

Received: 20 November 2025

Revised: 2 January 2026

Accepted: 5 January 2026

DRIVING TOURIST INTENTIONS VIA CREATIVE TOURISM, SERVICE MARKETING, AND DESTINATION ATTACHMENT

Maytinee PANTHURAT¹, Kritsada CHIMPLEEWAT² and Chanyaphak LALAENG^{1*}

¹ King Mongkut's Institute of Technology Ladkrabang Prince of Chumphon Campus, Thailand; 63620014@kmitl.ac.th (M. P.); chanyaphak.la@kmitl.ac.th (C. L.)
(Corresponding Author)

² Ranong Community College, Thailand; kritsada.c@rncc.ac.th

Handling Editor:

Professor Dr. Muhammad HASEEB

VIZJA University, Poland

(This article belongs to Theme 1: Humanities & Social Sciences for Sustainability)

Reviewers:

1) Professor Dr. Duchduen BHANTHUMNAVIN

NIDA, Thailand

2) Associate Professor Dr. Chanchai BUNCHAPATTANASAKDA STIU, Thailand

3) Dr. Krit PHANPANYA

KU, Thailand

Abstract

This empirical study systematically investigates the structural relationships among creative tourism (CT), service marketing strategies (SMS), destination attachment (DA), and tourist behavioral intention (TBI) within community-based tourism destinations in Chumphon Province, Thailand. Utilizing a quantitative approach, primary data were collected from 384 tourists via structured questionnaires and analyzed using partial least squares structural equation modeling (PLS-SEM). The empirical results reveal that while CT significantly fosters DA, it does not directly drive TBI. Instead, CT exerts a profound indirect effect on TBI exclusively through DA. Conversely, SMS directly predicts both DA and TBI, and also demonstrates a significant indirect effect via DA. Notably, destination attachment is the strongest predictor of behavioral intentions and serves as a critical mediating mechanism linking experiential and service factors to sustainable behavioral outcomes. These findings provide actionable insights for destination managers, emphasizing the strategic necessity of carefully designing immersive creative experiences and optimizing service interactions to cultivate emotional attachment, thereby driving sustainable tourist loyalty and positive behavioral intentions.

Keywords: Creative Tourism, Service Marketing Strategies, Destination Attachment, Tourist Behavioral Intention, Community-Based Tourism

Citation Information: Panthurat, M., Chimpleewat, K., & Lalaeng, C. (2026). Driving Tourist Intentions via Creative Tourism, Service Marketing, and Destination Attachment. *Asian Interdisciplinary and Sustainability Review*, 15(1), Article 4. <https://doi.org/10.14456/aisr.2026.4>

Introduction

In the era of the Creative Economy and the Bio-Circular-Green Economy (BCG), Thailand's tourism sector has shifted from mass tourism toward models that emphasize quality, meaningful engagement, and experiential value. Creative tourism has become increasingly relevant because it promotes active participation, cultural learning, and the co-creation of experiences between tourists and communities, supported by key national agencies, including the Ministry of Culture, TAT, and the CEA. This shift aligns with the national development policies outlined in Thailand's 13th-20th National Economic and Social Development Plans. At the same time, modern tourists seek deeper cultural immersion and unique, identity-driven experiences, consistent with the creative tourism concept described by Richards & Raymond (2000). Within this context, the development of creative tourism in Thailand is strongly linked to the BCG framework and to government policies that encourage community-based tourism. Chumphon Province holds substantial potential due to its natural resources, local lifestyles, and cultural products; however, many areas still rely on conventional nature-based tourism, lack creative innovation, and struggle to differentiate themselves in the competitive tourism market (Creative Economy Agency, 2021). Service marketing strategies, particularly the 7Ps, play a vital role in shaping visitor experiences and perceptions. Effective service design enhances satisfaction, perceived value, and positive emotions, which in turn influence revisit intention and word-of-mouth behavior (Zeithaml et al., 2017). These dynamics are essential for community-based destinations that depend on repeat visitation and tourist loyalty. Research in the past decade has emphasized destination attachment—the emotional, symbolic, and functional bonds travelers form with places (Prayag & Ryan, 2012). Strong attachment is associated with greater satisfaction, loyalty, and behavioral intention, including revisiting and recommending the destination (Yuksel et al., 2010). In creative tourism settings, where cultural interaction and shared experiences are central, such attachment becomes even more influential. Despite its importance, few studies in Thailand have integrated creative tourism, service marketing strategies, destination attachment, and behavioral intention into a single causal model, particularly in the context of Chumphon's community-based tourism. Given the province's cultural distinctiveness and creative tourism potential, further research in this area is highly warranted. This study is therefore significant both theoretically and practically. It addresses a gap in the literature by examining the causal relationships among creative tourism, service marketing strategies, destination attachment, and behavioral intention. It also provides insights to guide communities, government agencies, and tourism stakeholders in developing sustainable tourism models that enhance local identity, add value, and respond to the evolving expectations of contemporary tourists.

