

The Impact of Travel Experience on Tourist Satisfaction and Intention to Revisit towards Wellness Tourism in Thailand

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Abstract

This study aims to examine the impact of travel experience on the satisfaction and intention to revisit of wellness tourism destinations in Thailand, considering various factors such as relaxation and relaxation, novelty, healthy food, physical environment, and service quality. Quantitative research method was conducted by collecting questionnaires from 261 foreign tourists, using descriptive analysis, and Structural Equation Modeling. The research found that the travel experience including resting and relaxation, novelty, healthy diet, physical environment, and service quality significantly affect satisfaction and intention to revisit. These research results can be applied to develop marketing strategies and service quality improvements to enhance tourist satisfaction and intention to revisit.

Keywords: 1) Travel experience 2) satisfaction 3) Intention to revisit 4) wellness tourism

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Introduction

Wellness Tourism refers to traveling to natural and cultural destinations with the pursuit of learning local lifestyles and enjoying relaxation. It involves scheduling both indoor and outdoor activities that promote health, such as hiking, herbal massages, hydrotherapy, mineral baths, hot springs, meditation, and healthy diets. The specific activities related to wellness tourism vary according to the natural resources of each area (Department of Trade Negotiations, 2022).

After the COVID-19 crisis, the world has learned that there are potentials that severe economic and social impacts can arise, especially from new emerging diseases. Building immunity through maintaining robust health has become a global trend, with people paying more attention to their health. As a result, seeking destinations that meet these needs has led to the increasing popularity of wellness tourism. For instance, the global wellness tourism market was valued at over USD 817 billion in 2022 and is expected to expand to USD 1.3 trillion by 2025. (Global Wellness Institute, 2022). In Thailand, the revenue from wellness tourism in 2023 was estimated to exceed 25 billion Thai baht, thanks to its diverse attractions, such as cultural sites, mountains, waterfalls, and beaches, along with unique health therapy offerings like Thai massage, herbal steam baths, and herbal compresses. (TMBThanachart Bank analytics, 2023)

Thailand's tourism industry has focused on regaining confidences and promoting the industry after the COVID-19 pandemic, including development and recovery efforts outlined in

the 3rd Tourism Development Plan (2023-2027). Success indicators include maintaining an average length of stay for international tourists of at least ten days and increasing average spending per tourist by 5% per year. Additionally, the proportion of first-time visitors to repeat visitors is targeted at 40:60. One of the strategies is to enhance the travel experience by promoting wellness tourism as a central focus, utilizing technology, innovation, research, and knowledge to build upon traditional wisdom (Ministry of Tourism and Sports, 2023). Therefore, promoting health and wellness plays a crucial role in enhancing Thailand's tourism industry to achieve the goals of the 3rd Tourism Development Plan. Wellness tourism can attract high-spending tourists who stay longer and spend more per trip than general tourists (Bank of Thailand Research Center, 2021).

The 3rd Tourism Development Plan emphasizes the importance of repeat visits with targeted rate of 60%. Repeat visitors are considered a valuable asset to businesses as they help reduce marketing and advertising costs to attract new customers. Loyal customers are key supporters and promote the business by word-of-mouth, assisting companies in growing their customer base and revenues. Customer satisfaction is another crucial factor for business success, as it correlates to consumer purchase decision (Lee and Xue, 2020, pp. 393-408).

For the tourism industry, the characteristics of a destination are essential in creating a memorable travel experience which is a significant factor influencing tourists' decision to return, as these experiences can create

satisfaction and become cherished memories (Mahdzar, et al., 2015, pp. 32-39). Memorable travel experiences occur when tourists engage with local products and services and interact with locals or other tourists (Chandralal and Valenzuela, 2015, pp. 291-310). Previous research has studied various aspects of wellness tourism experiences, such as novelty of experience, relaxation, physical environment, food quality, and service quality (Huyen and Nghi, 2019, pp. 2807-2818; Ali, et al., 2020, pp. 2021-2043; Bayih and Singh, 2020, pp. 1-17). However, most studies only focused on travel experiences but have not emphasized on examining the relationship between these experiences and future travel behaviors, such as satisfaction and intention to revisit. Therefore, this research aims to build upon previous studies by examining the impact of wellness tourism experiences on tourists' satisfaction and intentions to revisit Thailand. As international tourists tend to have high spending power and extended travel duration, the results of this study can provide policymakers and related private sectors with guidelines for effectively promotion and management of wellness tourism.

Research Objectives

1. To study the impact of travel experiences on tourists' satisfaction towards wellness tourism in Thailand.
2. To study the impact of travel experience on tourists' intention to revisit Thailand.
3. To study the impact of satisfaction on the intention to revisit in Thailand.

