



Structural equation model analysis of experiential marketing factors, tourist satisfaction and revisit intention of Thai tourists who participated in surfing activities in Phang Nga Province

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Abstract

This research aimed to: 1) study experiential marketing factors, tourist satisfaction, and revisit intention of Thai tourists participating in surfboard activities in Phang Nga Province; 2) develop a structural equation model of experiential marketing factors, tourist satisfaction, and revisit intention of Thai tourists participating in surfboard activities in Phang Nga Province; and 3) validate the structural equation model of experiential marketing factors, tourist satisfaction, and revisit intention of Thai tourists participating in surfboard activities in Phang Nga Province. This quantitative research employed questionnaires as data collection instruments with 600 Thai tourists participating in surfboard activities in Phang Nga Province to confirm the consistency of the study with the quantitative research hypotheses. The data collected from the sample were analyzed using Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM).

The results revealed that: 1) experiential marketing, tourist satisfaction, and revisit intention were overall at the highest level; 2) the results of second-order confirmatory factor analysis of experiential marketing, tourist satisfaction, and revisit intention showed that the goodness-of-fit indices met the specified criteria; 3) the results of second-order confirmatory factor analysis of experiential marketing factors, tourist satisfaction, and revisit intention of Thai tourists participating in surfboard activities in Phang Nga Province using AMOS software yielded the following model fit indices: Chi-Square/df (χ^2/df) = 2.185, P-Value = 0.174, GFI = 0.990, AGFI = 0.977, CFI = 0.999, TLI = 0.997, NFI = 0.993, RMR = 0.005, RMSEA = 0.021, indicating that the goodness-of-fit indices met the specified criteria.

Keyword: Experiential Marketing, Satisfaction, Revisit Intention

Introduction

The tourism industry plays a pivotal role in driving the global economy. According to the UNWTO Tourism Highlights report of 2020, international tourism ranked third among the world's highest-value export sectors, generating approximately USD 1.7 trillion, or 7% of total global export value. In this regard, the National Tourism Development Plan No. 3 (B.E. 2566–2570), under Strategic Pillar 2, emphasizes the development of high-quality tourism industry foundations (Quality Tourism), encompassing public infrastructure, facilities, and human resource competencies, as well as the modernization of regulations and standards in alignment with international benchmarks. The Ministry of Tourism and Sports has designated Sport Tourism as one of seven tourism categories in which Thailand holds high potential. A market survey conducted by research firm Technavio projected that the global sport tourism market would reach a value of USD 5.7 trillion in 2021, representing an average annual growth rate of 32%. Meanwhile, sport tourism consumption expenditure in Thailand reached THB 177,550 million in 2018, accounting for 12.65% of total tourism receipts. Furthermore, the Sports Authority of Thailand formulated its Corporate Strategic Plan (B.E. 2566–2570) with the objective of propelling sport-related activities as a sustainable generator of economic and social value for the nation (Ministry of Tourism and Sports, 2023).

Phang Nga Province ranks fifth in tourism revenue among the southern provinces of Thailand and is characterized by rich diversity across cultural heritage tourism, marine tourism, and world-renowned ecotourism destinations, including Similan Islands and Surin Islands National Parks. Khao Lak Beach, situated within Khao Lak–Lam Ru National Park, has emerged as a significant destination for both domestic and international tourists and represents a focal point for the sport of surfing, which has experienced sustained growth in popularity (Strategic Planning and Development Information Division, 2018). However, data from the Phang Nga Surfboard Club (2024) indicate a continuous decline in surfing activity participation, from 380 participants in 2022 to only 98 participants in 2024, reflecting underlying deficiencies in the management of sport tourism areas that require urgent attention. The Phang Nga Provincial Development Plan (B.E. 2566–2570) articulates a provincial vision of becoming "A Leading Ecological Tourism City with Sustainable Agriculture and Stable Quality of Life," prioritizing the enhancement of tourism destination potential and the promotion of sport participation at all levels for health advancement and athletic excellence (Phang Nga Provincial Administrative Organization, 2021).