Literature Review

Creative Tourism

Richards (2010) defines creative tourism as a form of tourism that promotes active visitor participation through learning, hands-on involvement, and the co-creation of experiences with local communities. Instead of relying on passive sightseeing, this approach emphasizes the value gained from skill acquisition and practical learning. Richards' concept is reflected in six core components: (1) Skill Development, where visitors learn new abilities such as crafting, cultural arts, traditional cooking, music, and other creative practices. (2) Skills and Experiences as Core Products, positioning experience and hands-on engagement as the central value of the activity. (3) Use of Tangible Local Resources, through the utilization of local materials like wood, palm leaves, textiles, clay, pottery, and agricultural products. (4) Everyday Culture as a Resource, drawing inspiration from daily community life, including cooking, fabric dyeing, fishing traditions, or gathering local herbs. (5) Active Participation, requiring tourists to take part directly, which fosters co-creation and deeper experiential involvement. (6) Local Identity

and Authenticity, ensuring that activities reflect the destination's cultural heritage, artisanal traditions, local wisdom, and historical character.

Service Marketing Strategies

Kotler & Keller (2016) note that service marketing strategies center on intentionally designing and managing the service marketing mix, which comprises seven components aimed at creating customer value, enriching service experiences, and strengthening competitive advantage—particularly in industries defined by intangibility, inseparability, variability, and perishability. The seven components are as follows: (1) Product-the core service and its tangible or intangible features, including quality, experiential value, packaging, and supporting services. (2) Price-the amount customers are willing to pay, determined by perceived value, market conditions, and cost considerations. (3) Place (Distribution)-the channels through which customers access services, such as physical sites, digital platforms, intermediaries, and reservation systems. (4) Promotion-communication tools that inform and persuade customers, including advertising, public relations, digital media, and promotional activities. (5) People-staff who deliver the service; their competence, behavior, and communication skills directly shape customer perceptions. (6) Process the procedures and systems guiding service delivery, including booking, information flow, and problem resolution, ensuring efficient and consistent service. (7) Physical Evidence-the tangible cues that signal service quality, such as the service environment, facilities, décor, equipment, and employee appearance.

Destination Attachment

Destination attachment refers to the emotional bond and personal meaning that visitors associate with a particular place. This connection develops through accumulated experiences, memorable moments, satisfaction, and social interactions within the destination. It reflects the degree to which a place becomes personally significant to an individual (Williams & Roggenbuck, 1989; Kyle et al., 2003; Prayag & Ryan, 2012). Rooted in environmental psychology, the concept has been widely applied in tourism to explain how people form symbolic, emotional, and functional ties to places. The foundations of place attachment can be traced to Proshansky et al. (1983), who introduced the concept of place identity to describe how physical settings contribute to self-definition. Williams & Roggenbuck (1989) later conceptualized attachment in terms of two key dimensions: place identity and place dependence. Kyle et al. (2003) expanded this work in recreation and tourism contexts, showing how attachment is shaped by repeated visits, meaningful experiences, and perceptions of a setting's suitability. Research indicates that destination attachment is influenced by prior experiences, positive memories, perceived fit for desired activities, social relationships formed at the destination, and involvement in local activities. These factors combine to create attachment characterized by emotional value, functional relevance, and social connectedness—particularly in tourism settings that foster meaningful or emotionally engaging experiences. Based on this literature, destination attachment is commonly described through four dimensions: (1) Place Identity-the symbolic and personal significance of the destination; (2) Place Dependence-the perceived suitability of the destination for meeting visitors' needs; (3) Affective Attachment-emotional ties and positive feelings associated with the place; and (4) Social Bonding-social connections and shared experiences formed with others.

Tourist Behavioral Intention

Tourist behavioral intention refers to the likelihood that visitors will engage in certain behaviors toward a destination in the future. Such intentions are shaped by tourists' experiences, perceptions, and satisfaction with their previous visit (Namahoot & Laohavichien, 2018). The concept is commonly described through three key components: (1) revisit intention, the intention to return to the same destination in the future. When tourists have positive experiences, feel attached to the place, or express high levels of satisfaction, they are more inclined to revisit. (2) Word-of-Mouth Recommendation-the intention to share or recommend

the destination to others, such as friends or family. Positive word-of-mouth is considered a strong indicator of satisfaction and perceived value. (3) Willingness to Pay—the extent to which tourists are willing to pay more for products, services, or experiences associated with the destination. A higher willingness to pay generally reflects tourists' perceptions of value, trust, and service quality.

Relationship among Creative Tourism, Destination Attachment, and Tourist Behavioral Intention

Lu et al. (2025) found that creative tourism experiences positively influence place attachment and, through this attachment, shape environmentally responsible behaviors.

A substantial body of work also demonstrates that creative tourism directly affects behavioral intention. Research in various destinations confirms that creative experiences enhance intentions to revisit and to recommend destinations to others (Ali et al., 2016; Dean & Suhartanto, 2019; Pratminingsih et al., 2025). For example, Ali et al. (2016) reported that hands-on creative tourism experiences increase behavioral intention by influencing memorable experiences and satisfaction.

Additional studies reinforce the mediating role of destination attachment. Luong (2025) indicated that creative cultural experiences contribute to destination loyalty through cultural memory and destination attachment. These findings collectively support the following hypotheses:

H1: Creative Tourism (CT) has a positive effect on Destination Attachment (DA).

H2: Creative Tourism (CT) has a positive effect on Tourist Behavioral Intention (TBI).