Literature Review

1. Wellness Tourism

Wellness tourism refers to travel associated with the pursuit of maintaining or enhancing one's personal well-being. It involves activities and experiences focusing on enhancing physical, mental, or spiritual health and overall wellness.

The definition of wellness tourism provided by researchers such as Stanciulescu, Diaconescu, and Diaconescu (2015, pp. 1-10) describes wellness tourism as travel aimed at maintaining physical and mental balance, such as seeking self-worth, beauty, relaxation, and physical health. Similarly, Oliver, Baldwin and Datta (2018, pp. 41-56) define wellness tourism as travel that promotes health and improves the quality of life through recreational, relaxation, beauty treatment and healthcare activities. Another perspective on wellness tourism is provided by Cvik (2022, pp. 25-41), who states that forest bathing or forest therapy, which involves being and spending time to harmonize with nature, is able to draw energy from the forest to rejuvenate the body and mind. Additionally, Lim, Kim, and Lee (2015, pp. 137-156) describe wellness tourism as anything related to travel to maintain and promote health.

Due to the various interpretations of health, the concept of wellness tourism and its interpretations are diverse. However, travels primarily focuses on health and well-being are referred to as wellness tourism. This involves proactive activities which engaged tourists to maintain good health, reduce stress, prevent illness, and enhance well-being. This drives wellness tourism consisting of tourists who are



consumers with diverse travel experiences, interests, and values (Global Wellness Institute, 2024). Therefore, in this research, wellness tourism refers to travels in pursuit of enhancing physical and mental health through various tourism activities, excluding travel for medical treatment services.

2. Travel experiences

Travel experiences refer to how tourists perceive, feel, and interact with a destination's environment, culture, and people. These interactions directly influence tourists' memories, satisfaction, and revisiting intentions. Research by Dini and Pencarelli (2021, pp. 394-412) highlights that tourism experiences play a crucial role in creating value for tourists through engagement in activities that align with the physical and social environment, leading to lasting impressions. Similarly, Kim, Lee and Ko (2016, pp. 742-756) emphasize the importance of creating memorable tourism experiences through interactions with places, cultures, and people, which result in satisfaction and loyalty to the destinations.

Furthermore, (Saari, Grénman and Varhelahti, 2023, pp. 305-328) propose that tourism experiences combine physical and psychological factors, including responses to unexpected and unique situations that contribute to meaningful and valuable tourist experiences. Research by Sthapit, Björk and Coudounaris (2023, pp. 1-27) also underscores the importance of emotional factors and interactions between tourists and local cultures and people, which play a vital role in fostering a sense of connection and attachment to those destinations. Additionally, (Wang, Xu

and Huang, 2020, p. 3) found that tourism experiences result from interactions between tourists and the unique environmental and cultural contexts, which affect tourists' perceptions and evaluations in terms of satisfaction and intentions to revisit those places.

Overall, tourism experiences encompass physical, social, cultural, and emotional elements that significantly impact tourists' satisfaction, the memories they gathered from their travels, and their loyalties or intentions to revisit the same destinations. Creating positive experiences in all these aspects is critical to making tourism meaningful and valuable to tourists sustainably.

3. Satisfaction

Satisfaction refers to an individual's positive attitude towards receiving a service each time (Yeo, Thai, and Roh, 2015, pp. 437-447). Satisfaction compares pre-purchase expectations and the actual perception after purchasing a product or service (Oliver, 1977, pp. 480-486; Wong, Musa and Taha, 2017, pp. 394-410). Similarly, Kotler and Armstrong (2016, p. 166) describe satisfaction as a person's feeling towards a product or service in a positive direction, with satisfaction depending on the customer's expectations compared to their perception of the product or service. If the performance of the product or service falls short of expectations, it leads to customer dissatisfaction. Conversely, if the performance meets expectations, the customer is satisfied.

Consumer satisfaction is crucial in studying consumer behavior and evaluating their experience with products and services. It is measured by assessing the level in which

product or service meets or exceeds customer's expectations. Consumers' responses to sellers' offers are based on comparing their expectations with actual performance of the product or service (Yoo and Park, 2016, pp. 5775-5784). Consumers' responses are related to knowledge, understanding, or emotions which are tied explicitly to certain focal points, and these responses occur at a particular moment after consumption, depending on past purchasing experiences (Ashfaq, Yun, and Waheed, 2019, pp. 1-14). Satisfaction links the process of product purchase and service usage, acting as a critical factor in driving the intention to revisit. When consumers are satisfied with products and services, they are more likely to positively support the organization's business operations. Hence, satisfaction is a crucial factor influencing the intention to repurchase products and services (Nejad, Firoozbakht and Taghipoor, 2014, pp. 262-268).

