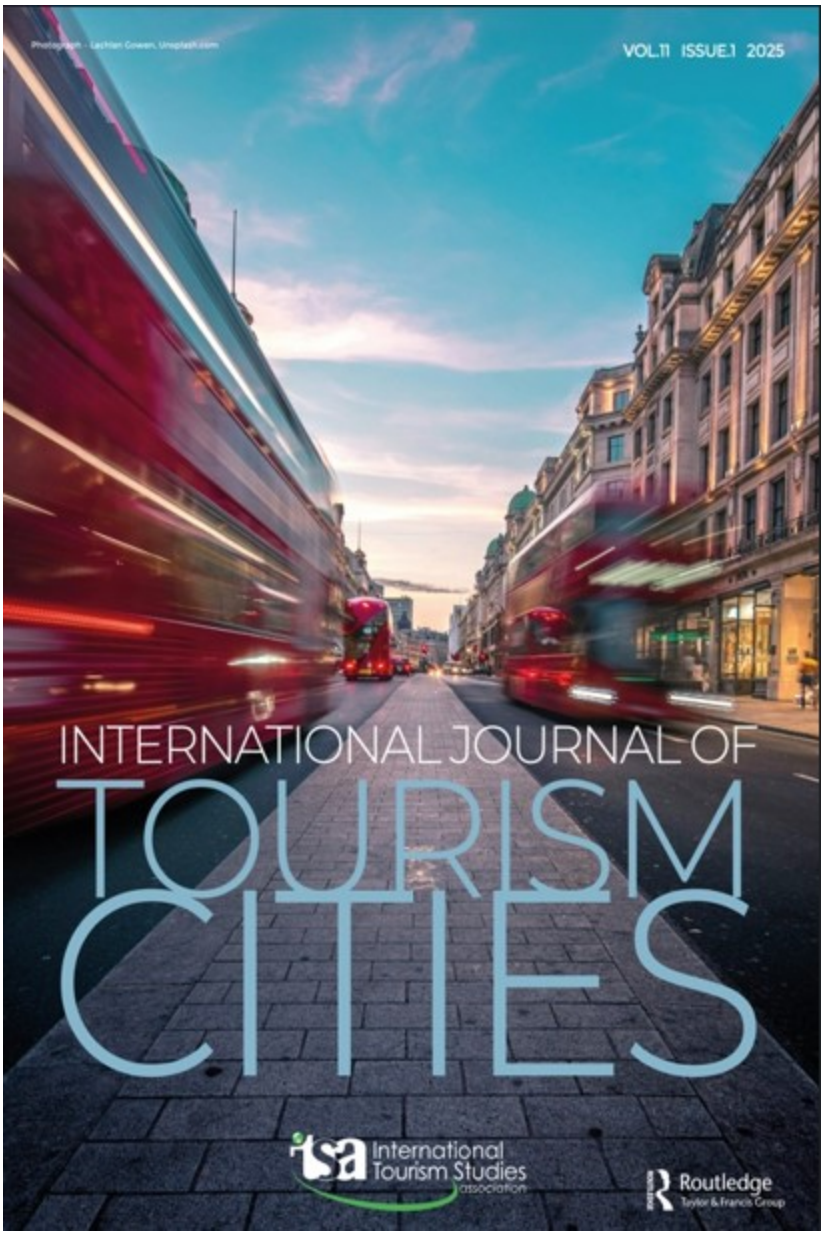


Destination sustainability and tourist behavior in river tourism: The role of satisfaction and nationality differences

Journal:	*International Journal of Tourism Cities*
Manuscript ID	IJTC-08-2025-0167.R3
Manuscript Type:	Case Study in City Tourism
Keywords:	Sustainable tourism, cultural segmentation, destination management, community participation

Classifications:	Destination marketing, Destination image, Destination management, City tourism, Urban tourism, Cultural tourism

Destination sustainability and tourist behavior in river tourism: The role of satisfaction and nationality differences

Dung Tien Nguyen
Department of Business Administration, Nam Can Tho University, Can Tho City 900000, Vietnam
Email: ntdung@nctu.edu.vn

Huan Duy Dao
Department of Business Administration, Nam Can Tho University, Can Tho City 900000, Vietnam
Email: ddhuan@nctu.edu.vn

Han Dinh Pham*
Department of Business Administration, Tay Do University, Can Tho City 900000, Vietnam
Email: pdhan@tdu.edu.vn
*Corresponding author

Abstract

Purpose: This study examines how key destination attributes influence tourist satisfaction and how satisfaction, in turn, affects revisit intention and word-of-mouth in urban river tourism. It also tests the mediating role of satisfaction and the moderating role of tourist nationality.

Design/methodology/approach: A sequential mixed-methods design combined focus-group refinement of measures and a structured on-site survey of 479 tourists in Can Tho, Vietnam. Partial least squares structural equation modelling (PLS-SEM) with bootstrapping and multi-group analysis was used.

Findings: Community involvement, sustainability, amenities, and accessibility significantly enhanced satisfaction, while activities and entertainment unexpectedly reduced it. Satisfaction functioned as a mediator between destination attributes and behavioral intentions. Nationality moderated the effects of satisfaction on revisit intention and word of mouth, with stronger impacts observed among domestic tourists.

Originality/value: By integrating the theory of planned behavior, expectancy disconfirmation theory and the experience economy with complementary perspectives such as place attachment, experiential value, and emotional solidarity, this study refines theoretical understanding of satisfaction and loyalty in river-based urban tourism. It shows that social and environmental dimensions dominate over price in shaping behavioral intentions.

Practical implications: Managers should prioritise community-led initiatives, visible sustainability measures and context-sensitive entertainment design; pairing infrastructure upgrades with safeguards for local livelihoods is essential.

Key words: Sustainable tourism; cultural segmentation; destination management; community participation.

1. Introduction

In an era of heightened environmental awareness and sustainable development, river tourism increasingly combines ecological stewardship, cultural heritage and local livelihoods (Munir et al., 2025; Sihombing et al., 2024). Tourist satisfaction is a central predictor of loyalty outcomes (revisit intention, WOM) and is shaped by multiple destination attributes — e.g., accessibility, amenities, activities, community participation and sustainability (Afshardoost & Eshaghi, 2020; Torabi et al., 2023).

Tourist satisfaction, a critical measure of experience quality, is widely recognized as a key determinant of post visit behavior such as revisit intention and word of mouth. Satisfaction is influenced by a wide array of destination attributes, including environmental quality, service infrastructure, accessibility, cultural authenticity, and community involvement (Afshardoost & Eshaghi, 2020; Torabi et al., 2023). In recent years, destination sustainability—including perceived environmental responsibility and social equity—has emerged as an essential factor in shaping positive tourist experiences (Carvalho et al., 2025; Liu et al., 2023). Furthermore, experience co creation through community engagement and tourist participation has become central to enhancing satisfaction and loyalty (Lan et al., 2021).

Building on the satisfaction–loyalty paradigm, this study uses a layered theoretical framework. At the core are the theory of planned behavior (Ajzen, 1991), expectancy disconfirmation theory (Oliver, 1980) and the experience economy (Pine & Gilmore, 2011), which explain how evaluations become intentions. Complementary perspectives — place attachment, experiential value and emotional solidarity — account for emotional and social mechanisms that are especially relevant in river tourism (Mathwick et al., 2001; Williams & Vaske, 2003; Woosnam, 2012). Moreover, nationality is treated as a theoretically grounded moderator reflecting cultural variations in expectations and uncertainty avoidance (Hofstede, 2001; Reisinger & Turner, 2012), serving as a boundary condition within TPB and EDT for how satisfaction converts into behavioral intentions.

Despite prior work (Lin et al., 2022), research rarely integrates these theories to (i) test multiple attributes simultaneously, (ii) formally test satisfaction as a mediator, and (iii) examine nationality as a moderator in river tourism contexts. This study seeks to bridge these gaps by examining the impact of key destination attributes on tourist satisfaction and how satisfaction, in turn, influences revisit intention and word of mouth. The research is conducted in river tourism destinations in Can Tho City, Vietnam—a major Mekong Delta hub known for its diverse waterways, floating markets, and cultural tourism activities. Unlike prior studies that focus narrowly on a single route or destination, this research considers multiple river tourism contexts to provide a broader understanding. By explicitly testing mediation (satisfaction linking attributes to loyalty) and moderation (nationality as a boundary condition), the study provides both theoretical refinement and managerial guidance for sustainable urban river tourism. Additionally, it explores how nationality differences affect the strength of the satisfaction–behavior relationship, offering new insights for sustainable destination management and culturally responsive marketing.

2. Literature Review

2.1. Theoretical Foundations

Tourism studies increasingly adopt theoretical frameworks to explain how tourists form satisfaction judgments and translate them into loyalty outcomes. The theory of planned behavior (TPB) conceptualizes behavioral intention as a product of attitudes, social norms, and perceived control, with satisfaction often positioned as a key attitudinal driver of revisit and advocacy (Ajzen, 1991). Expectancy disconfirmation theory (EDT) explains satisfaction as the outcome of comparing expectations with actual experiences, where positive disconfirmation fosters loyalty (Oliver, 1980). The experience economy (EE) highlights how infrastructure and design conditions stage memorable and emotionally engaging experiences (Pine & Gilmore, 2011). In this research, these theories form the causal backbone, while additional perspectives such as environmental preference, place attachment, experiential value, and emotional solidarity enrich understanding of how specific destination attributes matter.

Kaplan and Kaplan (1989) propose a holistic framework for understanding how individuals perceive environments through four dimensions: coherence, legibility, complexity, and mystery. In tourism contexts, legibility and coherence support satisfaction by enhancing clarity, reducing stress, and encouraging exploration. Conceição et al. (2023) demonstrate that legibility improves

comfort and emotional security in visitor settings, reinforcing the link between functional clarity and positive experience. These ideas establish accessibility and amenities as foundational factors enabling satisfaction.

Traditional and electronic word of mouth (WOM and e-WOM) serve as powerful mechanisms in shaping tourists' perceptions of destinations and guiding their travel-related decisions. These informal communication channels significantly impact how potential visitors form impressions and choose among competing tourism options (Jalilvand et al., 2013; Xu et al., 2020). Research shows that satisfaction and emotionally positive experiences strongly predict favorable WOM (Fakfare et al., 2025; Litvin et al., 2008, 2018). WOM thus represents both an outcome of satisfaction and a mechanism that diffuses destination reputation.

Revisit intention is widely accepted as a direct indicator of loyalty. Tourists satisfied with their experiences demonstrate a higher likelihood of returning, a relationship observed across numerous contexts (Gursoy & Chi, 2020). Destination image further amplifies this effect: positive impressions increase repeat visitation (Yoon & Uysal, 2005). Emotional fulfillment is especially influential in shaping revisit decisions (Lin et al., 2022; Torabi et al., 2023). However, contextual factors can weaken this relationship. In Hoi An, Vietnam, crowding significantly reduced the impact of satisfaction on revisit intentions, underscoring the role of visitor management in sustaining loyalty Phi et al. (2024). Overall, satisfaction functions as the evaluative core within TPB and EDT, translating perceived quality into behavioral outcomes through attitudinal, normative, and control pathways.