H3: Creative Tourism (CT) positively influences Tourist Behavioral Intention (TBI) indirectly through Destination Attachment (DA).

Relationship among Service Marketing Strategies, Destination Attachment, and Tourist Behavioral Intention

Based on the service marketing mix framework (7Ps) proposed by Kotler & Keller (2016), and supported by empirical evidence showing that service quality, facilities, and service experiences enhance tourists' attachment to destinations (Pandey & Sahu, 2020; Keiku et al., 2025), this study posits that Service Marketing Strategies (SMS) positively influence both Destination Attachment and Tourist Behavioral Intention.

Anekjumnongporn et al. (2024) showed that the service marketing mix positively influences travel intention among Thai Generation Z travelers. Likewise, Pandey & Sahu (2020) found that destination attachment mediates the relationship between heritage service quality and eWOM intention. Alexandris et al. (2006) similarly showed that service quality fosters place attachment, which subsequently increases destination loyalty. Cheng et al. (2021) further demonstrated that place attachment partially mediates the effect of service quality on tourists' environmentally responsible behavior. Collectively, these studies suggest that service marketing strategies—particularly those derived from the 7 Ps—may influence tourist behavioral intention both directly and indirectly through destination attachment. Consequently, this study formulates the following hypotheses:

H4: Service Marketing Strategies (SMS) positively influence Destination Attachment (DA).

H5: Service Marketing Strategies (SMS) positively influence Tourist Behavioral Intention (TBI).

H6: Service Marketing Strategies (SMS) positively influence Tourist Behavioral Intention (TBI) indirectly through Destination Attachment (DA).

Relationship among Destination Attachment and Tourist Behavioral Intention

A wide range of tourism literature highlights destination attachment as a central factor shaping tourists' future behavioral tendencies. When visitors form emotional or functional bonds with a place, they are more likely to sustain favorable attitudes and engage in supportive behaviors toward the destination. Prior studies provide consistent evidence for this connection across

various tourism environments. For example, Yuksel et al. (2010) reported that destination attachment significantly contributes to tourist satisfaction and various forms of loyalty. Similar findings were noted in ecotourism contexts, where Jin et al. (2020) demonstrated that attachment enhances visitors' intention to return. Additional works indicate that this form of attachment supports post-visit actions, including word-of-mouth communication and ongoing emotional engagement (Vu et al., 2024). Based on the aforementioned literature, it is hypothesized that:

H7: Destination Attachment (DA) positively influences Tourist Behavioral Intention (TBI). From the study of these theories, the researcher developed a conceptual framework that illustrates the relationships among all variables and links them to hypotheses, as shown in the figure.

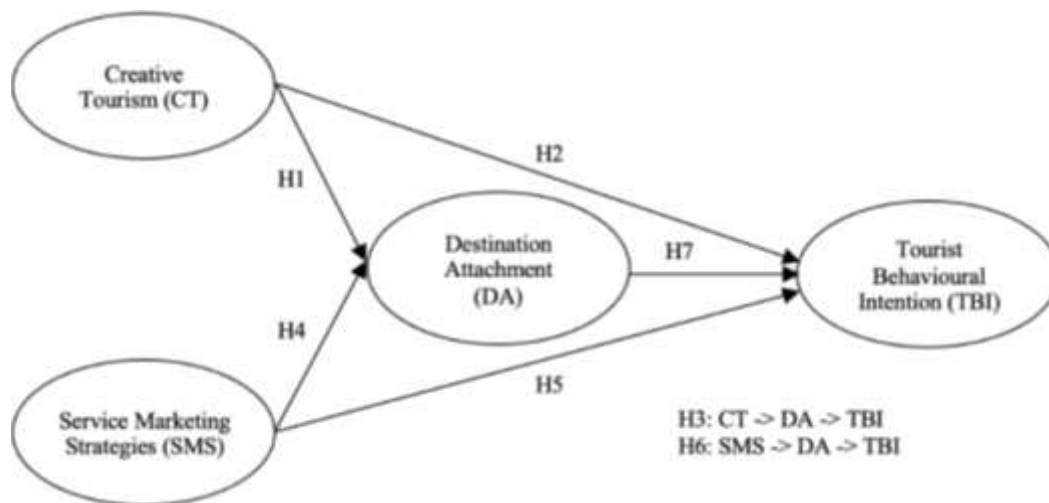


Figure 1 Conceptual Framework

Research Methodology

Data Collection and Sampling

The population targeted in this study comprised Thai tourists visiting community-based tourism destinations in Chumphon Province. The individual tourist served as the unit of analysis. Data were gathered using a structured questionnaire distributed through postal surveys, with the intention of obtaining a response level that adequately represented the overall population (Panayides, 2007). To determine an appropriate sample size for causal structural equation modeling involving latent constructs, Wiratchai (1999) recommended selecting a sample that is approximately 10 to 20 times the number of observed indicators. Another guideline is Hoelter's critical N value, which states that samples with more than 200 are acceptable (Hoelter, 1983). Since this study included 20 observed variables, the suitable sample size should fall between 200 and 400 participants. Based on these criteria, 384 respondents were selected using simple random sampling.

To reduce potential response bias, the questionnaire assured respondents that their answers would remain anonymous and used clear, non-technical wording. Items were organized by construct and designed to minimize ambiguity and apprehension about evaluation.