4. Intention to Revisit

The intention to revisit is a crucial indicator for assessing the success of tourist destinations and tourism-related businesses. Customer satisfaction plays a significant role in shaping tourists' intention to return. Good service and memorable experiences directly foster satisfaction and the intention to revisit (Kim, Lee and Ko, 2016, pp. 742-756). The value assessment of tourism experiences, which considers quality of service, facilities, and experiences received, significantly influences revisit intention (Dini and Pencarelli, 2021, pp. 394-412). Additionally, participation in tourism activities and interactions with local culture help create positive memories and increase

the intention to revisit (Sthapit, Björk and Coudounaris, 2023, pp. 1-27). Tourism-related technology improves travel experience and enhances satisfaction, which affects intention to revisit (Saari, Grénman and Varhelahti, 2023, pp. 305-328). The integration of traditional healing practices with tourism can create unique experiences and increase revisit intention (Wang, Xu and Huang 2020, p. 3).

Furthermore, research has shown that intelligent tourism technology enhances the travel experience and affects intention to revisit (Pai, et al., 2021, p. 1007). Additionally, Nguyen's (2020, p. 87) study indicates that factors such as safety and the destination's image influence intention of Vietnamese tourists to revisit Korea.

Previous researches have highlighted the importance of various aspects of the tourism experience. This research consolidates critical variables related to wellness tourism from multiple studies in order to test their influences on satisfaction and intention to revisit.

Hypothetical Research

Wellness tourism in Thailand is proliferating, with several factors impacting satisfaction of tourists. Multiple studies have found that tourists' experiences in wellness tourism in Thailand, including resting and relaxations, novelty, healthy diet, physical environment, and service quality, significantly impact tourist satisfaction. In particular, the availability of spa services and relaxation activities plays a crucial role (Sarker, et al., 2021, pp. 1-29). Presenting novelty of experience and unique aspects of tourist destinations is another factor that enhances tourist satisfaction (Lwin, Punnakiti-



kashem and Thananusak, 2021, p. 1898316). Additionally, offering a variety of high-quality, healthy diet is an essential factor that increases tourist satisfaction (Ali, et al., (2020, pp. 2021-2043). A clean and beautiful environment and convenient and safe locations also play a significant role in creating satisfaction (Chanin, et al., 2015, pp. 791-794). Lastly, good service quality and attentive care are key factors that increase the likelihood of tourists' revisit intention (Manyangara, Makanyeza and Muranda, 2023, p. 2).

Travel experience is a crucial element affecting tourist satisfaction, a key factor leading to the intention to revisit (Li, et al., 2022, p. 13626) as satisfaction derived from a good travel experience and encourages tourists to return to the destination.

All of these researches suggest that various aspects of wellness tourism experiences positively affect the tourists' satisfactions and intention to return to Thailand. The country's traveling industry is becoming increasingly popular and plays a vital role in creating satisfaction for tourists. Many studies have shown that tourist satisfaction positively affects wellness travelers' intentions to revisit Thailand. A study in Udon Thani province found that satisfaction with medical activities and confidence in service quality significantly affect tourists' revisit intention (Chitthanom, 2020, pp. 54-77).

Additionally, a survey research on Russian tourists in Bangkok found that satisfaction with the value received from tourism significantly affected their intention to revisit (Sankrusme, 2017, p. 51). It was also found that effective management of tourist destinations