2.2. Destination Attributes and Tourist Satisfaction

Accessibility is a foundational element influencing tourists' overall satisfaction by facilitating smooth movement to and within destinations. It comprises transportation systems, directional signage, and supporting services such as boats or bicycles (Conceição et al., 2023). This is especially important for river tourism, as seen in the Ninh Kieu, Phong Dien and My Khanh route, where transitions between road, boat, and foot travel require seamless integration. Accessibility reduces stress and ensures security through clear guidance and seamless transport (Do et al., 2020; Lee & Xue, 2020). Accessibility reflects the legibility dimension in framework of Kaplan and Kaplan (1989), enabling tourists to navigate with confidence and fostering satisfaction through reduced cognitive load.

Amenities such as signage and transport support comfort and satisfaction (Liu et al., 2023; Munir et al., 2025). Effective amenities improve perceived quality and trust, leading to stronger satisfaction (Kourtit et al., 2025). From an EE perspective, amenities are not end goals but enabling conditions that allow tourists to engage in immersive and memorable experiences. Within Kaplan and Kaplan (1989) perspective, well-integrated amenities promote legibility and coherence, easing navigation and increasing tourists' orientation in unfamiliar environments.

Activities and entertainment add experiential richness. Cultural shows, food festivals, and recreational events foster engagement and memorable connections when aligned with local identity (Jelinčić & Matečić, 2021; Kovalenko et al., 2023; Stanovčić et al., 2021). Diversity and novelty can stimulate curiosity, corresponding to Kaplan and Kaplan (1989) dimension of mystery. However, poorly contextualized or overly commercial activities risk producing dissatisfaction by undermining authenticity (Gardiner et al., 2022). Evidence suggests that commodification can reduce cultural depth and lead to emotional fatigue (Jelinčić & Matečić, 2021). The experiential value perspective emphasizes that when activities are embedded in cultural identity, they increase both hedonic and utilitarian value, deepening satisfaction (Mathis et al., 2016).

Activities and entertainment are equally critical in shaping the experiential value of destinations. These include cultural shows, local festivals, food experiences, and recreational events (Jelinčić & Matečić, 2021; Lin et al., 2022). Properly curated activities foster engagement, emotional connection, and memorable moments, especially when they align with the local identity

(Kovalenko et al., 2023; Stanovčić et al., 2021). Diverse entertainment adds mystery and engagement (Kaplan & Kaplan, 1989). However, poor contextual fit or over-commercialization can lead to emotional fatigue or dissatisfaction (Jelinčić & Matečić, 2021). The experiential value perspective emphasizes that when activities are embedded in cultural identity, they increase both hedonic and utilitarian value, deepening satisfaction (Mathis et al., 2016).

The involvement of the local community is crucial in enhancing authenticity and cultural depth in tourism. Direct interactions with residents, such as storytelling, performances, or daily exchanges, promote emotional attachment and social understanding (Lan et al., 2021; Woosnam et al., 2018). These interactions contribute to the perceived coherence of a destination, helping visitors make sense of the cultural and social setting (Kaplan & Kaplan, 1989). In river tourism, where tourists often engage in traditional practices such as boat markets or folk arts, community involvement adds emotional richness and meaning (An et al., 2022; Ge et al., 2022). Recent studies reinforce that active community involvement enhances emotional attachment and satisfaction through co-creation of experience (Javdan et al., 2024). Viewed through place attachment (Williams & Vaske, 2003) and emotional solidarity (Woosnam, 2012), community participation fosters bonding and belonging that enhance satisfaction and translate into loyalty behaviors.

Sustainability is increasingly recognized as a critical driver of satisfaction. Practices such as waste management, heritage conservation, and equitable distribution of benefits ensure ethical and balanced tourism (Munir et al., 2025; Zhu et al., 2022). Tourists perceive sustainability not only as environmental responsibility but also as a sign of trustworthiness and long-term commitment (Afshardoost & Eshaghi, 2020; Zhang et al., 2022). Clean waterways and eco-tours, for example, enhance aesthetics and deepen emotional connections (Shekhar, 2024). Observing sustainable practices provides emotional gratification, especially in culturally sensitive contexts (Lin et al., 2022). Khan et al. (2022) highlight that sustainability benefits both residents and tourists, reinforcing destination resilience. This aligns with Elkington (1998) triple-bottom-line perspective, which views environmental, social, and economic dimensions as interdependent pillars of sustainability.

Price fairness represents another important determinant. Perceived fairness, defined as a just balance between cost and received value, contributes directly to satisfaction and indirectly to behavior (Afshardoost & Eshaghi, 2020; Islam & Sadhukhan, 2025). Transparent and reasonable pricing enhances trust and strengthens loyalty intentions (Torabi et al., 2023; Zhang et al., 2022). Conversely, unfair pricing undermines positive experiences and reduces likelihood of return visits (Bolton & Lemon, 1999; Zeithaml et al., 1996). Hussain et al. (2023)further demonstrate that pricing fairness can predict loyalty through satisfaction across service sectors. Within EDT, unfair prices are understood as negative disconfirmation, though their impact may be weaker in emotionally rich contexts where cultural and social experiences dominate evaluations.

Based on the above review of destination attributes and tourist satisfaction, the following hypotheses are proposed:

H1: Destination accessibility has a positive impact on tourist satisfaction.

H2: Destination amenities have a positive impact on tourist satisfaction.

H3: Activities and entertainment have a positive impact on tourist satisfaction.

H4: Destination sustainability has a positive impact on tourist satisfaction.

H5: Local community involvement has a positive impact on tourist satisfaction.

H6: Perceived price fairness has a positive impact on tourist satisfaction.

2.3. Tourist Satisfaction and Loyalty Outcomes

Tourist satisfaction is consistently positioned as a central mediator between destination attributes and loyalty outcomes. Accessibility, amenities, and authenticity-based experiences influence

revisit intention and WOM primarily through their effect on satisfaction (Afshardoost & Eshaghi, 2020; Yoon & Uysal, 2005). Sustainability and community participation similarly enhance satisfaction that translates into stronger advocacy (Lan et al., 2021; Lin et al., 2022). This mechanism reflects EDT and experiential value theory, both of which conceptualize satisfaction as the psychological channel linking perceived quality to behavior (Mathis et al., 2016). Following the mediating logic of EDT and TPB, tourist satisfaction is hypothesized to influence loyalty outcomes and act as a key mediating mechanism:

H7: Tourist satisfaction has a positive impact on revisit intention.

H8: Tourist satisfaction has a positive impact on word of mouth.

H9: Tourist satisfaction mediates the relationship between destination attributes (accessibility, amenities, activities, sustainability, community involvement, and price fairness) and revisit intention and word of mouth.

2.4. Moderator of Nationality

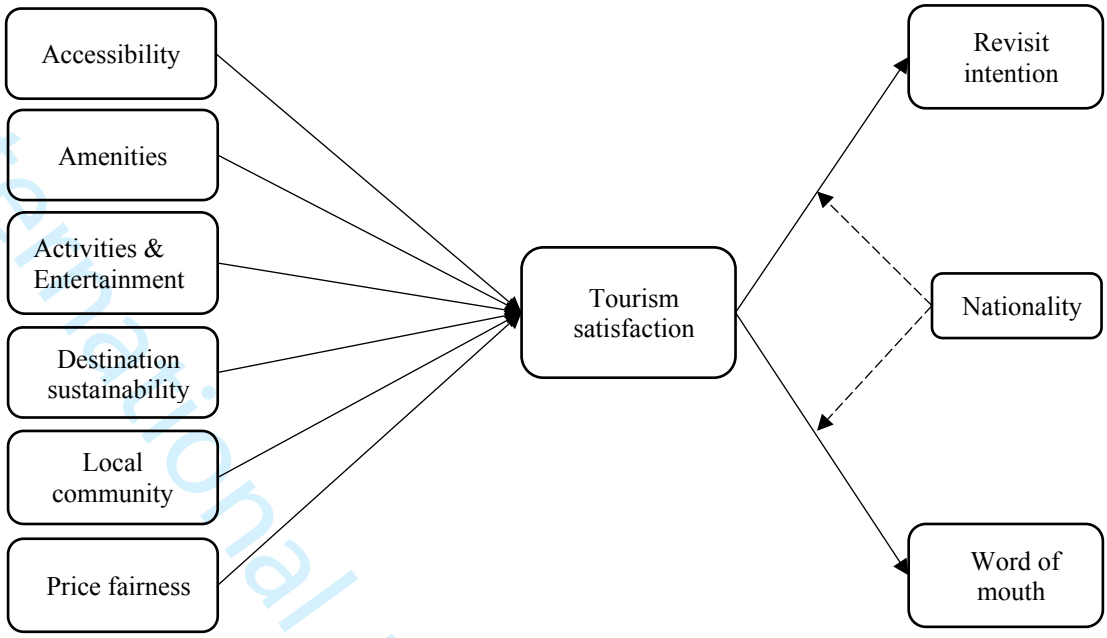
Nationality moderates how tourists evaluate and act on experiences. Domestic tourists often have clearer expectations and lower logistical barriers, strengthening the satisfaction–loyalty relationship. International visitors may face cultural distance and uncertainty, reducing the translation of satisfaction into behavioral outcomes (Litvin et al., 2004; Reisinger & Turner, 2012; Yoon & Uysal, 2005). Moreover, nationality may condition this mechanism as domestic tourists, being more culturally familiar and facing lower uncertainty, tend to show a stronger satisfaction–loyalty link, whereas international visitors may experience weaker conversion due to cultural distance and expectation gaps (Hofstede, 2001; Reisinger & Turner, 2012; Litvin et al., 2004). Within TPB and EDT, nationality functions as a boundary condition shaping how satisfaction translates into behavioral intentions. Communication styles also differ, with collectivist cultures more inclined to share experiences broadly than individualist cultures (Hofstede, 2001). Within the frameworks of place attachment and emotional solidarity, nationality shapes the strength of social bonds and belonging, influencing how satisfaction is converted into revisit and advocacy (Woosnam, 2012). Given potential cross-cultural differences, nationality is hypothesized to moderate the satisfaction–loyalty relationships as follows:

H10a: Nationality moderates the relationship between tourist satisfaction and revisit intention, such that the influence is stronger for domestic tourists.

H10b: Nationality moderates the relationship between tourist satisfaction and word of mouth behavior, such that the influence is stronger for domestic tourists.

Based on the proposed hypotheses, the study develops a research model linking key destination factors, tourist satisfaction, post-visit behaviors, and the moderating effect of nationality. The conceptual framework is shown in Figure 1.