Measure of Constructs

The development and validation of the research instrument were carried out using a questionnaire designed in accordance with the research conceptual framework and operational definitions of variables. The questionnaire was divided into five sections as follows:

Section 1: Creative Tourism (CT), consisting of: (1) Skill Development, (2) Skills and Experiences as Core Products, (3) Use of Tangible Local Resources, (4) Everyday Culture as a Resource, (5) Active Participation, and (6) Local Identity and Authenticity.

Section 2: Service Marketing Strategies (SMS), consisting of: (1) Product, (2) Price, (3) Place, (4) Promotion. (5) People, (6) Process, and (7) Physical Evidence.

Section 3: Destination Attachment (DA), consisting of: (1) Place Identity, (2) Place Dependence, (3) Affective Attachment, and (4) Social Bonding.

Section 4: Tourist Behavioral Intention (TBI), consisting of: (1) Revisit Intention, (2) Word-of-Mouth Recommendation. (3) Willingness to Pay.

Sections 1-4 employed a 5-point Likert-type scale, where: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly agree.

Data Analysis

To assess the validity of the research framework, this study employed partial least squares structural equation modeling (PLS-SEM), also known as composite-based SEM. PLS is widely used in exploratory research because its interpretation requires a more cautious approach than traditional covariance-based SEM (Hair et al., 2017). The analysis of the PLS path model was carried out using SmartPLS version 4 (SmartPLS GmbH, Bönningstedt, Germany). The analysis began with an assessment of the measurement model to examine indicator reliability, internal consistency reliability, and construct validity. Indicators with outer loadings below 0.70 were initially considered for removal; however, items with loadings between 0.60 and 0.70 were retained when their removal did not substantially improve composite reliability or average variance extracted (AVE), and when they were theoretically meaningful. Subsequently, internal consistency reliability and construct validity were evaluated before estimating the structural model. Subsequently, the structural model was estimated to verify the hypothesized relationships.

Reliability was examined using Cronbach's alpha and composite reliability, while convergent validity was established through the average variance extracted (AVE), which needed to exceed 0.50. Discriminant validity was assessed by comparing the square root of each construct's AVE with inter-construct correlations to ensure that the square root of the AVE was higher than the correlations among latent variables. Finally, the significance of the hypothesized paths was tested using a bootstrapping procedure with 5,000 resamples at a 95% confidence level, based on the PLS algorithm.

Research Result

Evaluation of the Measurement Model

The measurement model was systematically evaluated for indicator reliability, internal consistency, and convergent validity. Applying the established analytical criteria, all retained indicators exhibited acceptable outer loadings (ranging from 0.652 to 0.945). Items performing slightly below the strict 0.70 threshold were deliberately retained, as their removal did not significantly enhance the model's composite reliability or AVE, and their inclusion preserved essential theoretical meaning.

Internal consistency reliability was assessed using Cronbach's alpha and composite reliability. Cronbach's alpha values range from 0.875 to 0.894, while composite reliability values range from 0.919 to 0.923, exceeding the recommended threshold of 0.70 and indicating acceptable to high reliability. Convergent validity was also supported, as all AVE values exceeded the minimum criterion of 0.50, ranging from 0.597 to 0.801, indicating that the constructs explain a substantial proportion of variance in their indicators.

Overall, the measurement model demonstrates acceptable indicator reliability, internal consistency, and convergent validity, providing a sound basis for proceeding with the structural

model analysis. The detailed measurement properties of each construct are presented in Table 1.

Table 1 Descriptive statistics, Reliability, and Convergent Validity

Validity	Mean	SD.	Loading	R ²	Cronbach's alpha	P _A	P _C	AVE
CT1	4.538	0.520	0.761	0.579	0.894	0.921	0.919	0.654
CT2	4.609	0.455	0.710	0.504				
CT3	4.513	0.470	0.777	0.604				
CT4	4.454	0.489	0.784	0.615				
CT5	4.503	0.497	0.902	0.814				
CT6	4.517	0.474	0.901	0.812				
SMS1	4.370	0.469	0.847	0.717	0.882	0.906	0.92	0.743
SMS2	4.349	0.571	0.701	0.491				
SMS3	4.375	0.475	0.894	0.799				
SMS4	4.401	0.489	0.831	0.691				
SMS5	4.409	0.474	0.747	0.558				
SMS6	4.375	0.415	0.707	0.500				
SMS7	4.491	0.477	0.652	0.425				
DA1	4.468	0.500	0.915	0.904	0.885	0.897	0.911	0.597
DA2	4.469	0.482	0.945	0.960				
DA3	4.406	0.476	0.825	0.958				
DA4	4.469	0.583	0.748	0.933				
BI1	4.391	0.477	0.908	0.945	0.875	0.885	0.923	0.801
BI2	4.376	0.472	0.945	0.949				
BI3	4.335	0.454	0.828	0.949				

Note: AVE: Average variance extracted, CR: Composite reliability, CA: Cronbach's alpha. $P < .001$.