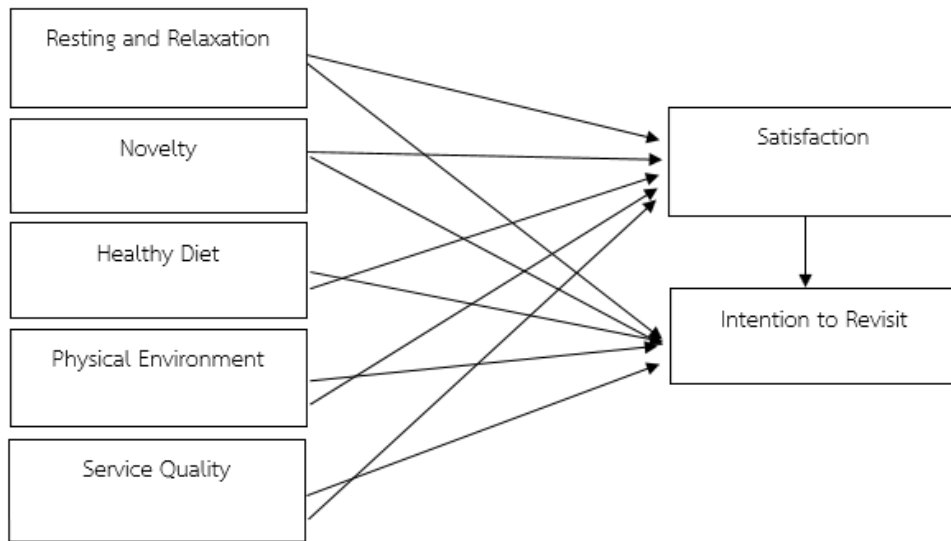
creates high tourist satisfaction and enhances intention to revisit (Wongcharoenkul and Suntrayuth, 2023, pp. 52-71). This study indicates that tourist satisfaction is essential in shaping the intention to revisit and is a critical factor in developing wellness tourism in Thailand. Therefore, the researcher proposes the following hypotheses:

Hypothesis 1: Travel experiences in Thailand positively affect the satisfaction of wellness tourism.

Hypothesis 2: Travel experiences in Thailand positively impact the intention to revisit wellness tourism destinations.

Hypothesis 3: The Satisfaction of tourists has a positive impact on the intention to revisit wellness tourism destinations in Thailand.

Conceptual Framework



Methods

1. Population and Sample

The population for this study consists of foreign tourists aged 18 and above who have traveled to various wellness tourism destinations in Thailand. The sample size was determined using the formula provided by Hair, et al., (2010, p. 604), which suggests a minimum sample size of 200 - 300 subjects. However, to prevent errors and data discrepancies, a total of 300 subjects were chosen. The sampling method adopted was purposive sampling. The researcher selected seven provinces with the highest number of tourists for data collection: Bangkok, Chiang Mai, Chiang Rai, Prachuap Khiri Khan (Hua Hin), Phuket, Chonburi (Pattaya), and Surat Thani (Samui) (Department of Tourism Economics and Sports, 2024).

2. Research Instruments

This research is a quantitative study, and adopted questionnaires developed from a review of the literature and interview findings as research tool. The tourism experiences were based on several studies namely resting

and relaxation Bockus, et al., (2023, pp. 1-23), novelty of experience (Lee and Kim, 2023, pp. 1-22), healthy diet Chen, Chang and Wu, (2013, pp. 1092-1114), physical environment Prebensen, Kim and Uysal, (2015, pp. 934 - 945), and service quality Yu, et al., (2023, pp. 133-152). The draft questionnaires were evaluated by tourism experts and underwent quality assessment, achieving content validity with a consistency index greater than 0.6. The reliability of the questionnaire was tested using Cronbach's Alpha coefficient, which resulted in values ranging from 0.749 to 0.972.

3. Data Collection Methods

Quantitative research was conducted by collecting data through the distribution of both paper-based and online questionnaires. The respondents completed the questionnaires themselves at wellness tourism destinations in Thailand. Data was collected from 300 subjects during March 10, 2024, to May 6, 2024. After checking the completeness of the questionnaires and excluding incomplete ones, 261 valid samples were obtained, representing a



response rate of 87%.

The researcher used judgment sampling to select the sample, incorporating screening questions to include only tourists who had experienced at least two wellness activities, such as hiking, spa treatments, herbal massages, mineral baths, hot spring soaks, temple visits, meditation, yoga, or consuming healthy diet.

4. Data Analysis

Quantitative data analysis was conducted using descriptive statistics for general data. The researcher developed measurements and scales by conducting Exploratory Factor Analysis (EFA). Following this, the data was analyzed using Structural Equation Modeling (SEM) to examine causal relationships, identify the causal influence pathways between variables, and determine the magnitude and direction of these influences. Based on the referenced concepts and theories, the researcher tested the goodness-of-fit between the hypothesized model and the empirical data.

The fit indices considered included the relative chi-square (χ^2/df), which should be less than 3.0 (Kline, 1998, pp. 204-205), and the Goodness of Fit Index (GFI), which should be 0.80 or higher (Byrne, 2013, p. 73). The Normed Fit Index (NFI) should also be 0.80 or higher (Schumacker and Lomax, 2016, pp. 136-139). The Comparative Fit Index (CFI) and Incremental Fit Index (IFI) should be 0.90 or higher (Hu and Bentler, 1995, pp. 76-99). The Root Mean Square Error of Approximation (RMSEA) and the Standardized Root Mean Square Residual (SRMR) should be less than 0.08 (Steiger, 1990, pp. 173-180). The Hoelter's Critical N (Hoelter

should be greater than 200 (Hoelter, 1983, pp. 325-344).

