The Influence of Tourist Expectations on Tourist Loyalty in Henan, China: Mediated by Tourist Perceptions and Satisfaction

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Abstract

Tourism is a vital driver of regional economies, and Henan Province, with its rich historical and cultural heritage, faces intensifying competition in China's tourism market. Understanding how tourist expectations affect loyalty is essential for sustainable development. This study aimed to examine: 1) the direct impact of tourist expectations on tourist loyalty, as well as on perceived quality, perceived value, and satisfaction; 2) how perceived quality and perceived value influence tourist satisfaction, and how satisfaction in turn affects tourist loyalty; and 3) the mediated roles of perceived quality, perceived value, and satisfaction in the relationship between tourist expectations and tourist loyalty. A quantitative design was employed using structural equation modeling (SEM). Data were obtained from 400 valid questionnaires collected from Chinese tourists visiting Henan between March and May 2025. Survey items covered six dimensions of tourism services–food, hotel, transportation, scenery, shopping, and recreation—and were analyzed using SPSS 27.0 and AMOS 28.0.

Results show that expectations positively affect loyalty (β=0.64, p<0.001), perceived quality (β=0.46, p<0.001), and perceived value (β=0.36, p<0.001), but negatively influence satisfaction (β=-0.46, p<0.001). Perceived quality (β=0.52, p<0.001) and perceived value (β=0.17, p<0.01) both enhance satisfaction, which significantly predicts loyalty (β=0.33, p<0.001). Mediation tests confirm that perceived quality and satisfaction partially mediate the effects of expectations on loyalty, while excessive expectations may lower satisfaction through disconfirmation. The findings extend expectation-disconfirmation theory and highlight the importance of aligning marketing communication with realistic service standards. For Henan, strengthening service quality in the six key areas and managing pre-travel information can improve satisfaction and foster long-term tourist loyalty.

Keywords: tourist expectations; tourist perceptions; tourist satisfaction; tourist loyalty

Introduction

Tourism is recognized as one of the fastest-growing industries worldwide, accounting for approximately 10.4% of global GDP and generating more than 320 million jobs (Modi, 2024). In China, the tourism sector contributed about 11% to national GDP in 2019, underscoring its critical role in economic growth and cultural exchange. Henan Province, situated in central China, is widely regarded as the cradle of Chinese civilization, boasting four ancient capitals and numerous UNESCO World Heritage sites. In 2024, Henan Province welcomed more than 1 billion tourists for the first time, and its total tourism revenue also surpassed 1 trillion yuan. These statistics underscore both the cultural significance and the economic weight of Henan's tourism industry, while also reflecting the pressing need to understand how to sustain tourist loyalty in an increasingly competitive market.

From the perspective of theoretical basis, the previous research theories on tourist loyalty are mainly based on transfer value theory (Wang & Wu, 2013), tourist perception theory (Shi & Liu, 2009), tourism destination image (Qiao, 2015), tourism destination image, place attachment (Long et al., 2020), but few scholars analyzed and studied tourist satisfaction from the perspective of tourist expectation. Therefore, this paper aims to explore the factors influencing tourists' expectations of tourist loyalty from the perspective of expectations. From the perspective of research scope, previous studies on tourist loyalty have mainly focused on a single scenic spot (Zhang et al., 2017), travel agencies, and rural tourism (Zou, 2020). These studies mainly focus on a single point as the research object, and do not study the area represented by the city or province.

In terms of research scope, existing literature tends to focus narrowly on individual scenic spots, travel agencies, rural tourism contexts, or case studies limited to specific attractions. While such studies offer localized insights, they fail to capture the broader structural dynamics at the city or provincial level. Consequently, the generalizability of their findings is limited, and the interrelationships between various tourism elements remain underexplored.

To address these gaps, this study adopts a multidimensional approach by dividing tourist expectations into six elements commonly recognized in tourism research: food, hotel, transportation, scenery, shopping, and recreational activities. Using structural equation modeling, the research examines how these expectations influence loyalty through the mediating roles of perceived quality, perceived value, and satisfaction. This comprehensive framework aims not only to enrich theoretical discussions by integrating Expectancy-Disconfirmation Theory into the loyalty model but also to

provide practical guidance for enhancing service delivery and cultivating loyalty in Henan Province's tourism industry.

