, destination attributes, and tourism environment. Sample statement was for example, "I appreciate Thai culture and local way of life". Respondents were asked to rate their agreement on a 5-point likert scale (5=strongly agree to 1=strongly disagree). With regard to tourist satisfaction (dependent variable), it is generally measured by destination attributes (Chi & Qu, 2008; Hsu, 2003; Kozak & Rimmington, 2000). Satisfaction research has indicated that tourists are generally satisfied with individual attribute of the destination (i.e. nature, culture, services). This study measured tourist satisfaction through eighteen destination attributes which were reviewed from related literature on a nature-based destination (Ekiz & Khoo-Lattimore, 2014; Kim & Brown, 2012). Common destination attributes of the nature-based destination may be related to, for example, natural attractions, local people, infrastructure, services, facilities, cleanliness and safety (Ekiz & Khoo-Lattimore, 2014; Kim & Brown, 2012). The respondents were asked to evaluate their satisfaction on those attributes on a 5-point Likert scale (5=very satisfied and 1=very dissatisfied), for instance, "how satisfied are you with the beach/natural environment of Phuket?" A reliability analysis (Cronbach's alpha) was performed for tourist satisfaction with a result of 0.82, exceeding the minimum standard (0.80) (Hair, Anderson, Tatham, & Blac, 2006). The validity test (face validity) was also undertaken to obtain feedback and comments on the clarity and appropriateness of the research questions. Descriptive statistics (percentage, mean, S.D.) were used to describe respondents' profile and mean score of travel experience and tourist satisfaction while factor analysis was employed to group similar satisfaction items in terms of their underlying dimensions (factors) (Hair et al., 2006). The inferential statistics (multiple regression analysis) were used to analyze the influence of travel experience (independent variable) on tourist satisfaction (dependent variable). All statistical tests were performed at the .05 level of significance.

Findings

Table 1 Profile of research respondents

Characteristics	Descriptions	Number (n=232)	Percent (100%)
Gender	Male	134	58.0%
	Female	98	42.0%
Age	20 - 30 years	67	29.0%
	31 - 45 years	88	38.0%
	46 - 59 years	54	23.0%
	60 years or older	23	10.0%
Marital status	Married	134	58.0%
	Single	86	37.0%
	Divorced/Separated/Widowed	12	5.0%
Education	Bachelor degree	141	61.0%
	Master degree or higher	56	23.0%
	High school or lower	34	15.0%
Occupation	Company employee	62	27.0%
	Government officer	54	22.0%
	Business owner	38	16.0%
	Independent/self-employed	32	14.0%
	Unemployment	20	9.0%
Occupation	College student	11	5.0%
	Housewife	9	4.0%
	Retired	6	3.0%
Monthly Income	US\$ 1,000 or lower	46	20.0%
	US\$ 1,001 – 2,500	99	42.0%
	US\$ 2,501 – 3,500	64	28.0%
	US\$ 3,501 – or higher	23	10.0%
Number of visit to Phuket	First time	148	64.0%
	2-3 times	66	28.0%
	4 times and more	18	8.0%

According to table 1, most of the respondents (58%) were males and 42% were females. Most of them were in the age group of 31 - 45 years (38%) and 20 – 30 years old (29%). More than half were married (58%), and the majority (61%) had education at the college level (bachelor degree). The respondents came from different occupations, for example, 27% were company employees, 22% were government officers, 16% were business owner, and 14% were independent/self-employed. Nearly half of them (42%) had monthly income in the range of US\$ 1,000 – 2,500 while 28% had income in the range of US\$ 2,501 – 3,500, and 20% earned approximately US\$ 1,000 or lower. Among 232 respondents, 64% were first time visitor, while 28% visited Phuket 2-3 times, and 8% return to Phuket 4 times and more. Among 232 Asian respondents, they came from China (73), Malaysia (58), Singapore (42), Indonesia (36), South

Korea (35), Japan (32), Taiwan (28), India (25), Hong Kong (20), Philippines (15), Pakistan (7), and middle-east countries (3).