Results

1. General Information of the Sample Group

The quantitative data collection from 261 foreign tourists revealed general information about the respondents. When categorized by gender, 53.3% of the tourists were female, and 46.3% were male. Regarding age, most tourists were between 26 and 35 years old (38.2%), followed by those aged 36-45 (27.5%). Regarding marital status, most tourists were single (58.4%). Concerning education level, the majority had a bachelor's degree (59.6%), followed by those with education below a bachelor's degree (24.6%). Finally, when categorized by incomes, most tourists had an income between 15,001 – 30,000 Baht (\$500-\$1000) per month (38.8%), followed by those with an income between 30,001 – 50,000 Baht (\$1001-\$1500) per month (20.0%).

2. Behavior of Tourists Engaging in Wellness Tourism in Thailand

The study on the behavior of foreign tourists engaging in wellness tourism in Thailand, based on a sample of 261 respondents, revealed that most tourists visited wellness tourism destinations in Chonburi Province (36.8%), followed by Bangkok (14.7%). Most tourists traveled with friends (33.9%), while others traveled with family or relatives (29.5%). A significant portion of the tourists traveled independently (65.7%), meanwhile, the rest traveled with tour companies (34.3%). Most tourists spent 1-2 days on their trip (53.5%),

followed by those who spent 3-4 days (18.8%). The most popular wellness activities were adventure and nature exploration (40.4%), followed by cultural, historical, religious, and spiritual practices (35.2%). In terms of daily expenditure, most tourists spent less than 3,000 Baht (less than \$100) per day (54.3%), while others spent between 3,000 and 5,000 Baht (\$100-\$150) per day (23.0%).

3. Evaluation of Measurement Suitability for Hypothesis Testing

The researcher conducted Exploratory Factor Analysis (EFA) to prepare the independent and dependent variables for hypothesis testing, selecting only variables with a factor loading of 0.30 or higher (Field, 2013, pp. 656-669). The analysis identified 34 questions, grouped into seven components: Resting and Relaxation, Novelty of Experience, Healthy Diet, Physical Environment, Service Quality, Satisfaction, and Intention to Revisit. Each element had an Initial Eigenvalue greater than 1.0

and a Cronbach's Alpha more significant than 0.7, indicating that the measurement items for all seven components are appropriate.

Additionally, the researcher conducted Confirmatory Factor Analysis (CFA) and found that the factor loadings for each variable exceeded 0.5. The researcher also assessed the Composite Reliability (C.R.) and Average Variance Extracted (AVE), both of which exceeded the critical thresholds of 0.70 (Raykov, 1997, pp. 173-184) and 0.50 (Hair, et al., 1998, p. 619) respectively. Discriminant Validity was further analyzed using Fornell and Cha's (1994, pp. 52-78) criteria by examining the squared correlations between the variables related to tourism experience, satisfaction, and intention to revisit. The square root of these values was found to be less than the Average Variance Extracted (AVE) for all variables, indicating that all variables have acceptable reliability (Table 1).

Table 1 Factor analysis and Cronbach's alpha values of independent and dependent variables

Factors	Mean	SD.	Initial Eigenvalues	Factor loading	Cronbach Alpha
Travel Experience					
Resting and Relaxation: RES (CR=0.918, AVE=0.693)			46.770		0.894
You are able to relieve stress.	4.43	0.692		0.857	
You have relaxed your body.	4.28	0.779		0.859	
You have relaxed your mind.	4.34	0.775		0.855	
You are relaxed and enjoy the nature.	4.32	0.774		0.852	
The relaxing atmosphere helps you to improve concentration.	4.22	0.832		0.733	
Novelty: NOV					



Factors	Mean	SD.	Initial Eigenvalues	Factor loading	Cronbach Alpha
(CR=0.909, AVE=0.624)			4.331		0.892
You learned new things and open new perspectives.	4.07	0.705		0.810	
You visited many cultural attractions.	4.07	0.754		0.810	
You explore new places and experiences.	4.12	0.752		0.824	
You satisfied your curiosity about wellness tourism experience.	4.02	0.776		0.745	
You had unique tourism and wellness experience.	4.03	0.758		0.775	
This wellness tourism destination has a unique way of life that is different from elsewhere.	4.09	0.737		0.772	
Healthy Diet: HEA (CR=0.827, AVE=0.545)			2.909		0.885
You have had non-toxic food and beverages and detoxify the body.	3.86	0.801		0.768	
You enjoy local cuisine and beverages, such as local desserts, organic vegetables, and herbs.	3.87	0.808		0.746	
You have had healthy diets and beverages, such as vegetable menus or herbal health drinks.	3.84	0.806		0.674	
You have had healthy diet to improve your body functions.	3.81	0.831		0.761	
Physical Environment: PHY					
(CR=0.909, AVE=0.666)			5.739		0.854
This wellness destination has good environmental management.	3.96	0.711		0.861	
This wellness tourism attraction has beautiful decorations.	4.12	0.753		0.779	
This wellness tourism attraction is clean and well-organized.	4.11	0.678		0.826	