Research Objectives

This study proposes the following three research objectives.

1. To examine the direct impact of tourist expectations on tourist loyalty, as well as on perceived quality, perceived value, and satisfaction.

2. To analyze how perceived quality and perceived value influence tourist satisfaction, and how satisfaction in turn affects tourist loyalty.

3. To investigate the mediating roles of perceived quality, perceived value, and satisfaction in the relationship between tourist expectations and tourist loyalty.

Literature Review

Expectancy–Disconfirmation Theory

The theoretical foundation of the Expectation–Disconfirmation Theory (EDT) originates from organizational behavior and social psychology. The experimental studies of Cardozo (1965), Olshavsky and Miller (1972), and Anderson (1973) collectively established the basic framework of the theory. Building on this foundation, Oliver (1980) proposed the Expectation–Disconfirmation Model (EDM).

The model is essentially a causal framework that explains how customer satisfaction evaluations are formed throughout the entire consumption process, from pre–purchase expectations to post–purchase experiences. It posits that satisfaction arises from the sequential relationship between independent variables (such as expectations and perceived performance) and dependent variables (such as satisfaction and behavioral outcomes). In this way, the model highlights the role of expectation–performance comparison in shaping post–consumption satisfaction and subsequent behavioral intentions.

Tourist expectations

In the tourism field, Tourist Expectations can be understood as the subjective imagination of potential tourists based on various information about the tourism destination. Tourist Expectations, to a certain extent, determine the appeal of the tourism destination to potential tourists and thus influence tourists' destination choice and subsequent evaluation of the destination (Peng, 2019). The research on tourist expectations has developed to the present time, mainly presenting three

major trends of research: 1) Studying Tourist Satisfaction through the comparative analysis of expectation and perception (Cai et al., 2007); 2) Studying tourist expectations from the perspective of the Tourist (Sheng & Chen, 2012); 3) studying residents' expectations of major dieting activities from the perspective of destination residents (Chen et al., 2010).

Tourist perceived value

The first definition of Tourist perceived value by the scholar Zeithaml makes it clear that Tourist perceived value is a higher-dimensional abstraction than Tourist perceived quality (Zeithaml, 1988). The theory of Tourist perceived value was applied in marketing, referring to the subjective, comprehensive evaluation that consumers make of a product or service based on the benefits they perceive and the costs they incur (Guo, 2018). Tourist perceived value plays a crucial role in consumer product selection: when consumers perceive that a product's benefits outweigh its costs, it can have a significant positive impact on their purchasing behavior, whereas the opposite can have a significant negative impact (Xie & Hou, 2022).

Tourist perceived quality

The famous scholar Juran (1988) pointed out that, in order to improve the quality of products and services and enhance customer satisfaction, enterprises should change from the point of view of "quality is in line with customer expectations" to the point of view of "quality is in line with the needs of customers". Grönroos (1984) argued that if the customer's actual perceived level of the tourism service provided is lower than the level of psychological expectation before the service, the customer will be dissatisfied with the service and consider the tourism enterprise's service quality to be lower, leading to a lower service quality evaluation.

Tourist satisfaction

Pizam et al. (1978) define tourist satisfaction as the result of comparing the tourist's expectations of the destination with the experience during the visit, and the tourist is satisfied if the experience meets or exceeds those expectations. Beard and Ragheb (1980) and others further emphasise that tourist satisfaction is the "positive" expectation of the experience, perception, or feeling. Oliver (1999) argued that "customer satisfaction is the degree to which a product or service meets the needs of the customer in the process of consumption feelings or a psychological response". Scholars' definitions of tourist satisfaction are relatively uniform, and most are based on Oliver's (1999) theory of expectations. This study also defines tourist satisfaction as the extent to which tourist expectations are met relative to the experience.