A critical factor in developing sustainable sport tourism in Phang Nga Province is Experiential Marketing — a strategic process oriented toward creating differentiation and distinctiveness through multidimensional stimulation encompassing Sense, Feel, Think, Act, and Relate dimensions — with the objective of generating distinctive experiential responses and added value for tourists (Alagoz & Ekici, 2014; Yan, 2020; Risitano, 2022). When tourists derive satisfaction from their experiential encounters, such satisfaction leads to loyalty formation, revisit intention, and positive word-of-mouth dissemination. Notably, word-of-mouth marketing has been estimated to stimulate up to USD 6 trillion in annual consumer spending, and brands capable of generating authentic emotional resonance are three times more likely to elicit word-of-mouth referrals than conventional brands (Thanaphon Nithichaowakon, 2022). In light of these considerations, the present study focuses on examining the effectiveness of sport tourism area management and experiential marketing perception in Phang Nga Province, with the aim of enhancing sport tourism potential and cultivating tourist loyalty — outcomes that will contribute to sustainable revenue generation and long-term economic growth for the province (Prentice, 2001; Khotimah, 2016; Chanchit Thanasiri, 2024).

Research Objectives

1. To investigate the dimensions of experiential marketing perception, tourist satisfaction, and revisit intention among Thai tourists participating in surfboard activities in Phang Nga Province.
2. To develop a structural equation model of experiential marketing perception, tourist satisfaction, and revisit intention among Thai tourists participating in surfboard activities in Phang Nga Province.
3. To validate the structural equation model of experiential marketing perception, tourist satisfaction, and revisit intention among Thai tourists participating in surfboard activities in Phang Nga Province.

Literature Review

Concepts and Theories of Experiential Marketing Perception

Experiential Marketing Perception is a conceptual framework oriented toward creating memorable experiences for consumers through the stimulation of sensory engagement, emotional responses, and deep participatory involvement. Schmitt (1999) established the foundational theoretical architecture of this concept through the Strategic Experiential Modules (SEMs) framework, which comprises five experiential dimensions: sensory perception (Sense), affective stimulation (Feel), cognitive engagement (Think), behavioral activation (Act), and social relatedness (Relate). This framework posits that consumers do not make purchase decisions solely on the basis of the functional utility of products, but rather respond to the holistic experiential quality delivered by the brand. This conceptualization aligns with Pine and Gilmore's (1999) proposition that the Experience Economy represents the highest stage of economic value creation, within which enterprises must construct experiential stages upon which consumers can meaningfully perceive and participate. Extending this theoretical framework, Gentile, Spiller, and Noci (2007) argued that customer experience is generated through multi-layered interactions between consumers and brands, spanning sensory, affective, cognitive, behavioral, lifestyle, and social relational dimensions. Perceptions across these dimensions exert a direct influence on consumer satisfaction, brand attachment, and repurchase behavior over the long term (Lemon & Verhoef, 2016).

Concepts and Theories of Satisfaction

Satisfaction is a foundational construct in the study of consumer behavior and marketing management. Oliver (1980) advanced the Expectation-Disconfirmation Theory, which postulates that consumer satisfaction arises from a cognitive comparison between pre-consumption expectations and post-consumption perceptions of actual performance. When perceived performance exceeds prior expectations, positive disconfirmation — and consequently satisfaction — occurs; conversely, when perceived performance falls below expectations, negative disconfirmation results in dissatisfaction. This conceptualization is consistent with Kotler and Keller's (2016) definition of satisfaction as an individual's feeling of pleasure or disappointment resulting from a comparison of a product's perceived performance relative to personal expectations. Furthermore, Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL model to operationalize satisfaction measurement within a service quality context, encompassing five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Service quality across each of these dimensions exerts a direct influence on consumer satisfaction levels. Additionally, Zeithaml, Berry, and Parasuraman (1996) demonstrated that satisfaction significantly influences behavioral intentions, including loyalty, word-of-mouth communication, and service repurchase behavior — thereby establishing satisfaction not merely as a transient affective outcome, but as a strategic variable with substantive implications for the long-term sustainability of the organization–customer relationship (Anderson & Sullivan, 1993).

Concepts and Theories of Revisit Intention

Revisit Intention has attracted considerable scholarly attention within the fields of tourism research and services marketing. Its theoretical foundation is substantially grounded in Ajzen's (1991) Theory of Planned Behavior, which posits that behavioral intention is the most reliable predictor of actual behavior, and that such intention is shaped by three antecedent constructs: attitude toward the behavior, subjective norms, and perceived behavioral control. Within the tourism context, Chen and Tsai (2007) elaborated that revisit intention constitutes a cumulative outcome derived from tourists' overall evaluations of trip quality, satisfaction, and perceived value. Tourists who

have had positive first-visit experiences demonstrate a significantly higher propensity to form revisit intentions and to recommend the destination to others. Um, Chon, and Ro (2006) further proposed that revisit intention is influenced by three mutually reinforcing variables: personal motivation, destination image, and the quality of on-site experiences. This is consistent with Oppermann's (2000) conceptualization of Destination Loyalty as comprising two inseparable dimensions: a behavioral dimension, operationalized as actual repeat visitation, and an attitudinal dimension, operationalized as psychological commitment and attachment to the destination. Yoon and Uysal (2005) additionally confirmed that tourist satisfaction functions as a mediating variable that links travel motivation to revisit intention, underscoring the strategic imperative of delivering high-quality, expectation-congruent experiences as a foundational approach to sustaining long-term destination viability.