Factors	Mean	SD.	Initial Eigenvalues	Factor loading	Cronbach Alpha
This wellness tourism facility has acceptable quality standards.	4.08	0.718		0.825	
This wellness tourism destination has consistent quality standards.	4.10	0.737		0.788	
Service Quality: SER (CR=0.890, AVE=0.619)			6.109		0.874
The service provider is very concerned about you.	4.13	0.713		0.730	
The service provider has good quality service.	4.13	0.704		0.825	
The service provider is always polite and respectful.	4.09	0.753		0.869	
The service provider is emotionally and psychologically confident.	4.05	0.798		0.810	
The service provider is attentive without discrimination.	4.14	0.749		0.687	
Satisfaction: SAT (CR=0.837, AVE=0.507)			3.695		0.870
You can value, in terms of satisfaction, your visit to the tourist destination.	4.13	0.686		0.733	
You are satisfied with the local (surrounding) environment and have experienced wellness tourism.	4.06	0.784		0.675	
You are delighted to experience this wellness activity.	4.11	0.759		0.763	
Considering your expectations, as you would value the experience in the tourist destination.	4.07	0.748		0.694	
You are satisfied with the performance of servicing staff.	4.15	0.720		0.690	
Intention to revisit: ITR (CR=0.813, AVE=0.524)			3.371		0.874



Factors	Mean	SD.	Initial Eigenvalues	Factor loading	Cronbach Alpha
If you plan to come back, you will first think of wellness tourism.	3.82	0.877		0.764	
You will return to this wellness tourism destination in the future.	4.00	0.821		0.800	
You will plan to come back here again for wellness tourism during holidays or important occasion.	3.75	0.928		0.722	
You plan to purchase a wellness tourism package again in the future.	3.80	0.865		0.592	

Note C.R.: Construct reliability, AVE: average variance extracted

4. Results of Consistency and Goodness-of-Fit Testing for the Causal Relationship Model

The results of the consistency testing for the causal relationship model, using the Structural Equation Modeling (SEM) technique to identify the causal influence pathways between variables and to assess the goodness-of-fit between the hypothesized model and the empirical data, indicated a good fit. After adjusting the causal relationship model for the impact of travel experiences on satisfaction and the intention to revisit wellness tourism destinations in Thailand, the model fit well with the empirical data. This was evidenced by the relative chi-square (χ^2/df) = 1.829,

SRMR = 0.027, and RMSEA = 0.044,

which meet the criteria that SRMR and RMSEA should be less than 0.08.

Additionally, the goodness-of-fit indices were GFI = 0.804, CFI = 0.924, NFI = 0.848, and IFI = 0.925, where the CFI and IFI values should be 0.90 or higher, indicating a good fit. GFI and NFI values of 0.80 or higher can be acceptable, particularly in the context of certain types of research, especially when considering factors such as sample size and model complexity. The Hoelter index was 251, which should be 200 or higher, indicating that the causal relationship model of the impact of travel experiences on satisfaction and the intention to revisit wellness tourism in Thailand is consistent with the empirical data (Table 2).

Table 2 Fit indices indicating the consistency and goodness-of-fit of the causal relationship model

Index	Criteria	Before Model Adjustment		After Model Adjustment	
		Statistic	Result	Statistic	Result
χ^2/df	< 2.00	2.011	Fail to meet criteria	1.829	Comply with criteria
GFI	≥ 0.80	0.773	Fail to meet criteria	0.804	Comply with criteria

Index	Criteria	Before Model Adjustment		After Model Adjustment	
		Statistic	Result	Statistic	Result
CFI	≥ 0.90	0.900	Comply with criteria	0.924	Comply with criteria
NFI	≥ 0.80	0.821	Comply with criteria	0.848	Comply with criteria
IFI	≥ 0.90	0.901	Comply with criteria	0.925	Comply with criteria
RMSEA	< 0.08	0.049	Comply with criteria	0.044	Comply with criteria
SRMR	< 0.08	0.034	Comply with criteria	0.027	Comply with criteria
HOELTER	> 200	228	Comply with criteria	251	Comply with criteria