Tourist Loyalty

Beginning in the late 1990s, tourist loyalty gradually emerged as a new research hotspot in the tourism sector, and it is regarded as one of the important driving forces in the competitive tourism market. According to Backman and Crompton (1995), "tourist loyalty" refers to the persistent behaviour of tourists who have a clear preference for participating in specific recreational activities. With the rapid development of the tourism industry, a large number of new scenic spots have emerged, intensifying competition among tourist attractions, and tourist loyalty has become a key concern for scenic spot managers (Chi & Qu, 2008).

Ou (2011) examined the quality of tourism services in Xiamen using a survey of tourists' satisfaction. Wu (2016) used the ACSI model as the basis to establish the ancient village visitor satisfaction index model. The results show that: there is a positive correlation between visitor satisfaction and the three variables of visitor expectations, Tourist perceived quality, and Tourist perceived value; there is a positive correlation between visitor satisfaction and visitor loyalty. Xu and Li (2018) that the empirical results of the model of the relationship between expectations, perception, satisfaction and loyalty, show that expectations have a negative and significant impact on satisfaction; perception has a positive and significant impact on satisfaction; expectations do not have a positive and significant impact on loyalty; perception has a positive and significant impact on loyalty; satisfaction has a positive and significant impact on loyalty. Chen and Zhang (2024) used a questionnaire to collect data, constructed a structural equation model, and examined the relationships among perceptions of rural areas, perceptions of quality and value, tourist satisfaction, and loyalty. Furthermore, research from both China and abroad has shown a clear correlation among expectations, perceptions, values, satisfaction, and loyalty. However, most of these studies are limited to individual tourist attractions, which limits understanding and fails to reflect the broader provincial or municipal context fully. Therefore, this paper aims to examine the impact of tourists' expectations, perceptions, values, and satisfaction on loyalty at the provincial level.

Based on the above analysis, the following hypotheses are proposed:

According to the above model and the research objectives of this paper, we put forward the following hypotheses:

H1: Tourist Expectation has a direct impact on Tourist Loyalty.

H2: Tourist Expectation has a direct impact on the Tourist Perceived Quality.

H3: Tourist Expectations have a direct impact on Tourist Satisfaction.

H4: Tourist Expectation has a direct impact on Tourist Perceived Value.

H5: Tourist Perceived Quality has a direct impact on Tourist Satisfaction.

H6: Tourist Perceived Value has a direct impact on Tourist Satisfaction.

H7: Tourist Satisfaction has a direct impact on Tourist Loyalty.

H8: Tourist Perceived Quality plays a mediating role between Tourist Expectation and Tourist Satisfaction.

H9: Tourist Perceived Value plays a mediating role between Tourist Expectation and Tourist Satisfaction.

H10: Tourist Satisfaction mediates the relationship between Tourist Expectations and Tourist Loyalty.

H11: Tourist Perceived Quality and Tourist Satisfaction mediate the relationship between Tourist Expectation and Tourist Loyalty.

H12: Tourist Perceived Value and Tourist Satisfaction mediate the relationship between Tourist Expectation and Tourist Loyalty.

Research Methodology

Population and Sample

To ensure the availability and authenticity of the sample resources, this study used simple random sampling to collect the samples. The overall sample consists of Chinese tourists who visited Henan Province as a tourist destination from March 1st to May 31st, 2025. Since the number of tourists was unknown, we used the Cochran formula (1953) to calculate the sample size, setting the confidence level to 95% and the error to no more than 5% of the sample size. It was calculated that this paper needed a minimum sample size of 384 to provide sufficient data support for this study.

Questionnaire design

Based on the mature scales developed by Yin and Yang (2010), Lee et al. (2011), and Ou (2011). The questionnaire for this study was divided into six sections: demographic information, independent variables, mediating variables, and dependent variables, each with its own set of questions.

Part 1 is the basic information of Tourist, including demographic characteristics (gender, age, literacy, marital status, occupation, per capita monthly household income, place of residence, etc.) and tourism characteristics (number of times of revisiting, mode of travel, traveling companion, experience of similar tourism consumption, etc.).