Hypothesis Testing

Hypothesis 1: Experiential marketing perception exerts a significant influence on tourist satisfaction.

When tourists encounter experiential stimuli — encompassing activities, service encounters, atmospheric conditions, or marketing communications — that generate impressions of enjoyment, emotional engagement, and active participation, positive perceptions toward the tourism destination or service provider are formed. Such perceptions directly determine the level of tourist satisfaction; specifically, when tourists perceive that the experience received is favorable and consistent with prior expectations, satisfaction is correspondingly elevated (Hawkins, Best, & Coney, 2001). As articulated by Schmitt and Rogers (2008), the fundamental objective of experiential marketing is to engender aesthetic appreciation, sensory wonder, beauty, and satisfaction through the deployment of multi-sensory stimulation.

Hypothesis 2: Experiential marketing perception exerts a significant influence on revisit intention.

Scholarly findings on the relationship between experiential marketing and destination revisit behavior demonstrate consistent convergence: experiential marketing dimensions — encompassing sensory marketing, affective marketing, cognitive marketing, behavioral marketing, and relational marketing — each exert significant influence on tourists' destination selection decisions (Thanyawalai Hongthong, 2017; Supanee Somsri, 2017; Tikalung Sukkul & Mon Khaocharoen, 2017).

Hypothesis 3: Tourist satisfaction exerts a significant influence on revisit intention.

Tourist satisfaction, when derived from positively evaluated experiential encounters, progressively transforms into destination loyalty. This loyalty disposition constitutes a critical determinant of future travel decision-making and serves as a key driver of repeat visitation behavior. Furthermore, positively perceived experiential quality also generates referral behavior through word-of-mouth communication. As Subuncha Srisanga (2018) observed, the decision to return to a previously visited destination reflects the degree of satisfaction derived from prior tourism experiences.

Hypothesis 4: Experiential marketing perception exerts a significant influence on revisit intention, with tourist satisfaction functioning as a mediating variable.

When tourists perceive high-quality experiential marketing encounters at a destination — including atmospheric ambience, activity participation, service quality, emotional impressions, and memorable interactive engagements — elevated levels of satisfaction are produced. This satisfaction, in turn, serves as a pivotal determinant that drives the formation of revisit intention. That is, experiential marketing does not solely exert a direct effect on return visitation; it also operates indirectly through the mediating mechanism of tourist satisfaction in that causal relationship (Schmitt, 1999). This is consistent with the findings of Fonrin Chanakomchochaleroen (2020), who demonstrated that the revisit behavior of Thai tourists is contingent upon their active cognitive and participatory engagement in tourism activities, which in turn generates the satisfaction necessary to motivate subsequent return visits.

Conceptual Framework



Figure 1 Conceptual Framework

Methodology

The population and sample for this study comprised Thai tourists who had participated in surfboard activities in Phang Nga Province, with a prerequisite of at least one instance of participation within the preceding twelve months. The quantitative research methodology employed Structural Equation Modeling (SEM) to analyze the causal structural relationships among the study variables. Sample size determination followed Cochran's (1977) formula for cases of unknown population proportion ($p = 0.05$), yielding an initial required sample of 385 participants. To mitigate sampling error, the study additionally applied the criterion recommended by Hair,

Anderson, Babin, and Black (2010), which stipulates that the sample size should be no less than 10 to 20 observations per variable — a requirement reflecting the larger sample sizes necessary for SEM estimation to yield accurate parameter estimates representative of the population. Given that the present study incorporated a total of 30 latent variables prior to the Exploratory Factor Analysis (EFA) procedure, the total required sample size was accordingly set at 600 participants, ensuring complete and comprehensive data collection consistent with the research objectives and the requirements of structural equation modeling analysis.