Figure 1. Framework model



3. Methods

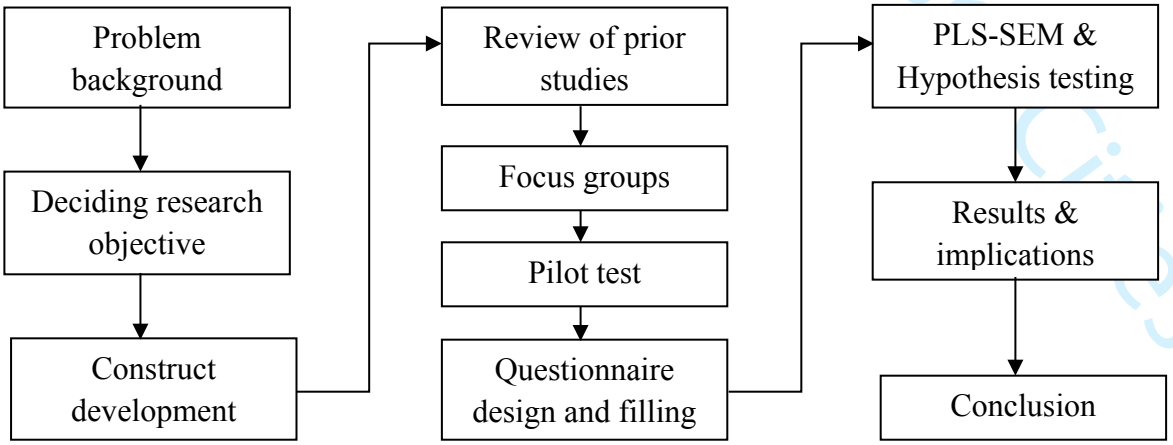
3.1. Study Area

This study was conducted in Can Tho City, the central hub of Vietnam's Mekong Delta. Covering 6,360 km² and home to over 3.2 million people, Can Tho functions as an administrative and economic center for surrounding provinces and serves as a key river tourism destination. Renowned for floating markets, canal networks, and cultural heritage, Can Tho attracted nearly 6 million tourists in 2023, generating about 9,520 billion VND (~USD 400 million), or 8% of its GRDP. The local tourism industry includes river cruises, ecotourism, and cultural tours, supported by over 600 accommodations, many emphasizing sustainable practices. Given its strategic role, cultural richness, and commitment to sustainable tourism, Can Tho provides an ideal setting to examine how destination sustainability, satisfaction, and tourist behavior interact. Its diverse tourist base also enables analysis of behavioral differences by nationality.

3.2. Data Collection

The flowchart of the research methodology used in this study can be seen in Figure 2 below.

Figure 2. Research methodology



The research process began with a qualitative phase to develop contextually relevant measurement scales, followed by a quantitative phase to validate the conceptual model. A comprehensive review of prior tourism research guided the identification and initial formulation of measurement items for key constructs. These items were drafted in English and refined through a rigorous back-translation process involving bilingual professionals to ensure semantic equivalence and cultural relevance between English and Vietnamese versions.

To improve contextual validity, a focus group with 10 local experts (university lecturers, representatives of tour companies, and experienced tour guides) was conducted. Their feedback highlighted context-specific elements not fully captured in the initial items. Consequently, revisions were made to better reflect distinctive experiences at destinations such as Cai Rang Floating Market, Phong Dien, Con Son Islet, and the Tan Loc and My Khanh cultural villages. This step ensured content validity by incorporating emic perspectives from actual visitors rather than relying solely on abstract constructs.

Based on qualitative insights, a comprehensive instrument was finalized to assess the study's constructs (see Table A1). These included satisfaction, accessibility, amenities, entertainment, local community, sustainability, price fairness, word of mouth, and revisit intention, measured using a five-point Likert scale (1 = "Strongly disagree" to 5 = "Strongly agree"). Items captured both rational assessments and emotional impressions from tourists' experiences.

Prior to the main survey, a pilot test with 50 domestic travelers evaluated the questionnaire's clarity and reliability. Statistical analysis via SPSS v26 showed that all constructs had Cronbach's Alpha values above 0.70 and corrected item-total correlations exceeding 0.4 (Table 1), confirming strong internal consistency and suitability for the local tourism context. The pilot phase further allowed minor refinements in item wording and sequence, strengthening face validity and respondent comprehension.

Table 1. Summary of pilot study outcomes based on responses from 50 participants

Constructs	Number of items	Cronbach's Alpha	Minimum value of corrected item-total correlation
Accessibility	3	0.719	0.467
Amenities	4	0.878	0.649
Activities & Entertainment	4	0.822	0.590
Local community	3	0.783	0.574
Destination Sustainability	4	0.889	0.664
Price fairness	4	0.912	0.739
Tourism satisfaction	3	0.873	0.691
Revisit Intention	4	0.798	0.468
Word of mouth	3	0.915	0.787

Data collection was conducted through on-site surveys from March to May 2025 at key river tourism destinations in Can Tho, including Cai Rang and Phong Dien Floating Markets, Con Son Islet, and the cultural villages of Tan Loc and My Khanh. The target population consisted of domestic and international tourists actively engaged in experiences such as boat tours, floating market visits, orchard exploration, and cultural performances. A purposive sampling strategy was used, with tourists approached at strategic locations like Ninh Kieu Wharf, docking areas, boat terminals, and rest stops. This ensured diverse tourist profiles and relevance to the study's objectives. All participants were informed about the purpose of the study and participated voluntarily. Prior to data collection, respondents were presented with a consent statement ensuring anonymity, confidentiality, and the right to withdraw at any time without consequence

Eligibility was confirmed using a screening question verifying that respondents had experienced core elements of the destination, such as river cruises, local cuisine, or community interaction. Of

700 distributed questionnaires, 568 were returned; after removing incomplete responses, 479 valid questionnaires were included, yielding an effective response rate of 67.75%. Control variables included gender, age, education, and tourist type (domestic or international) to account for perceptual variations. Income was excluded due to its correlation with tourist type and inconsistency across nationalities.

Table 2. Sample demographic characteristics

N= 479		Frequency	Percent
Gender	Male	198	41.3
	Female	281	58.7
Age	Under 30 years old	61	12.7
	30 - 40 years old	109	22.8
	41-50 years old	111	23.2
	Upper 50 years old	198	41.3
Education	Senior high school	74	15.4
	College	154	32.2
	University	168	35.1
	Postgraduate	83	17.3
Nationality	Domestic tourist	263	54.9
	International tourist	216	45.1

The research model was analyzed using PLS-SEM in SmartPLS 4.0. Analysis included evaluating the measurement model (reliability, AVE, composite reliability, HTMT) and structural model (direct, mediating, moderating effects). Bootstrapping with 5,000 subsamples tested path significance. This method was selected due to its suitability for predictive modeling, complex models with latent constructs, and non-normal data distributions (Hair et al., 2019). To explore potential group-specific differences, Multi-Group Analysis (MGA) was performed (Henseler et al., 2016). This procedure enabled a systematic assessment of whether structural relationships differed between domestic and international tourists.

Table 2 summarizes demographic characteristics of the 479 respondents: 58.7% were female and 41.3% male. By age, 41.3% were over 50 years, 23.2% aged 41–50, 22.8% aged 30–40, and 12.7% under 30, indicating a mature sample. Regarding education, 35.1% had university degrees, 32.2% college, 17.3% postgraduate, and 15.4% high school, reflecting a generally well-educated population. Domestic tourists made up 54.9% of the sample, and international tourists 45.1%, ensuring cultural diversity. These characteristics support the study's aim of examining satisfaction and behavior across segments.

4. Results

*4.1. Measurement Model Analysis*To assess common method bias, we conducted Harman's single-factor test. The first factor explained 30.71% of total variance, well below the 50% threshold, indicating that common method bias is unlikely (Podsakoff et al., 2003).

All item loadings exceeded the recommended threshold of 0.70 (range: 0.702–0.920), indicating strong individual reliability (Hair et al., 2019). As shown in Table 3, composite reliability (CR) ranged from 0.847 to 0.922, and Cronbach's alpha values from 0.731 to 0.909, confirming acceptable internal consistency. Convergent validity was also established, with average variance extracted (AVE) values above 0.50 (range: 0.580–0.833), in accordance with Fornell and Larcker (1981) criteria. Collinearity diagnostics showed no multicollinearity issues. Overall, these results affirm the reliability and validity of the measurement model, justifying its use in structural model analysis. These psychometric outcomes underscore the robustness of the scales, particularly for

constructs such as destination sustainability and local community, which are context-sensitive in emerging economies.

Table 3. Reliability and Validity

Constructs	Items	Factor loading	AVE	CR	α	Collinearity
Accessibility	AC1	0.835	0.666	0.857	0.750	1.508
	AC2	0.770				1.433
	AC3	0.842				1.609
Activities and Entertainment	AE1	0.869	0.621	0.867	0.806	1.705
	AE2	0.730				1.659
	AE3	0.755				1.824
	AE4	0.790				1.882
Amenities	AM1	0.702	0.580	0.847	0.760	1.406
	AM2	0.750				1.468
	AM3	0.801				1.593
	AM4	0.790				1.502
Destination sustainability	DS1	0.787	0.653	0.883	0.825	1.812
	DS2	0.804				1.840
	DS3	0.832				1.785
	DS4	0.809				1.597
Local community	LC1	0.807	0.649	0.847	0.731	1.381
	LC2	0.798				1.472
	LC3	0.813				1.487
Price fairness	PF1	0.806	0.693	0.900	0.854	1.861
	PF2	0.856				1.880
	PF3	0.843				2.057
	PF4	0.823				1.999
Revisit intention	RI1	0.853	0.671	0.891	0.836	2.120
	RI2	0.785				1.675
	RI3	0.807				1.643
	RI4	0.828				1.986
Tourism satisfaction	SAT1	0.864	0.740	0.895	0.824	1.925
	SAT2	0.869				1.906
	SAT3	0.847				1.767
Word of mouth	WOM1	0.917	0.833	0.900	0.937	3.000
	WOM2	0.920				3.031
	WOM3	0.901				2.512

As shown in Table 4, all HTMT values were well below the conservative 0.90 threshold (Henseler et al., 2015), with most under 0.80, indicating clear discriminant validity. Notably, the HTMT between satisfaction and word of mouth was 0.815, and between amenities and local community was 0.578—both within acceptable limits. The particularly low HTMT values for activities and entertainment (e.g., 0.072 with accessibility; 0.103 with amenities) further highlight its conceptual distinctiveness. These results confirm adequate discriminant validity across constructs.

Table 4. HTMT analysis for discriminant validity assessment

Constructs	AC	AE	AM	DS	LC	PF	RI	SAT
AE	0.072							
AM	0.732	0.103						
DS	0.557	0.096	0.651					
LC	0.403	0.117	0.578	0.612				
PF	0.165	0.101	0.084	0.111	0.164			
RI	0.673	0.078	0.682	0.619	0.484	0.052		
SAT	0.537	0.246	0.682	0.682	0.760	0.106	0.628	
WOM	0.628	0.083	0.760	0.703	0.658	0.124	0.736	0.815

Note: AC= Accessibility, AE= Activities and entertainment, AM= Amenities, DS= Destination sustainability, LC= Local community, PF= Price fairness, RI= Revisit Intention, SAT= Tourism satisfaction, WOM= Word of mouth.

Table 5. Fornell - Larcker criterion for discriminant validity

Constructs	AC	AE	AM	DS	LC	PF	RI	SAT	WOM
AC	**0.816**								
AE	-0.015	**0.788**							
AM	0.549	-0.028	**0.762**						
DS	0.441	-0.069	0.521	**0.808**					
LC	0.300	-0.083	0.430	0.482	**0.806**				
PF	0.126	-0.066	0.033	-0.083	-0.129	**0.832**			
RI	0.533	0.004	0.542	0.517	0.378	-0.031	**0.819**		
SAT	0.425	-0.225	0.545	0.573	0.591	0.093	0.524	**0.860**	
WOM	0.519	-0.007	0.629	0.611	0.536	0.112	0.639	0.702	**0.913**

Note: AC= Accessibility, AE= Activities and entertainment, AM= Amenities, DS= Destination sustainability, LC= Local community, PF= Price fairness, RI= Revisit Intention, SAT= Tourism satisfaction, WOM= Word of mouth.

