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## TOURIST EXPERIENCE, SATISFACTION AND BEHAVIORAL INTENTIONS

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### ABSTRACT

*Driving force for any tourist destination is a novel experiences, but studies on this area are at an infancy stage. This paper focuses on the tourists experience in three famous destinations of India (Delhi, Agra and Jaipur). Aim of this paper is to gauge the impact of experience on satisfaction and behavioural intentions. Results indicate that experience has emerged as an important construct that influences satisfaction and behavioural intentions, which is the ultimate aim of the marketers.*

**KEYWORDS:** *tourist experiences, satisfaction, behavioral intention.*

### 1. INTRODUCTION

Tourism is defined as “Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home”<sup>1</sup>. The experience of the tourists is recognized as the key to successful tourist destination (Ellis and Rossman, 2008; Zehrer, 2009). Tourists expect an appealing and memorable experience in destination (Ellis and Rossman, 2008). Tourist experience is defined by Stamboulis and Skayannis (2003) as an association between tourist and destinations, wherein experience takes place on the site and tourists are the first hand receivers of the same. Main aim of the marketer should be to enhance tourist experiences in order to succeed in the

competitive marketplace (Lane and Kastenholz, 2015).

### 2. HYPOTHESES DEVELOPMENT

In presence of competition in the marketplace, marketers have immense pressure to understand the depth of tourist experiences (Gretzel et al., 2006). Tourist experience gives an in-depth view of the behaviour of the tourist, such as satisfaction, intentions to revisit and recommend (Duman and Mattila, 2005 and Hosany and Martin, 2012). Researchers also assert that the experience of the tourists is an appropriate approach in influencing the tourist behaviour. Numerous studies have suggested that experiences leads to intentions to revisit and recommend (Hosany and Martin, 2012). Many studies have affirmed that the behavioral intentions is a consequence of satisfaction (Siu et al., 2012) Furthermore, studies have reported that satisfaction influences intention to revisit and recommend (Ali and Amin, 2014; Allameh et al., 2015).

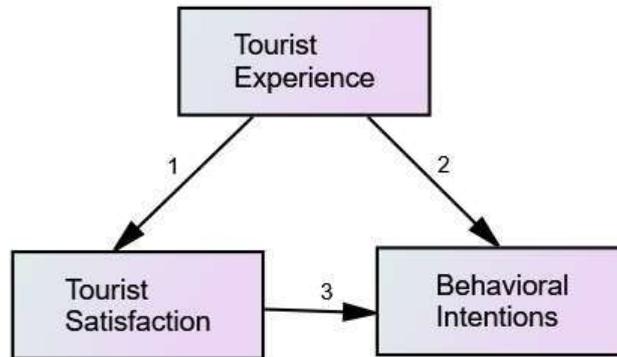
Accordingly, based on above discussions, we propose the following hypotheses:

<sup>1</sup> <http://www.tugberkugurlu.com/archive/definintion-of-tourism-unwto-definition-of-tourism-what-is-tourism>

H1: A pleasant experience is positively related to satisfaction.  
 H2: A pleasant experience is positively related to behavioral intentions.

H3: Tourist satisfaction is positively related to behavioral intentions.

**Figure 1: Hypothesized Model**



**3. RESEARCH METHOD**

Scale adapted from Hosany and Martin (2012) was used to measure tourist overall experience. Items for overall satisfaction were from adapted Pool et al., (2016). Finally, behavioral intention were measured from scale adapted from Chen and Tsai (2007). Data was collected from tourist visiting Delhi, Jaipur and Agra. Tourist were approached at famous tourist locations. 1005 usable responses were used for the analysis.

The collected data were first edited and coded and then analysed with the help of regression analysis using SPSS 21 software.

**4.RESULTS:REGRESSION ANALYSIS**

**4.1Tourist Experience and Tourist Satisfaction**

Test was conducted to find out the impact of tourist experience on tourist satisfaction. Results indicate that experience positively and significantly influences satisfaction.

**Table 1: Tourist Experience and Tourist Satisfaction: Regression Results**

	$\beta$	P-value
Dependent variable : Tourist Satisfaction		
Independent variables		
Constant	1.855	.000
Tourist experience ( $\beta_1$ )	.799*	.000

Note: Significance level: \*  $p < 0.01$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.10$

**4.2 Tourist Experience and Behavioral Intentions**

Test was conducted to find out the impact of tourist experience on tourist behavioral intentions. Results

indicate that experience positively and significantly influences behavioral intentions.

**Table 2: Tourist Experience and Behavioral Intentions: Regression Results**

	$\beta$	P-value
Dependent variable : Behavioral intentions		
Independent variables		
Constant	2.147	.000
Tourist experience ( $\beta_1$ )	.643*	.000

Note: Significance level: \*  $p < 0.01$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.10$

**4.3 Tourist Satisfaction and Behavioral Intentions**

Test was conducted to find out the impact of tourist satisfaction on tourist behavioral intentions. Results

indicate that satisfaction positively and significantly influences behavioral intentions.

**Table 3: Tourist Satisfaction and Behavioral Intentions: Regression Results**

	$\beta$	P-value
Independent variables		
Constant	.639	.000
Tourist Satisfaction ( $\beta_1$ )	.763*	.000

Note: Significance level: \*  $p < 0.01$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.10$

## 5. RESULTS AND INTERPRETATION

Tourist experience has been an important construct of consumer research. Findings indicate that experiences of the tourists were positively related to satisfaction and behavioral intentions. Furthermore, it displayed a positive relationship between satisfaction and intention to recommend. The present study displays empirically that tourist experience is a vital component for maintaining a competitive position in the market. Destination managers should focus on creating a distinct and memorable experience for the specific destinations so that the tourists are motivated to visit it again and recommend it to friends and families.

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