Given that all data were collected via self-reported questionnaires from a single source, Common Method Bias (CMB) was assessed to ensure the validity of the findings. Harman's single-factor test was conducted, revealing that the first unrotated factor accounted for only 38.5% of the total variance, which is well below the recommended 50% threshold. Furthermore, a full collinearity assessment within the PLS-SEM model demonstrated that all inner variance inflation factor (VIF) values were below the conservative threshold of 3.3. These combined results confirm that common method bias is not a pervasive issue in this study.

Discriminant Validity

Discriminant validity was assessed using the Fornell-Larcker criterion (Fornell & Larcker, 1981). As shown in Table 2, the square roots of AVE for DA (0.862), SMS (0.773), and TBI (0.895) are greater than their correlations with other constructs, indicating acceptable discriminant validity for these constructs. Although the correlation between Creative Tourism (CT) and Destination Attachment (DA) is high, potentially challenging the Fornell-Larcker criterion, contemporary PLS-SEM literature strongly recommends the Heterotrait-Monotrait ratio of correlations (HTMT) as a more robust assessment of discriminant validity (Henseler et al., 2015). An analysis of the HTMT values revealed that the highest ratio was 0.885 (between CT and DA), which remains strictly below the conservative threshold of 0.90. Therefore, discriminant validity is conclusively established, confirming that all latent constructs are empirically distinct.

Table 2 Discriminant validity assessment using the Fornell-Larcker criterion

Variables	Fornell-Larcker criterion			
	CT	DA	SMS	TBI
CT	0.809			
DA	0.879	0.862		
SMS	0.643	0.663	0.773	
TBI	0.752	0.832	0.63	0.895

Evaluation of the Structural Model

Predictive relevance was assessed using the Q^2 statistic derived from the blindfolding procedure. As shown in Table 3, all endogenous constructs exhibit positive cross-validated redundancy Q^2 values, indicating meaningful predictive relevance. Specifically, Destination Attachment ($Q^2 = 0.785$) and Tourist Behavioral Intention ($Q^2 = 0.597$) exceed the threshold of 0.35, indicating high predictive relevance.

In addition, all constructs demonstrate cross-validated communality Q^2 values well above 0.35 (CT = 0.770, SMS = 0.471, DA = 0.836, TBI = 0.698), confirming that the measurement indicators adequately represent their respective constructs. Overall, these results support the robustness and predictive capability of the proposed structural model.

Table 3 Predictive relevance (Q-sq)

Cross-validated redundancy Q-sq		Cross-validated communality Q-sq
CT		0.770
SMS		0.471
DA	0.785	0.836
TBI	0.597	0.698

Note: Low ($Q^2 > 0$), medium ($Q^2 > 0.15$) and high ($Q^2 > 0.35$)

Overall model fit was assessed using the Goodness-of-Fit (GOF) index. As shown in Table 4, the model achieved a GOF of 0.721, which exceeds the recommended threshold of 0.36, indicating a high overall model fit. This result suggests that the proposed model adequately explains the variance of the endogenous constructs and provides acceptable support for the hypothesized relationships.

It should be noted that although the Goodness-of-Fit (GOF) index is reported to provide an overall descriptive assessment, its use in PLS-SEM remains debated. Therefore, the GOF results should be interpreted with caution and in conjunction with other model evaluation criteria, including predictive relevance (Q^2) and path significance.

Table 4 Goodness-of-Fit (GO) results

Variables	AVE	R-sq
CT	0.654	
SMS	0.743	
DA	0.597	0.788
TBI	0.801	0.704
Mean value	0.698	0.746
Multiplication of the mean value	0.521	
GOF	0.721	

Note: AVE, average variance extracted. GOF = low (0.10-0.02), medium (0.25-0.36), and high (> 0.36).

Path Analysis and Hypothesis Testing

The path analysis results in Table 5 indicate that Creative Tourism (CT) is positively associated with Destination Attachment (DA) ($\beta = 0.771$, $p < 0.001$), supporting H1, but does not show a significant direct association with Tourist Behavioral Intention (TBI) ($\beta = 0.055$, $p = 0.485$), leading to the rejection of H2. However, the indirect effect of CT on TBI via DA is significant ($\beta = 0.536$, $p < 0.001$), supporting H3 and indicating that DA is a key mediating mechanism. For Service Marketing Strategies (SMS), the results show a positive association with DA ($\beta = 0.167$, $p < 0.001$), supporting H4, and a significant direct association with TBI ($\beta = 0.134$, $p = 0.002$), supporting H5. In addition, the indirect effect of SMS on TBI via DA is also significant ($\beta = 0.116$, $p < 0.001$), supporting H6. Finally, DA exhibits the strongest direct association with TBI ($\beta = 0.695$, $p < 0.001$), confirming H7.

Overall, the findings highlight Destination Attachment as a pivotal construct, through which both creative tourism and service marketing strategies are associated with tourists' behavioral intentions.