Parts 2 to 6 measure Tourist Expectations, Tourist Perceived Quality, Tourist Perceived Value, Tourist Satisfaction, and Tourist Loyalty, respectively. According to scholars such as Yin and Yang (2010), Lee et al. (2011), and Ou (2011), each part was measured from "food", "hotel", "transportation", "scenery", "shopping", and "recreational activities" respectively.

Data Collection Methods

This study uses an online questionnaire for quantitative research. This questionnaire data collection is aimed at Chinese tourists who visited Henan Province as a tourist destination from March 1st to May 31st, 2025.

The questionnaire collection was conducted via Questionnaire Star, and the following four methods were used to distribute the questionnaires: sharing the questionnaire link in the travel group and inviting participants to complete the questionnaire survey. 2) Distribute questionnaire links to the people around you who love traveling and invite them to participate in the questionnaire survey. 3) Scanning the QR code to participate in the questionnaire survey in some famous scenic spots in Henan by intercepting. 4) Directly inviting the crowd of Chinese tourists outside the province who have traveled to Henan to participate in the questionnaire survey.

Data Analysis Method

The analytical tools to be used in this study are SPSS 27.0 and AMOS 28.0, and the following statistical analysis methods are adopted explicitly for the empirical analysis of this study:

1. Reliability analysis. In reliability analysis, Cronbach's alpha is primarily used to assess the consistency or stability of questionnaire facets.

2. Structural Equation Modeling. The model contains observable explicit variables as well as latent variables that are not directly observable. Structural equation modeling can clearly analyze the roles of individual indicators and their interrelationships.

Research Results

This study tested the hypothesized structural model using 400 valid questionnaires collected from tourists visiting Henan Province. Structural Equation Modeling (SEM) with AMOS 28.0 was employed to examine the direct, indirect, and mediating relationships among tourist expectations, perceived quality, perceived value, satisfaction, and loyalty. The results are summarized as follows:
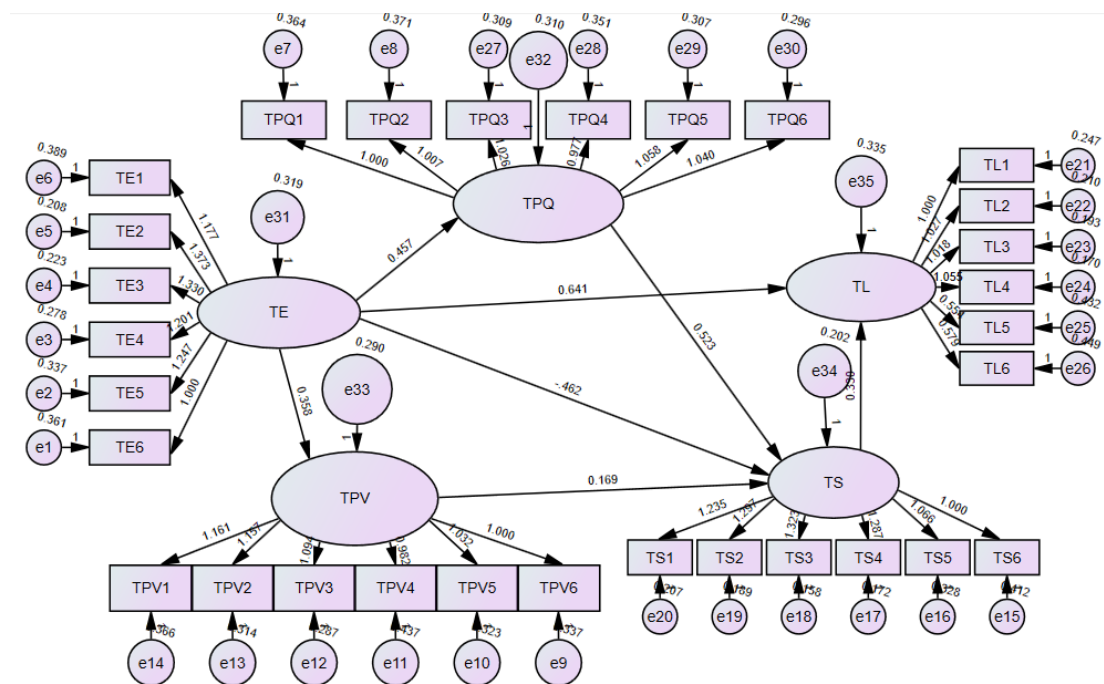

Figure 1 Structural equation model

Objective 1: Direct effects of tourist expectations.