The square root of AVE for each construct, positioned along the diagonal, was consistently higher than the corresponding inter-construct correlations (Table 5). For instance, the AVE square root for tourist satisfaction was 0.860, surpassing its correlations with revisit intention (0.524) and word of mouth (0.702). Likewise, word of mouth reported a diagonal value of 0.913, which was greater than any of its correlations with other constructs in the model. These results confirm that each latent variable captures more variance from its own indicators than from those of other constructs, thereby supporting discriminant validity. Together with the HTMT results, these findings confirm strong discriminant validity.

To assess overall model fit and explanatory power, both the coefficient of determination (R^2) and the Goodness-of-Fit (GoF) index were used. As shown in Table 6, the model explained 54.0% of the variance in tourism satisfaction, 27.5% in revisit intention, and 49.3% in word of mouth. These R^2 values suggest moderate to substantial predictive power, with satisfaction—acting as a key mediator—demonstrating particularly strong explanatory strength (Rigdon, 2012; Sarstedt et al., 2014). The GoF index, calculated as the square root of the product of average AVE (0.678) and average R^2 (0.463), yielded a value of 0.560, exceeding the 0.36 benchmark and indicating strong model fit and large effect size (Henseler et al., 2016; Tenenhaus et al., 2005). This provides further evidence that the proposed model offers not only statistical soundness but also theoretical adequacy in explaining post-visit tourist behaviors in river tourism settings.

Table 6. Global Model Fit Evaluation Using GoF Index

Constructs	Average variance extracted (AVE)	R-square
Accessibility	0.666	
Activities and entertainment	0.621	
Amenities	0.580	
Destination sustainability	0.653	
Local community	0.649	
Price fairness	0.693	
Revisit Intention	0.671	0.275
Tourism satisfaction	0.740	0.540
Word of mouth	0.833	0.493
Average AVE	0.678	
Average R2	0.463	
GoF = √(Average AVE* Average R2)	0.560	

4.2. Structural Model Results

Table 7 and Figure 3 present the findings of the direct path analysis. Out of the eight hypothesized direct relationships, seven (H1 to H5, H7, and H8) were found to be statistically significant. Specifically, accessibility exerted a positive influence on tourism satisfaction ($\beta = 0.108$, $p = 0.004$), while amenities had a stronger impact ($\beta = 0.219$, $p < 0.001$), indicating that factors such as ease of access and service infrastructure significantly enhance visitor comfort. Contrarily, activities and entertainment were negatively associated with satisfaction ($\beta = -0.179$, $p < 0.001$), possibly due to issues like crowding or misalignment with tourist expectations. This surprising result challenges the conventional assumption that more activities necessarily improve satisfaction, highlighting instead the risk of over-commercialization or cultural dilution in river tourism destinations.

Table 7. Direct Path Analysis

Hypothesis	Direct path	Coefficient	T-value	P-value	Results	f^2
H1	Accessibility → Satisfaction	0.108	2.849	0.004	Supported	0.016
H2	Amenities → Satisfaction	0.219	5.246	0.000	Supported	0.060
H3	Activities & entertainment → Satisfaction	-0.179	5.477	0.000	Supported	0.068
H4	Destination sustainability → Satisfaction	0.235	5.958	0.000	Supported	0.073
H5	Local community → Satisfaction	0.328	8.884	0.000	Supported	0.165
H6	Price fairness → Satisfaction	-0.064	1.954	0.051	No Supported	0.008
H7	Tourism satisfaction → Revisit intention	0.524	15.979	0.000	Supported	0.379
H8	Tourism satisfaction → Word of mouth	0.702	31.255	0.000	Supported	0.972

Destination sustainability ($\beta = 0.235$, $p < 0.001$) and local community participation ($\beta = 0.328$, $p < 0.001$) emerged as strong positive contributors to tourist satisfaction, highlighting the critical role of environmentally responsible practices and meaningful community engagement. Satisfaction with the tourism experience was a robust predictor of both revisit intention ($\beta = 0.524$, $p < 0.001$) and word of mouth behavior ($\beta = 0.702$, $p < 0.001$), with the latter showing a particularly high effect size ($f^2 = 0.972$), underlining its centrality in shaping tourist loyalty.

On the other hand, price fairness did not show a statistically significant effect on satisfaction ($\beta = -0.064$, $p = 0.051$), leading to the rejection of hypothesis H6. This suggests that in emerging river

tourism markets, visitors may place more emphasis on cultural authenticity, local interactions, and environmental stewardship than on purely economic evaluations.

To clarify the role of satisfaction, mediation analysis was conducted to assess whether it serves as a link between destination features and tourists' behavioral outcomes. Table 8 presents the indirect effects. Significant mediation was found for accessibility, amenities, sustainability, and community engagement on both revisit intention and word of mouth ($p < 0.01$). Notably, local community involvement showed the strongest mediating effect ($\beta = 0.172$ for revisit intention; $\beta = 0.230$ for word of mouth), highlighting the influence of meaningful local interactions on post-visit behaviors. This empirically validates H9, confirming that satisfaction mediates the link between destination attributes and behavioral intentions.

In contrast, activities and entertainment had a negative indirect effect on revisit intention (β=-0.094, $p < 0.001$) and word of mouth ($\beta = -0.125$, $p < 0.001$), indicating that these features, if misaligned with visitor expectations, could diminish overall satisfaction and discourage favorable behaviors. Meanwhile, the mediating role of satisfaction in the link between price fairness and behavioral outcomes was statistically unsupported ($p > 0.05$), suggesting that pricing perceptions do not indirectly influence loyalty via satisfaction in this context.

Table 8. Mediating Path Analysis

Indirect path	Coefficient	T-value	P-value	Results
Accessibility -> Satisfaction -> Revisit intention	0.076	4.776	0.000	Supported
Amenities -> Satisfaction -> Revisit intention	0.115	4.776	0.000	Supported
Activities & entertainment -> S Satisfaction -> Revisit intention	-0.094	5.351	0.000	Supported
Destination sustainability -> SAT -> Revisit intention	0.123	5.446	0.000	Supported
Local community -> Satisfaction -> Revisit intention	0.172	8.074	0.000	Supported
Price fairness -> Satisfaction -> Revisit intention	-0.034	1.940	0.052	No Supported
Accessibility -> Satisfaction -> Word of mouth	0.057	2.808	0.005	Supported
Amenities -> Satisfaction -> Word of mouth	0.154	5.033	0.000	Supported
Activities & entertainment -> Satisfaction -> Word of mouth	-0.125	5.520	0.000	Supported
Destination sustainability -> Satisfaction -> Word of mouth	0.165	5.721	0.000	Supported
Local community -> Satisfaction -> Word of mouth	0.230	2.229	0.026	Supported
Price fairness -> Satisfaction -> Word of mouth	-0.045	1.939	0.053	No Supported

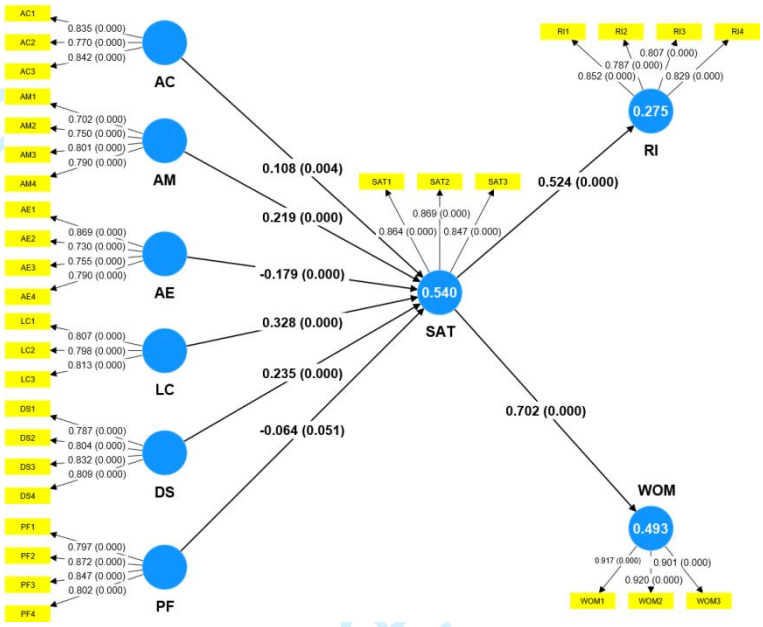
The moderating influence of tourist nationality was examined through a Multi-Group Analysis (MGA) using the PLS-SEM technique (Henseler et al., 2016). Results shown in Table 9 indicate notable differences between domestic and international tourists in the strength of key relationships. Specifically, the impact of tourist satisfaction on revisit intention was more pronounced among domestic tourists ($\beta = 0.571$, $p < 0.001$) than among international tourists ($\beta = 0.476$, $p < 0.001$), thereby lending support to hypothesis H10a.

Table 9. Moderating Path Analysis

Hypothesis	Indirect path	Domestic tourist			International tourist			Results
		Coefficient	T-value	P-value	Coefficient	T-value	P-value	
H10a	Tourism satisfaction -> Revisit intention	0.571	13.463	0.000	0.476	9.555	0.000	Supported
H10b	Tourism satisfaction -> Word of mouth	0.705	23.363	0.000	0.699	20.562	0.000	Supported

Furthermore, although both groups exhibited a strong and statistically significant relationship between tourist satisfaction and word of mouth intentions, the effect was marginally higher for domestic tourists (β = 0.705) compared to their international counterparts (β = 0.699). This nuance suggests that domestic visitors may rely more on satisfaction to inform loyalty behaviors, whereas international visitors may integrate additional factors (e.g., travel logistics, distance, or cultural novelty) when forming behavioral intentions. These findings validate hypothesis H10b**,** confirming nationality as a boundary condition of the satisfaction–behavior link.

Figure 3. PLS-SEM Model



Note: AC= Accessibility, AE= Activities and entertainment, AM= Amenities, DS= Destination sustainability, LC= Local community, PF= Price fairness, RI= Revisit Intention, SAT= Tourism satisfaction, WOM= Word of mouth

5. Discussion

This study investigates how destination attributes shape tourist satisfaction and, in turn, revisit and word-of-mouth intentions. Evidence from Can Tho's river tourism validates the model and yields key theoretical and managerial insights.

Local community involvement emerged as the strongest predictor of tourist satisfaction (β = 0.328, $p < 0.001$), supporting H5. This finding is consistent with Woosnam et al. (2018) and Lan et al. (2021), who emphasized that meaningful host–guest interactions deepen emotional and psychological outcomes. In this study, visitors engaging with local residents—through floating market conversations, boat tours, or cultural performances—reported heightened emotional bonds and stronger place attachment. Theoretically, this underscores a paradigm shift from product-centric to relationship-driven tourism models, where satisfaction is co-created through human connection.