Table 5 Results of path analysis and hypothesis testing

H	Path	B	SE	t-test	P value	Results
H1	CT -> DA	0.771	0.032	24.206	0.000	Supported
H2	CT -> TBI	0.055	0.079	0.699	0.485	Rejected
H3	CT -> DA -> TBI	0.536	0.069	7.781	0.000	Supported
H4	SMS -> DA	0.167	0.035	4.812	0.000	Supported
H5	SMS -> TBI	0.134	0.043	3.123	0.002	Supported
H6	SMS -> DA -> TBI	0.116	0.027	4.360	0.000	Supported
H7	DA -> TBI	0.695	0.081	8.619	0.000	Supported

An examination of the explained variance of the endogenous constructs indicates that the proposed structural model demonstrates substantial explanatory capability. As illustrated in Figure 2, Destination Attachment (DA) reports an R^2 value of 0.788, indicating that Creative Tourism (CT) and Service Marketing Strategies (SMS) together explain a large proportion of the variance in tourists' emotional and psychological attachment to the destination. This finding suggests that both experiential and strategic factors are closely associated with the formation of destination attachment.

For Tourist Behavioral Intention (TBI), the R^2 value of 0.704 indicates that destination attachment, along with the direct and indirect effects of CT and SMS, accounts for a substantial share of the variance in tourists' future behavioral intentions. These results highlight Destination Attachment as the primary explanatory construct linking creative tourism and service marketing strategies to behavioral outcomes.

Taken together, the R^2 values suggest that the structural model provides a robust explanation of the relationships among the study variables within the proposed theoretical framework. The findings further emphasize that the influence of CT and SMS on tourists' behavioral intentions occurs primarily through their association with destination attachment, as illustrated in the structural model.

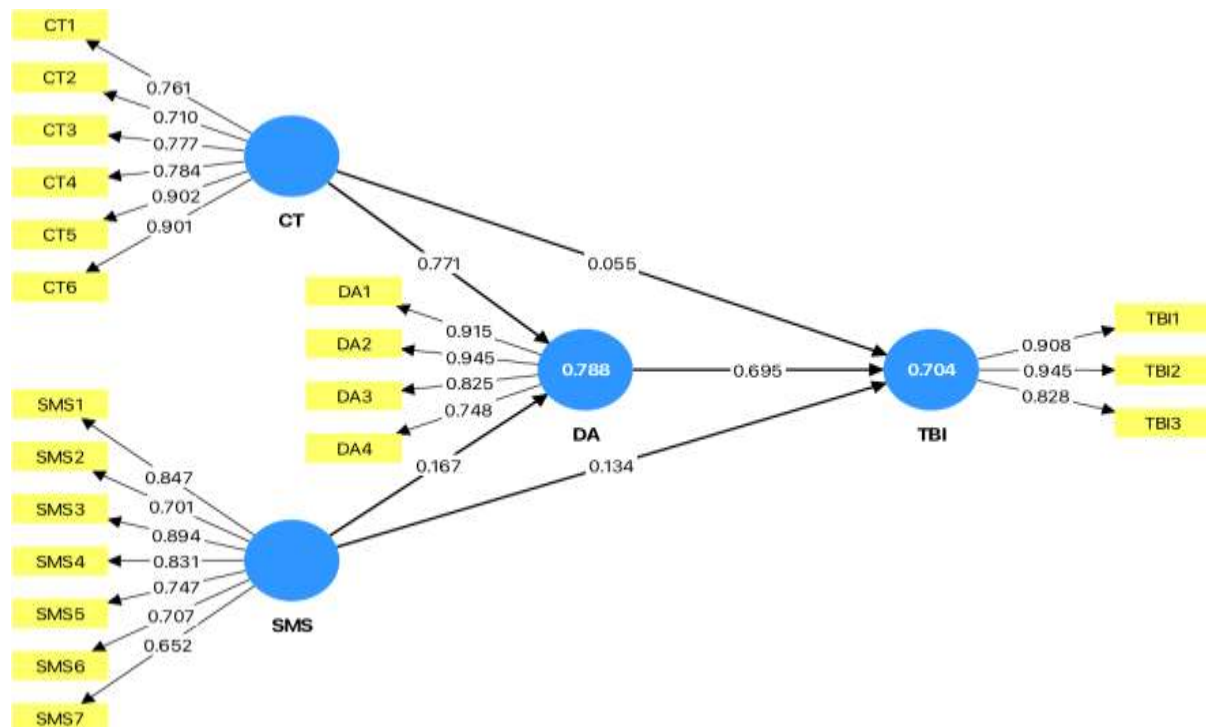


Figure 2 Structural Model Results

Conclusion and Discussion

Effects of Creative Tourism on Destination Attachment and Tourist Behavioral Intention

The results indicate that Creative Tourism (CT) is significantly associated with Destination Attachment (DA), but does not exhibit a significant direct association with Tourist Behavioral Intention (TBI). This finding suggests that creative tourism experiences primarily influence tourists at an emotional and psychological level, rather than directly shaping future behavioral intentions. Such a pattern is consistent with the conceptualization of creative tourism as an experiential and participatory process that enhances personal meaning and emotional connection with a destination (Richards & Raymond, 2000; Richards, 2010).

Previous studies have similarly emphasized that creative and participatory tourism experiences contribute to tourists' affective evaluations, which subsequently shape post-visit behaviors. For example, Ali et al. (2016) found that experiential value enhances emotional responses that precede loyalty intentions, while Pratminingsih et al. (2025) reported that creative engagement strengthens tourists' attachment and satisfaction, which in turn influence behavioral intentions. In the context of Chumphon Province, where cultural heritage, coastal livelihoods, and community-based creative practices are prominent, the findings suggest that creative tourism contributes to behavioral outcomes indirectly by fostering destination attachment, rather than acting as an immediate behavioral driver.