Tourist expectations demonstrated significant direct effects on several outcome variables. Specifically, expectations positively influenced tourist loyalty (β=0.64, p<0.001), perceived quality (β=0.46, p<0.001), and perceived value (β=0.36, p<0.001). However, a notable negative direct relationship was observed between expectations and satisfaction (β=−0.46, p<0.001). These results suggest that while higher expectations encourage loyalty and improve tourist perceptions of quality and value, excessively high expectations may generate dissatisfaction due to unmet or inflated anticipations.

Objective 2: Effects of perceived quality and perceived value on satisfaction and loyalty.

Perceived quality exerted a strong positive effect on satisfaction (β=0.52, p<0.001), while perceived value also significantly enhanced satisfaction, though to a lesser degree (β=0.17, p<0.01). In turn, tourist satisfaction emerged as a robust predictor of loyalty (β=0.33, p<0.001). These findings confirm that both service quality and value–for–money perceptions are crucial determinants of satisfaction, thereby strengthening tourists' intention to revisit and recommend Henan Province.

Objective 3: Mediating roles of perceived quality, perceived value, and satisfaction.

Mediation analyses further revealed that perceived quality and satisfaction partially mediated the relationship between expectations and loyalty. Specifically, expectations indirectly affected satisfaction through perceived quality (β=0.24, p<0.001) and perceived value (β=0.06, p<0.01). Satisfaction itself mediated the link between expectations and loyalty (β=–0.15, p<0.001), indicating that when expectations are unrealistically high, they may reduce satisfaction and weaken loyalty despite positive perceptions. Additional chained mediations confirmed that expectations influence loyalty indirectly via perceived quality and satisfaction (β=0.08, p<0.001) and via perceived value and satisfaction (β=0.02, p<0.01).

Overall, the results confirm the study's objectives: (1) tourist expectations significantly shape loyalty, perceived quality, perceived value, and satisfaction; (2) perceived quality and perceived value are essential antecedents of satisfaction, which in turn enhances loyalty; and (3) complex mediating mechanisms exist, underscoring the dual role of expectations as both motivators of loyalty and potential sources of dissatisfaction when not adequately managed.

Discussions

This paper adopts the AMOS–SEM for empirical analysis. The results show that:

The results of the research on objective 1 found that

1) Direct Effects of Tourist Expectations on Tourist Loyalty, Tourist Perceived Quality, Tourist Perceived Value, and Tourist Satisfaction.

The findings of this study indicate that tourist expectations exert a significant positive influence on tourist loyalty (β=0.64), perceived quality (β=0.46), and perceived value (β=0.36), but a significant adverse direct effect on tourist satisfaction (β=–0.46). This composite result is partially consistent with prior studies. First, the positive effect of tourist expectations on perceived quality,

perceived value, and loyalty suggests that higher expectations may activate a more favorable cognitive frame toward the destination, thereby enhancing subjective evaluations of service quality and value and ultimately strengthening behavioral loyalty. Similar results have been reported by Lee et al. (2011), and Taylor and Cronin (1994), who confirmed a positive chain linking tourist expectations, tourist perceived quality, and tourist loyalty. In contrast, the negative direct relationship between tourist expectations and tourist satisfaction observed in this study aligns with the Expectation–Disconfirmation Theory. According to Oliver (1980), negative disconfirmation occurs when actual tourist experiences fall short of expectations, leading to dissatisfaction. If expectations are set excessively high, the likelihood of disconfirmation increases, leading to disappointment and lower satisfaction. Thus, the negative coefficient observed here can be interpreted as "excessive expectations leading to disappointment": even when tourists provide relatively high evaluations of quality or value, their emotional satisfaction decreases when pre–travel expectations shaped by promotion are not fully realized in practice. Similar situations have been documented in Chinese scenic spots, where asymmetry between information and experience leads to declines in satisfaction. In sum, expectations can function as a motivational frame that enhances perceptions (thereby supporting loyalty), but can also serve as a source of emotional disappointment (thereby suppressing satisfaction). In tourism management, this highlights the need to ensure consistency between promotional information and on–site services to stimulate reasonable expectations while avoiding over–promising.