Destination sustainability also significantly enhanced satisfaction (β = 0.235, $p < 0.001$), confirming H4. The result aligns with Chiu et al. (2014) and Zhang et al. (2022), who showed that visible environmental practices such as clean waterways or eco-friendly transport systems foster positive psychological responses. In this context, sustainability represents more than compliance; it signals responsibility, care, and long-term commitment, thereby enhancing perceived value. As tourists increasingly seek conscientious and meaningful experiences, sustainable practices must become central to destination identity.

Amenities ($\beta = 0.219$, $p < 0.001$) and accessibility ($\beta = 0.108$, $p < 0.01$) were smaller yet significant contributors to satisfaction, supporting H1 and H2. This aligns with Backman et al. (1991), Do et al. (2020), and Munir et al. (2025), emphasizing that functional infrastructure (e.g., clean restrooms, multilingual signage, smooth transport) reduces stress and supports meaningful experiences. Although less emotionally salient than cultural or environmental elements, these functional supports are foundational.

Contrary to expectations, activities and entertainment negatively influenced satisfaction ($\beta = -0.179$, $p < 0.001$), leading to support for H3 in the opposite direction. This diverges from studies highlighting recreational variety as a positive driver (Jelinčić & Matečić, 2021; Kovalenko et al., 2023). In the peaceful, culturally rich setting of a river tourism route, over-commercialized or loud entertainment may cause experience dissonance, clashing with tourists' expectations of tranquility, immersion, and authenticity. This suggests that the success of entertainment offerings depends not on their volume or novelty but on their alignment with destination identity. Activities that fail to reflect the local culture or intrude on serene landscapes may erode emotional engagement and reduce overall tourism satisfaction. Moreover, when entertainment is perceived as artificial, intrusive, or out of sync with the destination's natural rhythm, it can disrupt visitors' emotional harmony, leading to dissatisfaction and a diminished sense of place attachment.

While parallels with other Southeast Asian river sites exist (Henderson, 2010), Can Tho shows distinct dynamics. Floating markets remain embedded in local livelihoods rather than staged attractions, reinforcing the role of community-led tourism (Chau & Tran, 2025). In Thailand, community identity and local products strengthen sustainability in river communities (Jitpakdee et al., 2025), yet Amphawa faces governance strains as tourist flows intensify (Vajirakachorn & Nepal, 2014). In Laos, evidence from Savannakhet highlights how infrastructure and stakeholder integration shape community-based tourism outcomes (Sivannavong & Wibisono, 2022). These contrasts emphasize that safeguarding community control is critical for Can Tho amid development pressures. Beyond Southeast Asia, studies in Europe and Latin America show that cultural authenticity and resident engagement consistently enhance satisfaction and sustainability. For example, Carvalho et al. (2024) reported that emotional connection and heritage preservation drive loyalty in Portuguese heritage towns, while González and Morales (2023) found that community-led festivals in Colombian river towns sustain both culture and ecology. Together, these insights underscore that authentic, community-centered experiences form a universal pathway toward sustainable destination development.

Surprisingly, price fairness did not significantly influence satisfaction ($\beta = -0.064$, $p = 0.051$), leading to rejection of H6. Its indirect effects on revisit intention and word of mouth were also insignificant. This contrasts with earlier findings stressing the role of pricing fairness in shaping loyalty (Torabi et al., 2023; Zeithaml et al., 1996). In cultural and river tourism contexts, where emotional, social, and environmental experiences dominate evaluations, price is perceived as secondary. Reasonable pricing is expected but not a decisive factor unless paired with meaningful experiences.

As predicted, tourist satisfaction significantly influenced revisit intention ($\beta = 0.524$, $p < 0.001$) and word of mouth ($\beta = 0.702$, $p < 0.001$), validating H7 and H8. This confirms satisfaction as both an outcome of destination attributes and a key antecedent of loyalty (Gursoy & Chi, 2020; Kozak & Baloglu, 2010). The mediation analysis further supported H9, showing that satisfaction serves as a psychological bridge between destination features and behavioral intentions. Positive indirect effects were identified for accessibility, amenities, sustainability, and community involvement, while entertainment showed negative indirect effects. These findings align with the Theory of Planned Behavior (Ajzen, 1991), illustrating how internal evaluations translate contextual stimuli into behavioral intentions.

Finally, nationality moderated the satisfaction–behavior relationship, supporting H10a and H10b. Domestic tourists showed stronger links between satisfaction and both revisit intention ($\beta = 0.571$

vs. 0.476) and word of mouth (β = 0.705 vs. 0.699). This corroborates Reisinger and Turner (2012), Yoon and Uysal (2005), and Litvin et al. (2004), who noted that domestic travelers, due to cultural familiarity, language fluency, and lower logistical barriers, more readily act on satisfaction. In river tourism, cultural nuances appear to resonate more with Vietnamese visitors, enhancing their likelihood of repeat visits and advocacy.

5.1. Theoretical Implications

These findings refine EDT and TPB by showing that satisfaction not only mediates attribute–behavior links but also varies in strength across tourist groups. Positive disconfirmation (EDT) explains why sustainability and community engagement amplify satisfaction, while TPB clarifies how attitudinal satisfaction interacts with nationality-driven norms and control perceptions to shape behavioral intentions. Furthermore, the strong role of community involvement resonates with place attachment and emotional solidarity perspectives, confirming that social bonds and cultural identity are central to loyalty formation in river tourism. Finally, the limited role of price fairness underscores the EE view that memorable, value-rich experiences outweigh purely transactional considerations. For managers, this implies that investment in social and cultural experience design yields more sustainable loyalty than pricing adjustments.

5.2. Practical Implications

The findings provide several managerial directions for enhancing satisfaction and loyalty in river tourism. First, capacity-building programs for community guides should be prioritized to strengthen communication, interpretation, and hospitality skills, empowering locals as authentic experience co-creators (Lan et al., 2021). Second, sustainability certifications and transparent communication—such as visible eco-labels, clean-water initiatives, and waste management—should be integrated to reinforce tourists' trust and destination credibility (Zhang et al., 2022). Third, visitor flow management through timed access and spatial zoning can mitigate crowding and maintain experiential quality (Phi et al., 2024). Fourth, infrastructure audits and universal design upgrades are necessary to improve accessibility and comfort for diverse visitor groups. Fifth, activity design must align with local identity to preserve cultural coherence and avoid over-commercialization that diminishes authenticity. Finally, segmented marketing strategies should reduce uncertainty for international visitors through multilingual information and logistical support, while domestic tourists can be engaged through cultural storytelling and loyalty programs. Collectively, these strategies create a sustainable, culturally grounded framework for destination competitiveness.

5.3. Limitations and Future Research

Despite its contributions, this study has certain limitations. First, its cross-sectional design and single-case context in Can Tho, Vietnam, limit the generalizability of findings to other cultural or geographic settings. Future research should adopt longitudinal approaches and explore diverse destinations and tourist segments to capture evolving satisfaction and loyalty patterns. Second, psychological factors such as travel motivation, cultural orientation, and prior experience were not considered, yet may offer deeper insights into behavioral responses (Gnoth, 1997; Hofstede, 2001; Chen & Chen, 2010). Thirth, while MGA compared domestic and international tourists, finer segmentation within the international group was not possible due to limited origin data and small subgroup sizes. Future research should collect larger, stratified samples to enable robust cross-national analyses. Finally, the unexpected negative impact of entertainment warrants further exploration, particularly regarding its alignment with destination type and visitor expectations.

6. Conclusion

This study shows that tourist satisfaction in river tourism arises from both functional supports (amenities, accessibility) and deeper socio-ecological dimensions (community involvement,

sustainability). Community and sustainability were the strongest drivers, while activities misaligned with destination identity reduced satisfaction, underscoring the need for context-sensitive design. Satisfaction was confirmed as a key mediator linking destination attributes to revisit intention and word of mouth, while nationality moderated these effects, with domestic visitors more readily translating satisfaction into loyalty. These findings emphasize that sustainable, culturally aligned experiences outweigh purely functional or price considerations. For managers, this means prioritizing community empowerment, visible sustainability initiatives, and authentic experience design over pricing adjustments. Theoretically, integrating the theory of planned behavior (Ajzen, 1991), expectancy disconfirmation theory (Oliver, 1980) and the experience economy (Pine & Gilmore, 2011) with place attachment and emotional solidarity refines understanding of how social bonds, authenticity, and responsibility underpin loyalty formation. This framework advances scholarship by highlighting satisfaction as both outcome and mechanism, while offering practical guidance for building sustainable, culturally grounded river tourism in emerging destinations.

Author contributions

Conceptualization: Dung Tien Nguyen, Huan Duy Dao, Han Dinh Pham.

Data curation: Dung Tien Nguyen, Han Dinh Pham.

Formal analysis: Dung Tien Nguyen, Huan Duy Dao.

Investigation: Dung Tien Nguyen, Huan Duy Dao.

Methodology: Dung Tien Nguyen, Huan Duy Dao, Han Dinh Pham.

Project administration: Dung Tien Nguyen, Han Dinh Pham.

Supervision: Dung Tien Nguyen, Huan Duy Dao, Han Dinh Pham.

Validation: Dung Tien Nguyen, Huan Duy Dao, Han Dinh Pham.

Visualization: Dung Tien Nguyen, Huan Duy Dao, Han Dinh Pham.

Writing – original draft: Dung Tien Nguyen.

Writing – review & editing: Han Dinh Pham.

Disclosure of interest

The authors declare that they have no competing interests.

Funding

No funding was received for conducting this research.

References

Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, *81*, 104154. https://doi.org/10.1016/j.tourman.2020.104154.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179-211. https://doi.org/10.1016/0749-5978(91)90020-T.

Aliman, N. K., Hashim, S. M., Wahid, S. D. M., & Harudin, S. (2016). Tourists' satisfaction with a destination: An investigation on visitors to Langkawi Island. *International Journal of Marketing Studies*, *8*(3), 173-188. https://doi.org/10.5539/ijms.v8n3p173.

An, S., Jiang, L., Woosnam, K. M., & Eck, T. (2022). Volunteer tourists' revisit intentions explained through emotional solidarity and on-site experience. *Journal of Hospitality and Tourism Management*, *53*, 70-80. https://doi.org/10.1016/j.jhtm.2022.08.011.

Backman, S. J., Uysal, M., & Backman, K. (1991). Regional analysis of tourism resources. *Annals of Tourism Research*, *14*(2), 254-273. https://doi.org/10.1016/0160-7383(87)90088-0.

Bolton, R. N., & Lemon, K. N. (1999). A dynamic model of customers' usage of services: Usage as an antecedent and consequence of satisfaction. *Journal of Marketing Research*, *36*(2), 171-186. https://doi.org/10.1177/002224379903600203.

Carvalho, J., Nogueira, S., & Pacheco, L. (2025). Assessing an Eco-Destination Management Structure: A Case Study. In *International Conference on Tourism Research, 8*(1), 21-29. https://doi.org/10.34190/ictr.8.1.3408.

Chau, T. M., & Tran, T. T. C. (2025). Between livelihood and heritage: The future of floating markets in the Mekong Delta. *European Journal of Social Sciences Studies*, *11*(1), 107-117. https://doi.org/10.46827/ejsss.v11i1.1950.

Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, *31*(1), 29-35. https://doi.org/10.1016/j.tourman.2009.02.008.

Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, *29*(4), 624-636. https://doi.org/10.1016/j.tourman.2007.06.007.

Chiu, Y.-T. H., Lee, W.-I., & Chen, T.-H. (2014). Environmentally responsible behavior in ecotourism: Antecedents and implications. *Tourism Management*, *40*, 321-329. https://doi.org/10.1016/j.tourman.2013.06.013.

Conceição, M. A., Monteiro, M. M., Kasraian, D., van den Berg, P., Haustein, S., Alves, I., Azevedo, C. L., & Miranda, B. (2023). The effect of transport infrastructure, congestion and reliability on mental wellbeing: a systematic review of empirical studies. *Transport Reviews*, *43*(2), 264-302. https://doi.org/10.1080/01441647.2022.2100943.

Cracolici, M. F., & Nijkamp, P. (2009). The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions. *Tourism Management*, *30*(3), 336-344. https://doi.org/10.1016/j.tourman.2008.07.006.

Deng, J., King, B., & Bauer, T. (2002). Evaluating natural attractions for tourism. *Annals of Tourism Research*, *29*(2), 422-438. https://doi.org/10.1016/S0160-7383(01)00068-8.

Do, A. D., Nguyen, Q. V., Nguyen, D. U., & Trinh, D. U. (2020). Green supply chain management practices and destination image: Evidence from Vietnam tourism industry. *Uncertain Supply Chain Management*, *8*(2), 371-378. https://doi.org/10.5267/j.uscm.2019.11.003.

Elkington, J. (1998). Partnerships from cannibals with forks: The triple bottom line of 21st-century business. *Environmental quality management*, *8*(1), 37-51. https://doi.org/10.1002/tqem.3310080106.

Fakfare, P., Manosuthi, N., Lee, J.-S., Han, H., & Jin, M. (2025). Customer word-of-mouth for generative AI: Innovation and adoption in hospitality and tourism. *International Journal of Hospitality Management*, *126*, 104070. https://doi.org/10.1016/j.ijhm.2024.104070.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39-50. https://doi.org/10.1177/002224378101800104.

Gardiner, S., Vada, S., Yang, E. C. L., Khoo, C., & Le, T. H. (2022). Recreating history: The evolving negotiation of staged authenticity in tourism experiences. *Tourism Management*, *91*, 104515. https://doi.org/10.1016/j.tourman.2022.104515.

Ge, Q., Yang, J., Tang, F., Wang, Y., He, Q., Chen, H., Ji, Q., Ding, F., Jiang, Y., & Wang, Y. (2022). The effects of place attachment and emotional solidarity on community residents' attitudes toward glacier tourism. *Land*, *11*(11), 2065. https://doi.org/10.3390/land11112065.

Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, *24*(2), 283-304. https://doi.org/10.1016/S0160-7383(97)80002-3.

Gursoy, D., & Chi, C. G. (2020). Effects of COVID-19 pandemic on hospitality industry: review of the current situations and a research agenda. *Journal of Hospitality Marketing & Management*, *29*(5), 527-529. https://doi.org/10.1080/19368623.2020.1788231.

Hair, J. F. J., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2-24. https://doi.org/10.1108/EBR-11-2018-0203.

Henderson, J. C. (2010). International Tourism in South East Asia from 1975 to 2009 A Political Perspective. *Tourism Recreation Research*, *35*(1), 5-14. https://doi.org/10.1080/02508281.2010.11081614.

Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems*, *116*(1), 2-20. https://doi.org/10.1108/IMDS-09-2015-0382.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*, 115-135. https://doi.org/10.1007/s11747-014-0403-8.

Herrmann, A., Xia, L., Monroe, K. B., & Huber, F. (2007). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management*, *16*(1), 49-58. https://doi.org/10.1108/10610420710731151.

Hofstede, G. (2001). Culture's consequences: Comparing values, behaviors, institutions and organizations across nations. *Thousand Oaks*, *41*(7), 861-862. https://doi.org/10.1016/S0005-7967(02)00184-5.

Hussain, A., Li, M., Kanwel, S., Asif, M., Jameel, A., & Hwang, J. (2023). Impact of tourism satisfaction and service quality on destination loyalty: A structural equation modeling approach concerning China resort hotels. *Sustainability*, *15*(9), 7713. https://doi.org/10.3390/su15097713.

Islam, N., & Sadhukhan, S. (2025). Relationship among creative tourism development strategies, creative industries, and activities: A case study of Lucknow, India. *Journal of Destination Marketing & Management*, *36*, 100988. https://doi.org/10.1016/j.jdmm.2024.100988.

Jalilvand, M. R., Ebrahimi, A., & Samiei, N. (2013). Electronic word of mouth effects on tourists' attitudes toward Islamic destinations and travel intention: An empirical study in Iran. *Procedia-Social and Behavioral Sciences*, *81*, 484-489. https://doi.org/10.1016/j.sbspro.2013.06.465.

Javdan, M., Jafarpour Ghalehteimouri, K., Soleimani, M., & Pavee, S. (2024). Community attitudes toward tourism and quality of life: a case study of Palangan village, Iran. *Discover Environment*, *2*(1), 117. https://doi.org/10.1007/s44274-024-00154-x.

Jelinčić, D. A., & Matečić, I. (2021). Broken but well: Healing dimensions of cultural tourism experiences. *Sustainability*, *13*(2), 966. https://doi.org/10.3390/su13020966.

Jitpakdee, R., Kritsanaphan, P., Jamaluddin, M. R., & Teshager, F. K. (2025). Creation of local identity as an added value to handicrafts: the case of Nypa Palm products in Pak Phanang River

Basin Community, Thailand. *Cogent Arts & Humanities*, *12*(1), 2491185. https://doi.org/10.1080/23311983.2025.2491185.

Kaplan, R., & Kaplan, S. (1989). *The experience of nature: A psychological perspective*. Cambridge University Press. https://ia803206.us.archive.org/8/items/experienceofnatu00kapl/experienceofnatu00kapl.pdf.

Khan, I. U., Khan, S. U., & Khan, S. (2022). Residents' satisfaction with sustainable tourism: The moderating role of environmental awareness. *Tourism Critiques: Practice and Theory*, *3*(1), 72-87. https://doi.org/10.1108/TRC-04-2022-0007.

Kourtit, K., Nijkamp, P., Östh, J., & Türk, U. (2025). A Digital 'Smiley'Analysis of the Appreciation for Tourist Amenities by Visitors to London. *Applied Research in Quality of Life*, 1-24. https://doi.org/10.1007/s11482-025-10432-2.

Kovalenko, A., Dias, Á., Pereira, L., & Simões, A. (2023). Gastronomic experience and consumer behavior: Analyzing the influence on destination image. *Foods*, *12*(2), 315. https://doi.org/10.3390/foods12020315.

Kozak, M., & Baloglu, S. (2010). *Managing and marketing tourist destinations: Strategies to gain a competitive edge* (Vol. 21). Routledge. https://doi.org/10.4324/9780203842300.

Lan, T., Zheng, Z., Tian, D., Zhang, R., Law, R., & Zhang, M. (2021). Resident-tourist value co-creation in the intangible cultural heritage tourism context: The role of residents' perception of tourism development and emotional solidarity. *Sustainability*, *13*(3), 1369. https://doi.org/10.3390/su13031369.

Lee, S. W., & Xue, K. (2020). A model of destination loyalty: Integrating destination image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, *25*(4), 393-408. https://doi.org/10.1080/10941665.2020.1713185.

Lin, M.-T., Zhu, D., Liu, C., & Kim, P. B. (2022). A systematic review of empirical studies of pro-environmental behavior in hospitality and tourism contexts. *International journal of contemporary hospitality management*, *34*(11), 3982-4006. https://doi.org/10.1108/IJCHM-12-2021-1478.

Litvin, S. W., Crotts, J. C., & Hefner, F. L. (2004). Cross-cultural tourist behaviour: a replication and extension involving Hofstede's uncertainty avoidance dimension. *International Journal of Tourism Research*, *6*(1), 29-37. https://doi.org/10.1002/jtr.468.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism management*, *29*(3), 458-468. https://doi.org/10.1016/j.tourman.2007.05.011.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2018). A retrospective view of electronic word-of-mouth in hospitality and tourism management. *International journal of contemporary hospitality management*, *30*(1), 313-325. https://doi.org/10.1108/IJCHM-08-2016-0461.

Liu, L., Zhou, Y., & Sun, X. (2023). The impact of the wellness tourism experience on tourist well-being: The mediating role of tourist satisfaction. *Sustainability*, *15*(3), 1872. https://doi.org/10.3390/su15031872.

Mathis, E. F., Kim, H. L., Uysal, M., Sirgy, J. M., & Prebensen, N. K. (2016). The effect of co-creation experience on outcome variable. *Annals of Tourism Research*, *57*, 62-75. https://doi.org/10.1016/j.annals.2015.11.023.

Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment☆. *Journal of Retailing*, *77*(1), 39-56. https://doi.org/10.1016/S0022-4359(00)00045-2.

Munir, S., Haq, I. u., Cheema, A. N., Almanjahie, I. M., & Khan, D. (2025). The Role of Tourists, Infrastructure and Institutions in Sustainable Tourism: A Structural Equation Modeling Approach. *Sustainability*, *17*(7), 2841. https://doi.org/10.3390/su17072841.

Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism Management*, *21*(1), 43-52. https://doi.org/10.1016/S0261-5177(99)00080-1.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, *17*(4), 460-469. https://doi.org/10.1177/002224378001700405.

Phi, L. N., Phuong, D. H., & Huy, T. V. (2024). How perceived crowding changes the interrelationships between perceived value, tourist satisfaction and destination loyalty: the empirical study at Hoi An. *International Journal of Tourism Cities*, *10*(1), 324-352. https://doi.org/10.1108/IJTC-08-2023-0155.

Pine, B. J., & Gilmore, J. H. (2011). *The experience economy*. Harvard Business Press.

Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, *88*(5), 879-903. https://doi.org/10.1037/0021-9010.88.5.879.

Reisinger, Y., & Turner, L. (2012). *Cross-cultural behaviour in tourism*. Routledge.

Reitsamer, B. F., & Brunner-Sperdin, A. (2017). Tourist destination perception and well-being: What makes a destination attractive? *Journal of Vacation Marketing*, *23*(1), 55-72. https://doi.org/10.1177/1356766715615914.

Rigdon, E. E. (2012). Rethinking partial least squares path modeling: In praise of simple methods. *Long Range Planning*, *45*(5-6), 341-358. https://doi.org/10.1016/j.lrp.2012.09.010.

Sarstedt, M., Ringle, C. M., Henseler, J., & Hair, J. F. (2014). On the emancipation of PLS-SEM: A commentary on Rigdon (2012). *Long Range Planning*, *47*(3), 154-160. https://doi.org/10.1016/j.lrp.2014.02.007.

Shekhar, C. (2024). Sustainable Tourism Development: Balancing Economic Growth And Environmental Conservation. *Available at SSRN 4901174*, *21*(S7), 1240-1253. https://doi.org/10.2139/ssrn.4901174.

Sihombing, I. H. H., Suastini, N. M., & Puja, I. B. P. (2024). Sustainable cultural tourism in the era of sustainable development. *International Journal of Sustainable Competitiveness on Tourism*, *3*(02), 100-115. https://doi.org/10.34013/ijscot.v3i02.1601.