Effects of Service Marketing Strategies on Destination Attachment and Tourist Behavioral Intention

The findings further reveal that Service Marketing Strategies (SMS) are positively associated with both Destination Attachment and Tourist Behavioral Intention, indicating that effective service encounters can influence tourists' behavioral responses. At the same time, the results demonstrate a significant indirect effect of SMS on TBI through DA, highlighting the dual role of service marketing strategies in shaping both emotional attachment and behavioral intention. This pattern aligns with the service marketing literature, which suggests that elements such as people, process, and physical evidence play an important role in enhancing tourists' perceptions and emotional bonds with destinations (Zeithaml et al., 2017). Empirical support

for this mechanism is provided by Pandey & Sahu (2020), who show that service quality in heritage destinations strengthens destination attachment and, in turn, enhances electronic word-of-mouth intentions. The present findings extend this literature by demonstrating that, in community-based tourism contexts, service marketing strategies most effectively contribute to behavioral intention when they reinforce destination attachment.

Destination Attachment as the Strongest Predictor of Tourist Behavioral Intention

Among all constructs examined, Destination Attachment is the strongest predictor of Tourist Behavioral Intention, underscoring its central role in explaining tourists' future behavior. This result is consistent with extensive prior research highlighting destination attachment as a key determinant of revisit intention, loyalty, and positive word-of-mouth (Yuksel et al., 2010; Prayag & Ryan, 2012).

When tourists perceive a destination as personally meaningful or develop a sense of belonging, they are more likely to demonstrate favorable behavioral intentions. In the case of Chumphon, such attachment is often cultivated through close interaction with residents, the hospitality of community members, and immersive creative activities, which together strengthen emotional bonds and explain the strong association observed in the model.

Destination Attachment as a Mediating Mechanism

The significant indirect effects from Creative Tourism and Service Marketing Strategies to Tourist Behavioral Intention via Destination Attachment confirm the mediating role of DA as a core psychological mechanism. These findings support the view that experiential and service-related factors influence behavior primarily through their impact on emotional attachment rather than through direct pathways.

Comparable evidence has been reported in recent studies. For instance, Lu et al. (2025) found that creative tourism experiences enhance place attachment, which, in turn, influences revisit intention and environmentally responsible behavior. Together, these studies reinforce the present findings by confirming that destination attachment serves as a critical conduit through which creative and service experiences are translated into behavioral outcomes.

Overall Interpretation

Taken together, the findings yield three key insights. First, Creative Tourism influences behavioral intention indirectly through Destination Attachment, rather than exerting a direct effect. Second, Service Marketing Strategies influence Tourist Behavioral Intention both directly and indirectly, with destination attachment playing a complementary mediating role. Third, Destination Attachment represents the pivotal construct that links experiential and service-related factors to tourists' behavioral responses.

Within the framework of community-based tourism, these results suggest that sustainable behavioral outcomes are closely associated with the design of meaningful creative experiences and effective service interactions that foster emotional attachment to the destination.

Limitations and Future Research

This study employed a cross-sectional research design based on self-reported data collected at a single point in time. As such, while the findings reveal strong and theory-consistent relationships among the constructs, causal inferences cannot be definitively established. The results should therefore be interpreted as associative rather than strictly causal.

Future research may adopt longitudinal designs to examine the temporal development of destination attachment and behavioral intention, or experimental and quasi-experimental approaches to assess the effects of specific creative tourism or service marketing interventions. In addition, mixed-method research designs could provide deeper insights into how destination attachment forms and is sustained in community-based tourism settings.

Recommendations

1) Design Creative Tourism Experiences to Build Destination Attachment: As Creative Tourism influences Tourist Behavioral Intention primarily through Destination Attachment,

community-based tourism should focus on immersive and meaningful experiences that strengthen emotional bonds with the destination. Practical approaches include hands-on local craft workshops, traditional seafood and cooking activities, experiential learning in small-scale fisheries, collaboration with local knowledge holders, and narrative-based cultural routes. These activities enable tourists to create personal memories and internalize place meaning, thereby fostering destination attachment that supports favorable behavioral intentions.

2) Strengthening Service Marketing Strategies to Reinforce Attachment and Behavior: > The findings demonstrate that service marketing strategies significantly influence tourist behavioral intention both directly and indirectly through destination attachment. Consequently, service improvements must be designed to enhance both functional quality and emotional connection. Key strategic actions should focus on human and operational elements by providing hospitality training, encouraging community storytelling, and empowering residents to act as welcoming hosts. Furthermore, operational processes can be optimized through streamlined service procedures, clear information flow, and user-friendly booking systems. Finally, the physical evidence of the destination should be enriched by creating inviting spaces that incorporate local materials and culturally meaningful design elements. By integrating these strategies, destinations can simultaneously deepen tourists' emotional attachment and sustainably encourage positive behavioral responses.

3) Position Destination Attachment as a Central Development Objective: Given that Destination Attachment is the strongest predictor of Tourist Behavioral Intention, tourism policies should explicitly prioritize attachment-building initiatives. This includes facilitating meaningful interactions between visitors and residents, developing culturally distinctive souvenirs that support personal memory formation, and designing thematic routes that emphasize cultural significance. Focusing on destination attachment can help promote more sustainable behavioral outcomes, such as revisit intention and positive word-of-mouth.