      2. Effects of Tourist Perceived Quality and Tourist Perceived Value on Tourist Satisfaction, and the Direct Effect of Tourist Satisfaction on Tourist Loyalty

      This study confirms that tourist perceived quality has a substantial positive impact on tourist satisfaction (β=0.52, $p<0.001$), while tourist perceived value also significantly contributes to tourist satisfaction, albeit to a lesser degree (β=0.17, $p<0.01$). Tourist satisfaction, in turn, exerts a significant positive effect on tourist loyalty (β=0.33, $p<0.001$). These findings are consistent with a large body of empirical research and support the standard pathway "quality/value $\longrightarrow$ satisfaction $\longrightarrow$ loyalty." Consistent evidence can be found in Cronin and Taylor's (1992) verification of the service quality$\longrightarrow$satisfaction$\longrightarrow$loyalty chain, and in Yoon and Uysal's (2005) destination–level study, which confirmed that service quality and perceived value are critical antecedents of satisfaction, while satisfaction directly drives revisit and recommendation intentions. Notably, the influence of tourist perceived quality on tourist satisfaction in this study was considerably more substantial than that of

tourist perceived value (0.52 vs. 0.17). This indicates that for the Henan sample, recognition of service and experiential quality plays a more decisive role in determining satisfaction than evaluations of cost-effectiveness. Similar conclusions have been reported in cultural and heritage tourism contexts, where quality perceptions are often more influential on emotional satisfaction than purely economic assessments.

From a managerial perspective, this suggests that enhancing the actual quality of services, such as guide professionalism, facility maintenance, and the application of innovative tourism technologies, may be more effective in boosting satisfaction and loyalty than promotional efforts alone. At the same time, value perception should not be neglected, as it remains important for price-sensitive segments of the tourist population.

3. Mediating Roles of Tourist Perceived Quality, Tourist Perceived Value, and Tourist Satisfaction in the Relationship between Tourist Expectations and Tourist Loyalty

The mediation analysis revealed that tourist expectations indirectly influence tourist satisfaction through tourist perceived quality (β=0.24, p<0.001) and tourist perceived value (β=0.06, p<0.01). Tourist satisfaction further mediates the relationship between tourist expectations and tourist loyalty, with the direct path (tourist expectations $\longrightarrow$ tourist satisfaction) showing an adverse effect, while the mediated path through perceptions was positive (tourist expectations $\longrightarrow$ tourist perceptions $\longrightarrow$ tourist satisfaction $\longrightarrow$ tourist loyalty). In addition, chained mediations were significant, including tourist expectations $\longrightarrow$ tourist perceived quality $\longrightarrow$ tourist satisfaction $\longrightarrow$ tourist loyalty (β=0.08) and tourist expectations $\longrightarrow$ tourist perceived value $\longrightarrow$ tourist satisfaction $\longrightarrow$ tourist loyalty (β=0.02). These results are consistent with studies such as Lee et al. (2011) and Chi and Qu (2008), which demonstrated that perceived quality and perceived value frequently serve as mediators between expectations, satisfaction, and loyalty.

It is important to note, however, that this study observed the coexistence of an adverse direct effect of expectations on satisfaction and positive indirect effects through perceptions. This indicates that the net impact of expectations must be understood by considering multiple pathways simultaneously. The findings imply that expectation functions both as a positive cognitive driver (enhancing perceptions of quality and value) and as a potential emotional risk factor (where unmet expectations reduce satisfaction). This extends the explanatory power of single-theory frameworks such as EDT or the value–perception model, suggesting that, in provincial-level or more complex

tourism systems, integrated multivariate models are necessary to explain the expectation–satisfaction–loyalty relationship fully.