Results

Table 1 Factor Loadings and Predictive Coefficients of the Structural Equation Model of Experiential Marketing Factors, Tourist Satisfaction, and Revisit Intention among Thai Tourists Participating in Surfboard Activities in Phang Nga Province.

Causal Variable	Tourist Satisfaction			Revisit Intention		
	β_i	b_i	S.E.	β_i	b_i	S.E.
Experiential Marketing	0.911*	0.902	0.047	0.277*	0.250	0.090
Tourist Satisfaction	-	-	-	0.793*	0.723	0.091

Chi – Square/df (χ^2/df) = 2.185, P-Value = 0.174, GFI = 0.990, AGFI = 0.977, CFI = 0.999, TLI = 0.997, NFI = 0.993, RMR = 0.005, RMSEA = 0.021

*p < 0.05

As indicated in Table 1, experiential marketing exerts a statistically significant influence on revisit intention, mediated by tourist satisfaction, at the 0.05 significance level. Furthermore, tourist satisfaction exerts a statistically significant direct influence on revisit intention at the 0.05 significance level.

Table 2 Model Fit Index Analysis of the Structural Equation Model of Experiential Marketing Factors, Tourist Satisfaction, and Revisit Intention among Thai Tourists Participating in Surfboard Activities in Phang Nga Province, Against Empirical Data.

Index	Acceptance Criterion	Value Before Model Modification	Value After Model Modification
Chi – Square/df (χ^2/df)	< 5	211.940	2.185
P-Value	> 0.05	0.000	0.174
GFI	> 0.95	0.938	0.990
AGFI	> 0.95	0.893	0.977
CFI	> 0.95	0.959	0.999
TLI	> 0.95	0.943	0.997
NFI	> 0.95	0.953	0.993
RMR	Approaching 0	0.010	0.005
RMSEA	< 0.08	0.097	0.021
Summary		Does not fit empirical data	Fits empirical data

As shown in Table 2, the second-order confirmatory factor analysis of the structural equation model — encompassing experiential marketing factors, tourist satisfaction, and revisit intention among Thai tourists participating in surfboard activities in Phang Nga Province — was conducted using AMOS software. The model fit indices were as follows: χ^2/df = 2.185, P-Value = 0.174, GFI = 0.990, AGFI = 0.977, CFI = 0.999, TLI = 0.997, NFI = 0.993, RMR = 0.005, RMSEA = 0.021. All model fit indices satisfied the specified criteria: χ^2/df was less than 5; RMSEA and RMR were less than 0.05; and GFI, AGFI, CFI, TLI, and NFI all exceeded 0.95 (Schumacker & Lomax, 2010, as cited in Phunphong Suksawang, 2014). It is therefore concluded that the developed structural equation model demonstrates satisfactory fit with the empirical data.

Table 3 Convergent Validity Analysis of the Causal Structural Relationship Model of Experiential Marketing Factors, Tourist Satisfaction, and Revisit Intention among Thai Tourists Participating in Surfboard Activities in Phang Nga Province.

Variable	CR	AVE
Experiential Marketing	0.821	0.576
Tourist Satisfaction	0.758	0.532
Revisit Intention	0.856	0.748

As presented in Table 3, the convergent validity analysis of the causal structural relationship model revealed that all constructs demonstrated Composite Reliability (CR) values ranging from 0.758 to 0.856, exceeding the threshold criterion of 0.70. Average Variance Extracted (AVE) values ranged from 0.532 to 0.576, surpassing the minimum acceptable threshold of 0.50 (Hair, Black, Babin, Anderson, & Tatham, 2006). These findings confirm that all variables satisfied both reliability and validity criteria.

Table 4 Causal Influence Analysis of the Structural Equation Model of Experiential Marketing Factors, Tourist Satisfaction, and Revisit Intention among Thai Tourists Participating in Surfboard Activities in Phang Nga Province.

Causal Variable	Tourist Satisfaction			Revisit Intention		
	TE	DE	IE	TE	DE	IE
ตัวแปรสาเหตุ						
Experiential Marketing	0.902	0.902***	0.000	0.902	0.250***	0.652***
Tourist Satisfaction	-	-	-	0.723	0.723***	0.000
R²	0.814			0.912		

***p < 0.001

Note: Direct Effect (DE), Indirect Effect (IE), Total Effect (TE)

The detailed findings from the causal influence analysis presented in Table 4 are elaborated as follows. **Total Effect:** Experiential marketing exerts a positive total effect on both tourist satisfaction and revisit intention, with an effect size of 0.652, statistically significant at the 0.001 level.