Table 4.2 Mean score ranking of tourists' travel experience in Phuket

Travel experience in Phuket	Mean	S.D.
1. I enjoy beaches in Phuket.	4.47	0.82
2. I like beautiful natural environment of Phuket.	4.41	0.91
3. Phuket has good services for accommodation/facilities.	4.39	0.77
4. I appreciate Thai culture and local way of life	4.33	0.76
5. Local people in Phuket are friendly to tourists.	4.30	0.80
6. Service staff/employees are nice and helpful.	4.28	0.79
7. I enjoy leisure and entertainment in Phuket.	4.25	0.81
8. Phuket has a low cost of living.	4.20	0.89
9. I feel safe during my stay in Phuket.	4.15	0.80
10. Phuket is a valued destination (worth for money).	4.11	0.65
11. Food in Phuket is hygienic.	3.88	1.03
12. Phuket has a pleasant climate.	3.82	0.70
13. Phuket is a clean city.	3.49	0.79
14. I experience easy travel within Phuket.	3.41	0.73

Table 4.2 shows mean score ranking of tourists' perception on their travel experience in Phuket. The top three most favorable travel experience in Phuket are 1) enjoying beaches (mean=4.47), 2) appreciating the beauty of natural environment (mean=4.41), and 3) experiencing good services for accommodation and facilities (mean=4.39). While the least two favorable travel experience in Phuket (below 3.5 score) are 1) cleanliness in Phuket (mean=3.49) and 2) traveling within Phuket (mean=3.41).

Table 3 Mean score raking of tourist satisfaction towards Phuket

Satisfaction attributes	Mean	S.D.
1. Beaches/seasides	4.37	0.88
2. Friendliness of local people	4.30	0.82
3. Natural environment/scenery	4.24	0.71
4. Product and service quality	4.20	0.98
5. Hotel services	4.18	0.81
6. Tour/excursion	4.12	1.01
7. Cost of living	4.10	0.92
8. Local culture/attractions	4.08	0.74
9. Thai way of life	4.05	0.75
10. Leisure activities	4.03	0.91
11. A variety of shopping places	4.01	0.97

Table 3 Mean score raking of tourist satisfaction towards Phuket (continued)

Satisfaction attributes	Mean	S.D.
12. Reasonable prices of products/services	3.94	0.90
13. Local food	3.92	0.72
14. Nightlife/entertainment	3.79	0.82
15. Climate	3.75	0.98
16. Safety	3.72	1.13
17. Cleanliness	3.69	0.88
18. Local transportation	3.64	0.64

Table 3 shows mean score ranking of tourist satisfaction towards Phuket. The top three most satisfied attributes of Phuket are 1) beaches/seasides (mean=4.37), 2) friendliness of local people (mean=4.30), and 3) natural environment/scenery (mean=4.24). While the least three satisfied attributes are 1) safety (mean=3.72), 2) cleanliness (mean=3.69), and 3) local transportation (mean=3.64).

Table 4 Factor analysis of travel experience

Factor dimensions	Factor loading	Eigenvalue	Variance explained	Factor Mean
Factor 1: Beach & Nature ($\alpha = 0.89$)		7.15	38.45	4.12
Enjoy beach/seaside	0.81			
Beautiful natural scenery	0.78			
Climate	0.64			
Factor 2: Local hospitality ($\alpha = 0.85$)		2.87	9.60	4.08
Friendliness of local people	0.87			
Hospitality of serviced staff	0.75			
Thai culture/local way of life	0.62			
Factor 3: Valued destination ($\alpha = 0.88$)		1.85	8.86	4.05
Low cost of living	0.81			
Worth for money	0.79			
Factor 4: Services & facilities ($\alpha = 0.78$)		1.39	7.39	3.98
Good hotel services	0.87			
Choices of activities & entertainment	0.80			
Accessibility/local transportation	0.74			
Factor 5: Safety & cleanliness ($\alpha = 0.75$)		1.24	5.50	3.70
Safe travel	0.78			
A variety of food	0.72			
Clean destination	0.69			
Total variance explained	69.80%			