5. Results of the study on the causal factors of the impact of travel experiences on satisfaction and intention to revisit towards wellness tourism in Thailand

Table 3 Results of hypothesis testing to study the impact of travel experiences on satisfaction

Travel Experiences	Regression Coefficient	t-value	p-value	Hypothesis Testing Results
RES \rightarrow SAT	0.188	3.977	0.001***	Supported
NOV \rightarrow SAT	0.235	3.164	0.002**	Supported
HEA \rightarrow SAT	0.127	2.294	0.022*	Supported
PHY \rightarrow SAT	0.022	0.343	0.732**	Supported
SER \rightarrow SAT	0.265	3.690	0.001****	Supported

Table 3 shows the study's results on the impact of travel experiences on the satisfaction of wellness tourism in Thailand, ranked by the coefficient values. The most significant factor is Service Quality (B = 0.265). This is

followed by Novelty (B = 0.235) as the second most important factor, Resting and Relaxation (B = 0.188) in third place, Healthy Diet (B = 0.127) in fourth place, and Physical Environment (B = 0.022) as the fifth factor.

Table 4 Results of hypothesis testing to study the impact of travel experiences on the intention to revisit

Travel Experiences	Regression Coefficient	t-value	p-value	Hypothesis Testing Results
RES \rightarrow ITR	0.148	2.117	0.034*	Supported
NOV \rightarrow ITR	0.085	0.797	0.426	Not Supported
HEA \rightarrow ITR	0.254	3.148	0.002****	Supported
PHY \rightarrow ITR	0.011	0.127	0.899	Not Supported
SER \rightarrow ITR	0.180	1.721	0.085*	Supported
SAT \rightarrow ITR	0.430	2.807	0.005*	Supported



From Table 4, the results of the study on the impact of travel experiences on the intention to revisit wellness tourism destinations in Thailand, ranked by the coefficient values, are as follows: the most significant factor is satisfaction, which has the most potent effect on the intention to revisit ($B = 0.430$). This is followed by Healthy Diet ($B = 0.254$) as the second most influential factor, Service Quality ($B = 0.180$) in third place, and Resting and Relaxation ($B = 0.148$) in fourth place.

Conclusion and Discussion

This research found that travel experiences related to resting and relaxation, novelty, healthy diet, physical environment, and service quality positively affect foreign tourists' satisfaction. Meanwhile, the travel experiences that positively influence the intention to revisit among foreign tourists are limited to three aspects: resting and relaxation, healthy diet, and service quality. This indicates that if wellness tourism destinations offer activities that make tourists feel relaxed, provide novel and unique cultural experiences, maintain a beautiful physical environment, and deliver high-quality service with healthy diet options, tourists will likely be more satisfied and have a stronger intention to revisit wellness tourism destinations in Thailand. Additionally, the research found that satisfaction positively impacts tourists' intention to revisit.

Travel experiences related to resting and relaxation influence wellness travelers' satisfaction and revisit intention. This is because modern life often involves pressure, fatigue, and stress, making wellness tourism

an appealing option for physical and mental relaxation. When a tourist destination provides physical and psychological relaxation opportunities, it enhances tourists' satisfaction and leaves a lasting impression, motivating them to return. This aligns with Bayih and Singh's (2020, pp. 1-17) research, which found that resting and relaxation positively affect tourists' satisfaction and intention to revisit Ethiopia. The findings also align with (Sarker, et al., 2021, pp. 1-29). research, which found that resting and relaxation, especially spa services and relaxation activities, significantly impact tourist satisfaction.

Novelty of experiences also positively affect the satisfaction of wellness tourism. This is because Thailand's tourist destinations offer diverse lifestyles and cultures, with each area having its unique characteristics. These new experiences impress foreign tourists. The findings are consistent with Huyen and Nghi's (2019, pp. 2807-2818) research, which indicated that novelty of experiences favorably affects tourist satisfaction in Vietnam. Similarly, the study by Bayih and Singh (2020, pp. 1-17) found that novelty, culture, activities, and festivals impact tourist satisfaction in Ethiopia. The results are also in line with the research by Lwin, Punnakitashem and Thananusak, (2021, p. 1898316), which found that offering novel and unique tourist attractions is a factor that enhances tourist satisfaction.