Conclusion

This study comprehensively summarizes the research results on Tourist Expectations, Tourist Perceived Value, Tourist Perceived Quality, Satisfaction, and Loyalty. To verify the direct and indirect relationships of the hypotheses, the study employed a Structural Equation Model to support all the hypothesized paths. The research results show that Tourist Expectations have a significant impact on Tourist Perceived Value, Perceived Quality, Satisfaction, and Loyalty. The Tourist Perceived Quality and Perceived Value have a significant impact on Tourist Satisfaction. Between Tourist Expectations and Tourist Loyalty, Tourist Perception and Tourist Satisfaction mediate, indicating that they are the key mediating factors in the relationship between Tourist Expectations and Tourist Loyalty.

Suggestion

Based on the findings, this study proposes several recommendations for tourism stakeholders in Henan Province to enhance tourist satisfaction and loyalty.

1. Manage tourist expectations effectively

The results demonstrate that excessively high expectations can negatively influence satisfaction. Destination managers should therefore provide accurate, transparent, and interactive pre–travel information to reduce cognitive bias and prevent the "high expectation–low perception–low satisfaction" cycle. Marketing campaigns should emphasize authentic cultural and natural resources, set realistic promises, and avoid exaggerated portrayals that may lead to disappointment.

2. Strengthen service quality across key dimensions

Since perceived quality has the most significant impact on satisfaction, systematic improvements should be prioritized across the six core elements of the tourism experience: food, accommodation, transportation, scenery, shopping, and recreational activities. Specific actions include improving guide professionalism, enhancing environmental cleanliness, upgrading smart tourism facilities, and standardizing service processes. Introducing real–time visitor feedback and evaluation systems can also help managers adjust service delivery dynamically to meet tourists' expectations.

3. Enhance perceived value through balanced pricing and added benefits

Although perceived value has a weaker effect than quality, it remains an important driver of satisfaction. Destination operators should ensure that prices are commensurate with the level of services provided. Offering bundled packages, student discounts, or loyalty programs could strengthen perceptions of fairness and value–for–money, thereby supporting satisfaction and repeat visitation.

New Knowledge

This study advances academic understanding of tourist behavior by integrating expectations, perceived quality, perceived value, satisfaction, and loyalty into a unified structural framework. Several novel contributions emerge from the findings.

First, the study extends the Expectation–Disconfirmation Theory by demonstrating the dual role of tourist expectations. While expectations positively influence perceived quality, value, and loyalty, they exert an adverse direct effect on satisfaction when set unrealistically high. This highlights that expectations can act as both a cognitive motivator and an emotional risk factor. Such a nuanced interpretation deepens theoretical insight into how expectations function beyond the traditional positive or negative disconfirmation mechanism proposed by Oliver (1980).

Second, the research strengthens the Value–Perception Model and Equity Theory by empirically confirming that perceived quality and perceived value are critical antecedents of satisfaction, which, in turn, shape loyalty. The differentiated impact observed in this study, in which perceived quality exerts a more substantial influence on satisfaction than perceived value, provides new evidence suggesting that, in cultural and heritage–rich destinations such as Henan, service quality evaluations outweigh cost–benefit considerations in determining satisfaction.

Third, the study contributes to the broader tourism literature by explicitly examining the mediating mechanisms that link expectations to loyalty. The identification of both positive indirect and negative direct pathways underscores the complexity of these relationships and points to the necessity of adopting integrative models that account for multiple mediators. This fills a gap in prior research, which often investigated single variables or isolated attractions, by offering a more comprehensive provincial–level analysis.

Finally, by classifying expectations into six dimensions – food, accommodation, transportation, scenery, shopping, and recreational activities – this study provides a multidimensional lens for analyzing tourist behavior. This approach captures the holistic nature of the tourism experience and

offers a practical diagnostic framework for destination managers seeking to enhance loyalty across multiple service touchpoints.

Collectively, these contributions enrich theoretical debates on the formation of tourist loyalty and offer practical insights for managing expectation–experience alignment in large–scale destinations.

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