Direct Effects:

1. Experiential marketing exerts a positive direct effect on tourist satisfaction, with an effect size of 0.902, statistically significant at the 0.001 level.
2. Experiential marketing exerts a positive direct effect on revisit intention, with an effect size of 0.250, statistically significant at the 0.001 level.
3. Tourist satisfaction exerts a positive direct effect on revisit intention, with an effect size of 0.723, statistically significant at the 0.001 level.

Indirect Effect: Experiential marketing exerts a positive indirect effect on revisit intention through tourist satisfaction as a mediating variable, with an effect size of 0.652, statistically significant at the 0.001 level. Additionally, experiential marketing was found to account for 81.40% of the variance in tourist satisfaction, while experiential marketing and tourist satisfaction jointly explained 91.20% of the variance in revisit intention.

Discussion

- 1) The high-magnitude positive direct effect of experiential marketing on tourist satisfaction provides a theoretically significant opportunity to extend understanding of the psychological mechanisms underlying satisfaction formation in the context of coastal sport tourism. While prior research has confirmed the association between experiential marketing and satisfaction, fully comprehending the role of experiential marketing as a primary psychological trigger necessitates an analysis of the transformational mechanisms involved. At a fundamental level, surfboard activities comprise identifiable physical components — surfboards, ocean waves, beaches, and instructors. These elements, in and of themselves, constitute mere physical attributes that do not inherently generate experiential meaning or value. However, when these components are strategically designed and presented within an experiential marketing framework, they are transformed into media through which experiential value is created — a form of value that tourists perceive and internalize at a profound psychological level. This transformational process can be explained through Schmitt's (1999) experiential marketing framework, which proposes that experiential marketing operates through five Strategic Experiential Modules (SEMs): SENSE (sensory perception), FEEL (affect and emotion), THINK (cognition), ACT (behavior and action), and RELATE (social and referential connection). Critically, experiential marketing does not merely provide these five modular dimensions; it also functions as a cognitive frame — a perceptual schema — that enables tourists to interpret and construct meaning from their sensory encounters. In the case of surfboard activities in Phang Nga Province, the experiential marketing framework empowers tourists to interpret the activity not merely as "riding waves on a surfboard," but as "challenging oneself amid natural beauty," "conquering fear and building confidence," or "connecting with the elemental forces of nature." This transformational mechanism operates through multiple psychological layers. The first layer involves the construction of attentional focus — a directed awareness that draws tourists' attention to experiential dimensions that might otherwise be overlooked. For instance, when service providers emphasize "the scenic beauty of the sea and mountains" or "the sensation of standing on a wave for the first time," they direct attentional resources toward these dimensions, thereby amplifying their perceived salience — consistent with the Attention-Value Model, which proposes that the objects of an individual's attention shape the evaluative assessment of experience. The second layer involves emotional framing — the construction of an affective schema through which tourists process experience positively. Although surfboard activity inevitably involves moments of physical challenge, fatigue, and repeated falls, an experiential marketing framework that foregrounds "challenge," "learning," and "achievement" enables tourists to reinterpret such difficulties as constitutive elements of a growth experience rather than as manifestations of failure. The third layer involves meaning construction — the process through which effective experiential marketing enables tourists to narrativize their experience coherently. Rather than remaining a series of discrete episodes, surfboard activity becomes the narrative of "adventure," "self-mastery," or "the discovery of new capability." These narratives become integrated into the individual's personal identity and generate durable psychological value.
- 2) The positive direct effect of experiential marketing on revisit intention presents findings that substantially challenge conventional theoretical frameworks concerning loyalty formation in the tourism industry. While the

preponderance of prior research has advanced linear models proposing that experiential marketing generates satisfaction, which in turn produces loyalty or revisit intention, the Structural Equation Modeling (SEM) analysis in the present study reveals a distinct pathway: experiential marketing exerts a direct influence on revisit intention independently of the full mediation of satisfaction. This finding opens a new dimension of understanding regarding what may be termed non-satisfaction-based loyalty — a form of loyalty driven not by satisfaction in its conventional sense, but by deeper and more complex psychological mechanisms. To appreciate the significance of this finding, it is necessary to revisit and critically assess the conventional theoretical frameworks governing the relationships among experiential marketing, satisfaction, and revisit intention. Much of the prior literature has relied upon Oliver's (1980) expectancy-disconfirmation paradigm as its explanatory foundation, proposing that satisfaction arises when actual experience exceeds prior expectations, and that this satisfaction subsequently generates loyalty and repurchase behavior. Within this framework, satisfaction functions as a complete mediator between experiential quality and future behavior. Zhang, Wu, and Buhalis (2018) provide a representative application of this framework, developing a model in which memorable tourism experiences exert both a direct effect on revisit intention and an indirect effect through satisfaction — positioning satisfaction as a partial mediator that accounts for a portion of the relationship, while still privileging satisfaction as the central mechanism of loyalty formation.