Sivannavong, P., & Wibisono, B. H. (2022). Stakeholders' Response to Community-based Ecotourism in Phonsim and That Inghang villages Kaysone Phomvihane City, Savannakhet Province, Laos. *Built Environment Studies*, *3*(1), 41-49. https://doi.org/10.22146/best.v3i1.2162.

Stanovčić, T., Manojlović, M., & Perovic, D. (2021). The relationship between cultural tourist experience and recommendation intention: empirical evidence from montenegr. *Sustainability*, *13*(23), 13144. https://doi.org/10.3390/su132313144.

Tenenhaus, M., Vinzi, V. E., Chatelin, Y.-M., & Lauro, C. (2005). PLS path modeling. *Computational Statistics & Data Analysis*, *48*(1), 159-205. https://doi.org/10.1016/j.csda.2004.03.005.

Torabi, Z.-A., Pourtaheri, M., Hall, C. M., Sharifi, A., & Javidi, F. (2023). Smart tourism technologies, revisit intention, and word-of-mouth in emerging and smart rural destinations. *Sustainability*, *15*(14), 10911. https://doi.org/10.3390/su151410911.

Vajirakachorn, T., & Nepal, S. K. (2014). Local perspectives of community-based tourism: case study from Thailand's Amphawa Floating Market. *International Journal of Tourism Anthropology*, *3*(4), 342-356. https://doi.org/10.1504/IJTA.2014.065597.

Williams, D. R., & Vaske, J. J. (2003). The measurement of place attachment: Validity and generalizability of a psychometric approach. *Forest Science*, *49*(6), 830-840. https://doi.org/10.1093/forestscience/49.6.830.

Woosnam, K. M. (2012). Using emotional solidarity to explain residents' attitudes about tourism and tourism development. *Journal of Travel Research*, *51*(3), 315-327. https://doi.org/10.1177/0047287511410351.

Woosnam, K. M., Aleshinloye, K. D., Strzelecka, M., & Erul, E. (2018). The role of place attachment in developing emotional solidarity with residents. *Journal of Hospitality & Tourism Research*, *42*(7), 1058-1066. https://doi.org/10.1177/1096348016671396.

Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. *Journal of Marketing*, *68*(4), 1-15. https://doi.org/10.1509/jmkg.68.4.1.42733.

Xu, F., Niu, W., Li, S., & Bai, Y. (2020). The mechanism of word-of-mouth for tourist destinations in crisis. *Sage Open*, *10*(2), 2158244020919491. https://doi.org/10.1177/2158244020919491.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, *26*(1), 45-56. https://doi.org/10.1016/j.tourman.2003.08.016.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, *60*(2), 31-46. https://doi.org/10.2307/1251929.

Zhang, Y., Sotiriadis, M., & Shen, S. (2022). Investigating the impact of smart tourism technologies on tourists' experiences. *Sustainability*, *14*(5), 3048. https://doi.org/10.3390/su14053048.

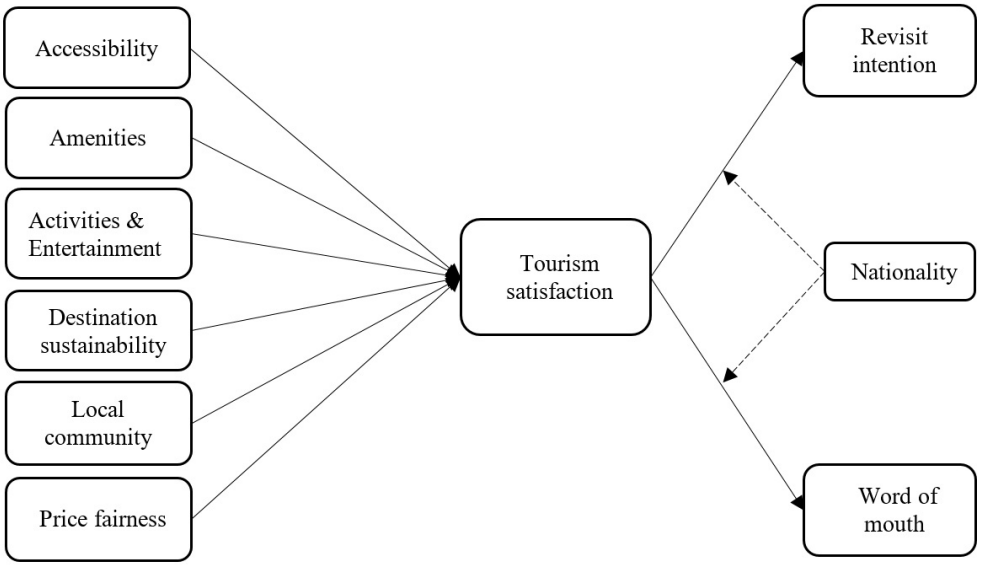
Zhu, D., Wang, J., & Wang, M. (2022). Sustainable tourism destination image projection: The inter-influences between DMOs and tourists. *Sustainability*, *14*(5), 3073. https://doi.org/10.3390/su14053073.

Appendix A

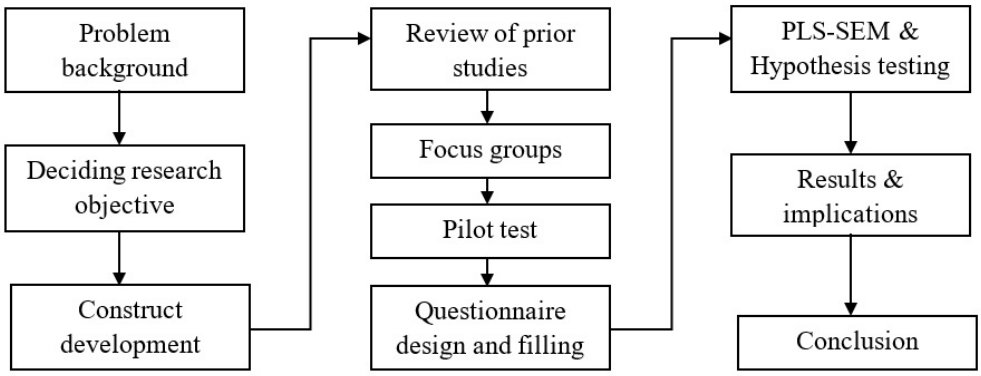
Table A1. Constructs, Indicators, and Questionnaire Items

Code	Measure	Update sources
Accessibility		
AC1	Travelers can reach this destination using multiple alternative routes	Cracolici and Nijkamp (2009); Deng et al. (2002)
AC2	There are several easy and convenient options for reaching this destination	
AC3	Getting around the destination is easy with various accessible transportation modes	
Amenities		
AM1	The public facilities at this destination (e.g., restrooms, signage) are well-maintained and easy to use	Aliman et al. (2016); Chi and Qu (2008); Yoon and Uysal (2005)
AM2	Tourist support services (e.g., information centers, travel maps) at this destination are very helpful	
AM3	The transportation system and mobility within the tourist area are convenient and easy to navigate	
AM4	Medical and security services at this destination ensure tourists' safety	
Activities & Entertainment		
AE1	This destination offers various interesting sightseeing activities such as historical sites, cultural festivals, and unique events	

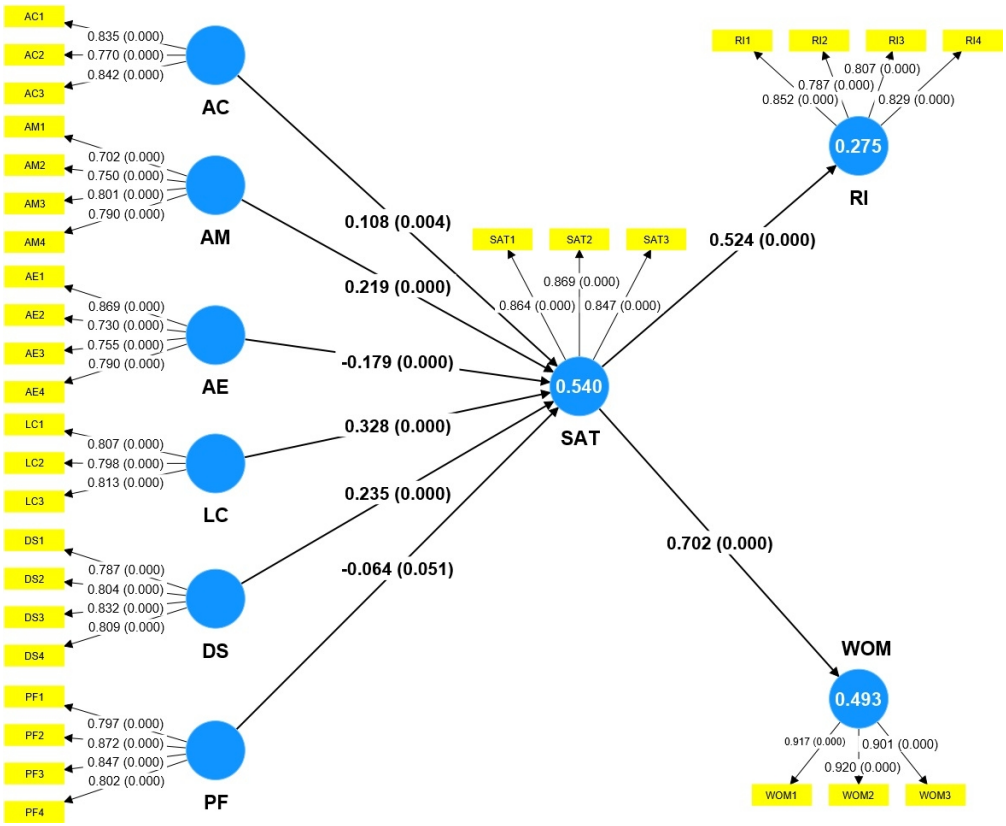
Code	Measure	Update sources
AE2	The destination provides a wide range of entertainment options, including performances, amusement parks, and nightlife	Jelinčić and Matečić (2021); Kovalenko et al. (2023)
AE3	The activities and entertainment programs at this destination contribute to a unique and diverse travel experience	
AE4	Tourists can easily find and participate in many recreational activities that match their personal interests	
Local community		
LC1	The local community is friendly and hospitable	Deng et al. (2002); Lan et al. (2021); Woosnam et al. (2018)
LC2	I felt welcomed by the local people at this destination	
LC3	The local community actively participates in tourism activities	
Destination sustainability		
DS1	This destination strictly implements environmental protection policies	Chiu et al. (2014); Munir et al. (2025); Zhang et al. (2022)
DS2	Safety measures for tourists are effectively implemented at this destination	
DS3	The destination is developing sustainably by balancing economic, social, and environmental aspects	
DS4	Natural resources at the destination are managed and used reasonably to ensure long-term development	
Price fairness		
PF1	I believe the prices at this destination are fair	Herrmann et al. (2007); Xia et al. (2004)
PF2	The price I paid is reasonable for what I received	
PF3	This destination offers good value for the money	
PF4	The price is appropriate given the quality of the services	
Tourism satisfaction		
SAT	I am satisfied with my overall experience at this destination.	Chi and Qu (2008); Yoon and Uysal (2005)
SAT	The visit to this destination met my expectations.	
SAT	I believe that choosing this destination was a wise decision.	
Revisit intention		
RI1	I am very likely to revisit this destination	Murphy et al. (2000); Reitsamer and Brunner-Sperdin (2017)
RI2	I am quite probable to return to this destination	
RI3	I am somewhat likely to visit this destination again	
RI4	I am certain that I will revisit this destination	
Word of mouth		
WOM1	I would speak favorably about this destination to others	Zeithaml et al. (1996); Reitsamer and Brunner-Sperdin (2017)
WOM2	I would suggest this destination to anyone asking for my opinion	
WOM3	I would recommend this destination to my friends and family	