References

- Alexandris, K., Kouthouris, C., & Meligdis, A. (2006). Increasing customers' loyalty in a skiing resort: The contribution of place attachment and service quality. *International Journal of Contemporary Hospitality Management*, 18(5), 414-425.
- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85-100.
- Anekjumnongporn, T., Anekjumnongporn, P., U-napark, T., Yoo, S., Woo, J., & Kim, C. (2024). The influence of service marketing mix on Korean cuisine traveling intention among the generation Z of Thai population. *Kasem Bundit Journal*, 25(2), 38-52.
- Cheng, T., Li, S., Zhang, H., & Cao, M. (2021). Examining the Antecedents of Environmentally Responsible Behaviour: Relationships among Service Quality, Place Attachment and Environmentally Responsible Behaviour. *Sustainability*, 13(18), 10297.
- Creative Economy Agency. (2021). *Annual Report 2021*. Bangkok: Sunta Press Co., Ltd.
- Dean, D., & Suhartanto, D. (2019). The formation of visitor behavioral intention to creative tourism: the role of push–Pull motivation. *Asia Pacific Journal of Tourism Research*, 24(5), 393-403.
- Fornell, C., & Larcker, D. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39-50.
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). California: SAGE Publications Inc.
- Hoelter, J. (1983). The Analysis of Covariance Structures: Goodness-of-Fit Indices: Goodness-of-Fit Indices. *Sociological Methods & Research*, 11(3), 325-344.

- Jin, M., Choi, Y., Lee, C., & Ahmad, M. (2020). Effects of Place Attachment and Image on Revisit Intention in an Ecotourism Destination: Using an Extended Model of Goal-Directed Behavior. *Sustainability*, 12(18), 7831.
- Keiku, Y., Rahayu, S., & Tedjakusuma, A. (2025). The effect of service quality, tourist satisfaction, place attachment on environmentally responsible behavior in Praiijng Traditional Village. *Southeast Asian Journal of Service Management*, 2(1) 59-67.
- Kotler, P., & Keller, K. (2016). *Marketing Management* (15th ed.). London: Pearson Education.
- Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2003). An Examination of the Relationship between Leisure Activity Involvement and Place Attachment among Hikers Along the Appalachian Trail. *Journal of Leisure Research*, 35(3), 249-273.
- Lu, W., Pongsakornrunsilp, P., Klamsaengsai, S., Ketkaew, K., Tonsakunthaweeteam, S., & Li, L. (2025). Influence of Creative Tourist Experiences and Engagement on Gen Z's Environmentally Responsible Behavior: A Moderated Mediation Model. *Sustainability*, 17(11), 4992.
- Luong, T. (2025). Creative cultural experience and destination loyalty: the role of cultural experiences, destination attachment, and cultural learning. *Tourism Recreation Research*, 50(6), 1467-1483.
- Namahoot, K., & Laohavichien, T. (2018). Assessing the intentions to use internet banking: The role of perceived risk and trust as mediating factors. *International Journal of Bank Marketing*, 36(2), 256-276.
- Panayides, P. (2007). The impact of organizational learning on relationship orientation, logistics service effectiveness and performance. *Industrial Marketing Management*, 36(1), 68-80.
- Pandey, A., & Sahu, R. (2020). Modeling the relationship between service quality, destination attachment and eWOM intention in heritage tourism. *International Journal of Tourism Cities*, 6(4), 769-784.
- Pratminingsih, S., Munawar, F., & Rudatin, C. (2025). Creative tourism experience: exploring the influence of novelty-seeking, perceived coolness and servicescape on behavioral intention. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2024.2447906>
- Prayag, G., & Ryan, C. (2012). Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction. *Journal of Travel Research*, 51(3), 342-356.
- Proshansky, H., Fabian, A., & Kaminoff, R. (1983). Place-identity: Physical world socialization of the self. *Journal of Environmental Psychology*, 3(1), 57-83.
- Richards, G. (2010). Increasing the attractiveness of places through cultural resources. *Tourism Culture & Communication*, 10, 47-58.
- Richards, G., & Raymond, C. (2000). Creative Tourism. *ATLAS News*, 23(8), 16-20.
- Vu, V., Le, C., & Nguyen, T. (2024). Factors Affecting Revisit Intentions at Spiritual-Cultural Tourist Destinations in Vietnam. *International Journal of Religious Tourism and Pilgrimage*, 12(1), Article 11.
- Williams, D., & Roggenbuck, J. (1989). *Measuring place attachment: Some preliminary results*. A paper presented at the NRPA Symposium on Leisure Research, Texas, USA.
- Wiratchai, N. (1999). *LISREL Model: Statistical Analysis for Research* (3rd ed.). Bangkok: Chulalongkorn University Printing House.
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274-284.
- Zeithaml, V., Bitner, M., & Gremler, D. (2017). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). New York: McGraw-Hill Education.

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors, and the reviewers. Any product that may be evaluated in this article, or a claim that its manufacturer may make, is not guaranteed or endorsed by the publisher.



Copyright: © 2026 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).