According to table 4, a factor analysis with varimax rotation was used to group travel experience. Five factors of travel experience were derived from the factor analysis of 14 items. They were labeled as 1) beaches & nature 2) local hospitality 3) valued destination 4) services & facilities, and 5) safety & cleanliness. Among them, beaches & nature was the most important travel experience factor. According to Kaiser's (1974) criterion, a factor dimension with eigenvalues greater than 1.0 can be reported in the final factor structure, and only items with factor loading greater than 0.4 (indicating a good correlation between the items and the factor grouping they belong to) should be retained for each factor grouping. In this study, all factors of travel experience had eigenvalues greater than 1.0, and the items in each dimension had a factor loading greater than 0.4. In addition, Cronbach's alpha was calculated to test the internal consistency of items within each factor. The test showed that the alpha coefficients for the five factors ranged from 0.62 to 0.87, well above the minimum value of 0.6 as an indication of reliability (Hair et al., 2006). Thus, all five factors of travel experience were retained for the final structure.

Table 5 Regression analysis of travel experience on tourist satisfaction

Travel experience factors	Beta	t-value	Sig.	Multicollinearity (VIF value)
1. Beach & nature	0.31	2.60	0.00*	1.28
2. People & culture	0.28	2.73	0.01*	1.11
3. Valued destination	0.25	1.55	0.03*	1.45
4. Services & facilities	0.18	0.89	0.15	1.22
5. Safety and cleanliness	0.11	2.92	0.22	1.56

$R^2 = 0.386$

Adjusted $R^2 = 0.368$

Table 5 shows the finding of regression analysis and its coefficients (beta) indicating the influence of independent variables (travel experience factors) on the dependent variable (tourist satisfaction). The finding is expressed in terms of beta coefficient, which is a standardized regression coefficient that allows for a direct comparison between coefficients as to their relative explanatory power of the dependent variable (Hair et al., 2006). The finding indicates that 1) beaches & nature 2) local hospitality and 3) valued destination had the impacts on destination loyalty ($p < 0.05$), and their directions were positive. This may suggest that the respondents who have good (or positive) travel experience with these items are more likely to be satisfaction with their trips in Phuket. Among the five factors, the coefficients of beaches & nature is greater than those of the four factors, suggesting that beaches & nature is a more powerful variable to explaining tourist satisfaction in this study. However, the other two factors, namely, services & facilities and safety & cleanliness were not found to be associated with the dependent variable. This suggests that these two factors are not significant explanatory variables in tourist satisfaction. The reason for this finding could be explained that services/facilities and safety/cleanliness (minor attributes) might not be the key travel experience contributing to tourist satisfaction when visiting Phuket; compared to beaches, people, and valued destination (major attributes). This is because the latter three factors are regarded as the core elements of travel experience (consuming experience of the destination)

when visiting a particular destination. The multicollinearity, which is the correlation between two or more independent variables, is also tested with variance inflation factor (VIF) to determine how the independent variables are related to one another (Hair et al., 2006). When the independent variables are highly correlated, it is not possible to determine the separate effect of any particular independent variables on the dependent variable (Williams, Sweeney and Anderson 2006). In this study, the cutoff threshold of VIF values is set at 10 (maximum) as the acceptability of multicollinearity (Hair et al., 2006). Table 5 shows that the VIF values ranging from 1.11 to 1.56. This indicates that the regression model used in this study is acceptable to determine the effect of independent variables on the dependent variables.