100x57mm (300 x 300 DPI)



192x75mm (118 x 118 DPI)



99x81mm (300 x 300 DPI)

TABLES

Table 1. Summary of pilot study outcomes based on responses from 50 participants

Constructs	Number of items	Cronbach's Alpha	Minimum value of corrected item-total correlation
Accessibility	3	0.719	0.467
Amenities	4	0.878	0.649
Activities & Entertainment	4	0.822	0.590
Local community	3	0.783	0.574
Destination Sustainability	4	0.889	0.664
Price fairness	4	0.912	0.739
Tourism satisfaction	3	0.873	0.691
Revisit Intention	4	0.798	0.468
Word of mouth	3	0.915	0.787

Table 2. Sample demographic characteristics

N= 479		Frequency	Percent
Gender	Male	198	41.3
	Female	281	58.7
Age	Under 30 years old	61	12.7
	30 - 40 years old	109	22.8
	41-50 years old	111	23.2
	Upper 50 years old	198	41.3
Education	Senior high school	74	15.4
	College	154	32.2
	University	168	35.1
	Postgraduate	83	17.3
Nationality	Domestic tourist	263	54.9
	International tourist	216	45.1

Table 3. Reliability and Validity

Constructs	Items	Factor loading	AVE	CR	α	Collinearity
Accessibility	AC1	0.835	0.666	0.857	0.750	1.508
	AC2	0.770				1.433
	AC3	0.842				1.609
Activities and Entertainment	AE1	0.869	0.621	0.867	0.806	1.705
	AE2	0.730				1.659
	AE3	0.755				1.824
	AE4	0.790				1.882
Amenities	AM1	0.702	0.580	0.847	0.760	1.406
	AM2	0.750				1.468
	AM3	0.801				1.593
	AM4	0.790				1.502
Destination sustainability	DS1	0.787	0.653	0.883	0.825	1.812
	DS2	0.804				1.840
	DS3	0.832				1.785

Constructs	Items	Factor loading	AVE	CR	α	Collinearity
	DS4	0.809				1.597
Local community	LC1	0.807	0.649	0.847	0.731	1.381
	LC2	0.798				1.472
	LC3	0.813				1.487
Price fairness	PF1	0.806	0.693	0.900	0.854	1.861
	PF2	0.856				1.880
	PF3	0.843				2.057
	PF4	0.823				1.999
Revisit intention	RI1	0.853	0.671	0.891	0.836	2.120
	RI2	0.785				1.675
	RI3	0.807				1.643
	RI4	0.828				1.986
Tourism satisfaction	SAT1	0.864	0.740	0.895	0.824	1.925
	SAT2	0.869				1.906
	SAT3	0.847				1.767
Word of mouth	WOM1	0.917	0.833	0.900	0.937	3.000
	WOM2	0.920				3.031
	WOM3	0.901				2.512

Table 4. HTMT analysis for discriminant validity assessment

Constructs	AC	AE	AM	DS	LC	PF	RI	SAT
AE	0.072							
AM	0.732	0.103						
DS	0.557	0.096	0.651					
LC	0.403	0.117	0.578	0.612				
PF	0.165	0.101	0.084	0.111	0.164			
RI	0.673	0.078	0.682	0.619	0.484	0.052		
SAT	0.537	0.246	0.682	0.682	0.760	0.106	0.628	
WOM	0.628	0.083	0.760	0.703	0.658	0.124	0.736	0.815

Note: AC= Accessibility, AE= Activities and entertainment, AM= Amenities, DS= Destination sustainability, LC= Local community, PF= Price fairness, RI= Revisit Intention, SAT= Tourism satisfaction, WOM= Word of mouth.

Table 5. Fornell - Larcker criterion for discriminant validity

Constructs	AC	AE	AM	DS	LC	PF	RI	SAT	WOM
AC	**0.816**								
AE	-0.015	**0.788**							
AM	0.549	-0.028	**0.762**						
DS	0.441	-0.069	0.521	**0.808**					
LC	0.300	-0.083	0.430	0.482	**0.806**				
PF	0.126	-0.066	0.033	-0.083	-0.129	**0.832**			
RI	0.533	0.004	0.542	0.517	0.378	-0.031	**0.819**		
SAT	0.425	-0.225	0.545	0.573	0.591	0.093	0.524	**0.860**	
WOM	0.519	-0.007	0.629	0.611	0.536	0.112	0.639	0.702	**0.913**

Note: AC= Accessibility, AE= Activities and entertainment, AM= Amenities, DS= Destination sustainability, LC= Local community, PF= Price fairness, RI= Revisit Intention, SAT= Tourism satisfaction, WOM= Word of mouth.

Table 6. Global Model Fit Evaluation Using GoF Index

Constructs	Average variance extracted (AVE)	R-square
Accessibility	0.666	
Activities and entertainment	0.621	
Amenities	0.580	
Destination sustainability	0.653	
Local community	0.649	
Price fairness	0.693	
Revisit Intention	0.671	0.275
Tourism satisfaction	0.740	0.540
Word of mouth	0.833	0.493
Average AVE	0.678	
Average R2	0.463	
GoF = √(Average AVE* Average R2)	0.560	

Table 7. Direct Path Analysis

Hypothesis	Direct path	Coefficient	T-value	P-value	Results	f^2
H1	Accessibility → Satisfaction	0.108	2.849	0.004	Supported	0.016
H2	Amenities → Satisfaction	0.219	5.246	0.000	Supported	0.060
H3	Activities & entertainment → Satisfaction	-0.179	5.477	0.000	Supported	0.068
H4	Destination sustainability → Satisfaction	0.235	5.958	0.000	Supported	0.073
H5	Local community → Satisfaction	0.328	8.884	0.000	Supported	0.165
H6	Price fairness → Satisfaction	-0.064	1.954	0.051	No Supported	0.008
H7	Tourism satisfaction → Revisit intention	0.524	15.979	0.000	Supported	0.379
H8	Tourism satisfaction → Word of mouth	0.702	31.255	0.000	Supported	0.972

Table 8. Mediating Path Analysis

Indirect path	Coefficient	T-value	P-value	Results
Accessibility -> Satisfaction -> Revisit intention	0.076	4.776	0.000	Supported
Amenities -> Satisfaction -> Revisit intention	0.115	4.776	0.000	Supported
Activities & entertainment -> S Satisfaction -> Revisit intention	-0.094	5.351	0.000	Supported
Destination sustainability -> SAT -> Revisit intention	0.123	5.446	0.000	Supported
Local community -> Satisfaction -> Revisit intention	0.172	8.074	0.000	Supported
Price fairness -> Satisfaction -> Revisit intention	-0.034	1.940	0.052	No Supported
Accessibility -> Satisfaction -> Word of mouth	0.057	2.808	0.005	Supported
Amenities -> Satisfaction -> Word of mouth	0.154	5.033	0.000	Supported
Activities & entertainment -> Satisfaction -> Word of mouth	-0.125	5.520	0.000	Supported
Destination sustainability -> Satisfaction -> Word of mouth	0.165	5.721	0.000	Supported
Local community -> Satisfaction -> Word of mouth	0.230	2.229	0.026	Supported
Price fairness -> Satisfaction -> Word of mouth	-0.045	1.939	0.053	No Supported

Table 9. Moderating Path Analysis

Hypothesis	Indirect path	Domestic tourist			International tourist			Results
		Coefficient	T-value	P-value	Coefficient	T-value	P-value	
H10a	Tourism satisfaction -> Revisit intention	0.571	13.463	0.000	0.476	9.555	0.000	Supported
H10b	Tourism satisfaction -> Word of mouth	0.705	23.363	0.000	0.699	20.562	0.000	Supported

Table A1. Constructs, Indicators, and Questionnaire Items

Code	Measure	Update sources
Accessibility		
AC1	Travelers can reach this destination using multiple alternative routes	Cracolici and Nijkamp (2009); Deng et al. (2002)
AC2	There are several easy and convenient options for reaching this destination	
AC3	Getting around the destination is easy with various accessible transportation modes	
Amenities		
AM1	The public facilities at this destination (e.g., restrooms, signage) are well-maintained and easy to use	Aliman et al. (2016); Chi and Qu (2008); Yoon and Uysal (2005)
AM2	Tourist support services (e.g., information centers, travel maps) at this destination are very helpful	
AM3	The transportation system and mobility within the tourist area are convenient and easy to navigate	
AM4	Medical and security services at this destination ensure tourists' safety	
Activities & Entertainment		
AE1	This destination offers various interesting sightseeing activities such as historical sites, cultural festivals, and unique events	Jelinčić and Matečić (2021); Kovalenko et al. (2023)
AE2	The destination provides a wide range of entertainment options, including performances, amusement parks, and nightlife	
AE3	The activities and entertainment programs at this destination contribute to a unique and diverse travel experience	
AE4	Tourists can easily find and participate in many recreational activities that match their personal interests	
Local community		
LC1	The local community is friendly and hospitable	Deng et al. (2002); Lan et al. (2021); Woosnam et al. (2018)
LC2	I felt welcomed by the local people at this destination	
LC3	The local community actively participates in tourism activities	
Destination sustainability		
DS1	This destination strictly implements environmental protection policies	Chiu et al. (2014); Munir et al. (2025); Zhang et al. (2022)
DS2	Safety measures for tourists are effectively implemented at this destination	
DS3	The destination is developing sustainably by balancing economic, social, and environmental aspects	
DS4	Natural resources at the destination are managed and used reasonably to ensure long-term development	
Price fairness		
PF1	I believe the prices at this destination are fair	Herrmann et al. (2007); Xia et al. (2004)
PF2	The price I paid is reasonable for what I received	
PF3	This destination offers good value for the money	
PF4	The price is appropriate given the quality of the services	
Tourism satisfaction		
SAT	I am satisfied with my overall experience at this destination.	Chi and Qu (2008); Yoon and Uysal (2005)
SAT	The visit to this destination met my expectations.	
SAT	I believe that choosing this destination was a wise decision.	
Revisit intention		
RI1	I am very likely to revisit this destination	
RI2	I am quite probable to return to this destination	

Code	Measure	Update sources
RI3	I am somewhat likely to visit this destination again	Murphy et al. (2000); Reitsamer and Brunner-Sperdin (2017)
RI4	I am certain that I will revisit this destination	
Word of mouth		
WOM1	I would speak favorably about this destination to others	Zeithaml et al. (1996); Reitsamer and Brunner-Sperdin (2017)
WOM2	I would suggest this destination to anyone asking for my opinion	
WOM3	I would recommend this destination to my friends and family	