3) The positive direct effect of tourist satisfaction on revisit intention, while consistent with widely accepted theoretical frameworks, invites substantial theoretical reassessment and conceptual extension regarding the typology of satisfaction and the mechanisms through which satisfaction translates into loyalty. The majority of prior research has treated this relationship in universalist terms, if the proposition "satisfaction leads to loyalty" operates as a generalizable principle across all tourism contexts. However, findings from the surfboard activity context in Phang Nga Province indicate the necessity of refining this understanding within a more nuanced framework — one that foregrounds not merely whether satisfaction leads to loyalty, but the proposition that the type of satisfaction matters in determining the strength and character of the resulting loyalty. To ground this theoretical extension, it is necessary to analyze the limitations of existing frameworks. Most prior research on the satisfaction–revisit intention relationship — including Baker and Crompton (2000), Yoon and Uysal (2005), and Um, Chon, and Ro (2006) — operates within what may be termed a transactional satisfaction paradigm, which conceptualizes satisfaction as the evaluative outcome of a comparative assessment between what was received and what was expected or paid for, drawing on expectancy-disconfirmation theory and equity theory. Within this framework, satisfaction is construed as a cognitive-affective evaluation of "value received" relative to "investment expended" — an evaluative judgment generated through value-comparison processes analogous to a commercial transaction: "Given what I paid in time and money, was the return commensurate?"

4) The positive indirect effect of experiential marketing on revisit intention, mediated by tourist satisfaction, affords a deeper understanding of the psychological mechanisms through which experiential inputs are translated into future behavioral intentions. The existence of this indirect pathway is not merely a confirmation of a statistical relationship; it reflects a complex psychological process involving multilayered cognitive and affective processing. While prior research has predominantly focused on direct relationships among variables, understanding the indirect pathway through satisfaction is of considerable theoretical importance in explaining how tourists' experiential encounters are transmuted into revisit intentions and through which mechanisms this process operates. Comprehending the indirect pathway from experiential marketing to revisit intention via satisfaction requires recourse to mediation theory as conceptualized by Baron and Kenny (1986), who define a mediating variable as one that explains the mechanism or process through which an independent variable exerts its effect on a dependent variable. In this context, tourist satisfaction functions as the mediating variable that accounts for the process by which experiential marketing influences revisit intention. The presence of this indirect pathway indicates that experiential marketing does not operate solely through direct effects on intention, but functions first through the generation of satisfaction, which in turn produces revisit intention. Within mediation analysis, a critical distinction exists between full mediation — wherein the independent variable influences the dependent variable entirely through the mediating variable, with no residual direct effect — and partial mediation, wherein the independent variable exerts both direct and indirect effects through the mediating variable.

Policy Recommendations

Relevant agencies should adopt an experience-based design approach to enhance tourist satisfaction and revisit intention. Such an approach should emphasize the customization of tourism experiences in accordance with the skill levels and expectations of different tourist segments. Specifically, relevant authorities are encouraged to develop surfing activities with varying degrees of difficulty tailored to participants' competencies. For novice tourists, experienced instructors should be provided to ensure safety, confidence, and enjoyment, whereas more challenging surf routes or locations should be designed for advanced participants seeking higher levels of excitement and skill development. This differentiated approach would enable all tourist groups to engage in experiences that are both appropriate and memorable. Furthermore, systematic collection of tourists' feedback and suggestions should be conducted on a regular basis in order to continuously improve the activities and effectively respond to the evolving needs and expectations of participants.

Recommendations for Future Research

Future studies should investigate tourists from other provinces engaging in different types of experiential activities, or extend the scope of research to international tourist groups, to examine whether the developed model

can be effectively applied across diverse contexts and accurately predict tourist satisfaction and revisit intention under varying environmental conditions. Furthermore, advanced statistical analyses may be employed to test the stability and robustness of the factors within the proposed model when variations occur in contextual settings or sample populations. Such an approach would contribute to validating the reliability and generalizability of the research findings in future studies.

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