Conclusion and Recommendation

This study had the objective to examine the influence of tourists' travel experience on tourist satisfaction by focusing on Asian tourists in visiting Phuket. The finding of the study contributes to a better understanding of the relationship between travel experience and tourist satisfaction. According to the results, travel experience with beaches, people, and valued destination were found to have the significant influence on tourist satisfaction in a positive direction. The result is similar to Kim and Brown (2012) indicating that natural attraction/environment plays an important role in satisfying tourists in visiting natural-based destinations. Likewise, Polnyotee and Thadaniti (2014) revealed that tourist attraction in Phuket (i.e. beaches, natural scenery) was the important factor attracting tourists to the destination while other factors such as facilities and safety were not the influential ones. In addition to the natural attraction, local hospitality was found to be another factor affecting tourist satisfaction. This finding corresponds to previous research (e.g. Panitcharemkrit, 2013) disclosing that people and local hospitality were the destination attributes associating with tourist satisfaction and their likelihood to revisit the same destination. Meanwhile, the current study also found that valued destination influenced tourist satisfaction. This finding is similar to most studies conducted in Thailand which reported that Thailand (including Phuket) has low cost of living and worth for holiday visits for international tourists (Thongkudam & Promsivapallop, 2012; Sangpikul, 2008). To justify the current results, Phuket has several beautiful and world's famous beaches such as Patong, Karon and Kata beaches. Millions of tourists from all over the world come to visit Phuket each year to enjoy and experience the famous beach tourism. It is not a surprise if travel experience with beaches and nature contributing to tourist satisfaction. In addition, Thailand is famed with the charming culture and friendly people because it is an independent state with a long history and an abundance of cultural and historical heritages. Being recognized the importance of tourism to the country's economy and development, Thai people sincerely welcome international visitors to experience their culture and local way of life in different parts of the countries. This is one of the reasons that past studies (McDowall & Ma, 2010; Sangpikul, 2008) have indicated that the friendliness of local people as well as Thai hospitality from tourism services generate high tourist satisfaction. Moreover, millions of international tourists have voted Thailand (including major tourist cities) as a valued destination with affordable cost of goods and services when compared to the competitors such as Singapore and Hong Kong (The Government Public Relations Department, 2015). With these arguments, it may help justify the current study's findings.

With regard to recommendations, in relation to tourists' travel experience, the local government and tourism business sector seem to be a key player in order to promote positive travel experience in Phuket. They may work together to manage local tourism resources (i.e. beach cleanliness, quality/standard of tourism supplies, local hospitality, and safety) through appropriate strategy, plan or project. For instance, in order to maintain and manage natural resources (i.e. beaches, islands, forestry areas), protection policy, conservation plan, and legal action should be seriously taken into consideration. In particular, the sustainable management approach should be emphasized. There should be also a regular monitor from city administrators and tourism officials to visit beaches and natural areas in Phuket throughout the year to monitor the development and quality of the beach sites. In addition, the local authorities should build the awareness and campaign for local people (including residents, vendors, and serviced staff) to act as the good hosts in welcoming and assisting foreign visitors in Phuket since the current study indicated that people and their hospitality/friendliness had the impact on tourist satisfaction. Regular campaigns or related activities may be established to build a good relationship between visitors and hosts such as food festival, cultural events or other social events. For a valued destination, local authorities and tourist police may work together to regularly check and monitor the prices of goods and services in Phuket. In particular, standard prices for public transportation and tourism activities should be monitored. The channels for contacting local authorities (government staff and tourist police) should be provided in hotels and public area (e.g. airport, downtown, and beaches). In terms of marketing implication, the results of regression analysis revealing the influence of beaches, people, and valued destination on tourist satisfaction may be used for building the image of Phuket and marketing campaign or related media to attract the Asian tourists. The image of Phuket may be highlighted on the enjoyment and experience of beach holiday, impressive hospitality, and affordable trip. An appropriate marketing campaign may be designed based on this implication.

As for the research limitations, this study used a convenience sampling method with a drawback of generalizability. This study also focused on one particular market (Asian tourists). Future research may explore other segments such as European or North American respondents as well as conduct a comparative study for different segments to increase the generalizability of the finding. In addition, there may be some other factors affecting tourist satisfaction (e.g. service quality and perceived value) and worth for future investigation.

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