Travel experiences related to a healthy diet influence both satisfaction and the intention to revisit wellness tourism destinations. Thailand is well-known for its globally recognized food culture, offering a variety of dishes

with unique ingredients, preparation methods, and flavors. Thai cuisine uses distinctive and health-promoting spices such as turmeric, garlic, onions, and lemongrass, which attract the attention of wellness tourism. This finding is consistent with Ali, et al., (2020, pp. 2021-2043) research, which found that food quality affects tourists' satisfaction and intention to revisit Pakistan. It is also consistent with Sarker, et al., (2021, pp. 1-29). research, which indicated that a healthy diet significantly impacts tourist satisfaction. Similarly, Ali, et al., (2020, pp. 2021-2043) pointed out that a variety of high-quality, healthy diet options is a critical factor in enhancing tourist satisfaction.

Travel experiences related to the physical environment influence the satisfaction of wellness tourism. Appealing environments and sceneries attract tourists. A destination's cleanliness and natural beauty can create a strong impression and satisfaction among tourists. This is consistent with Bayih and Singh's (2020, pp. 1-17) research, which found that the physical characteristics of tourist destinations, culture, activities, and festivals impact tourist satisfaction in Ethiopia. The findings also align with Sarker, et al., (2021, pp. 1-29). research, which found that the physical environment significantly affects tourist satisfaction.

Travel experiences related to service quality influence satisfaction and the intention to revisit wellness tourism destinations. This may be because service providers, employees, and residents at wellness tourism destinations offer warm hospitality and attentive care, which leaves a positive impression on tourists and creates memorable experiences, thereby

increasing their intention to return. This is consistent with Ali, et al., (2020, pp. 2021-2043) research, which found that service quality affects tourist satisfaction and intention to revisit in Pakistan. Similarly, the study by Kim, Lee and Ko, (2016, pp. 742-756) found that good service and memorable experiences directly impact satisfaction and the intention to revisit. The findings also align with the research by Dini and Pencarelli (2021, pp. 394-412), which indicated that service quality is an essential factor in tourists' intention to revisit.

Satisfaction positively affects tourists' intention to revisit. If wellness tourism operator can effectively manage tourism in a way that satisfies tourists, it will help foster the intention to return. Tourists' decisions to revisit are based on positive past experiences. They are more likely to return if they are satisfied with their previous visit. This finding is consistent with Sankrusme's (2017, p. 51) research, which found that satisfaction with the value received from tourism significantly impacts the intention to revisit. It also aligns with the research by Wongcharoenkul and Suntrayuth (2023, pp. 52-71), which pointed out that well-managed tourist destinations with high tourist satisfaction lead to a greater intention to revisit.

Implications

The research results can be developed into two types of implications: academic benefits and theoretical benefits.

Theoretical Benefits: The research presents positive influences of wellness travel experience variables, including resting and relaxation, novelty of experience, healthy diet, physical environment, and service quality,



on tourist satisfaction, thereby expanding the context of tourism studies. Additionally, the research supports the influence of wellness travelers' satisfaction on their intention to revisit.

Practical Benefits: The research found that travel experiences related to resting and relaxation, novelty, healthy diet, physical environment, and service quality have a significant positive impact on tourist satisfaction, which leads to the intention to revisit. Therefore, wellness tourism operators can use the research findings to develop their businesses as follows:

Firstly, operators should develop experience packages that connect with local culture. By combining the sense of relaxation with highly relevant cultural experiences, such as creating a "Thai Wellness and Culture" package that includes Thai cuisine cooking class using local herbs, participation in a monk ordination ceremony, or yoga practicing in a temple located on a mountain, tourists will experience the tranquility of the temple and nature while relaxing their minds.

Secondly, operators should emphasize novelty of experience. They should create new and unique traveling contents, such as organizing a "Rainforest Wellness" trip where tourists

can hike in the northern forests of Thailand to learn about Thai herbs and their health benefits. The trip should include guided tours of traditional Thai medicine in local communities and stays in resorts that offer Thai massage, wellness spas, and yoga practices.

Thirdly, operators should focus on education and health promotion. For example, they could organize a "Healthy Diet" program that invites chefs or nutrition experts to teach healthy cooking methods in resorts, arrange cooking activities using organic local ingredients, or offer tours of organic farms where tourists can learn about the production process.

Fourthly, operators should create and improve the physical environment. This includes designing and maintaining a clean, safe, and environmentally friendly climate at tourist sites, such as installing solar panels for renewable energy, managing waste by separating recyclables, and creating green spaces or herb gardens.

Lastly, operators should utilize technology to enhance customer service quality. An efficient online booking system, having application that provides complete tourism information, or using A.I. to answer customer queries can enhance tourists' satisfactions and elevate overall travel experience.

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