

A Study on the Relationship among Tourist Experience, Tourism Image, and Willingness to Return-A Case of the LuKang

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ABSTRACT

A contingency model describing the mediation effects of Tourist Satisfaction on Tourist Experience and Willingness to Return, as well as Tourism Image and Willingness to Return, respectively, was proposed and tested. This study aimed to examine the relationship among Tourist Experience, Tourism Image, Tourist Satisfaction and Willingness to Return. It further investigated the mediation effects of Tourist Satisfaction for both of influence between Tourist Experience, Tourism Image, respectively, on Willingness to Return. A survey research was conducted using a sample of tourists in Lu Kang. Structural Equation Modeling (SEM) analysis was used to test the hypotheses. The major findings of this study are summarized as following: (1) Tourist Experience had no significant influence on Willingness to Return; (2) Tourism Image had no significant influence on Willingness to Return; (3) Tourist Experience had significant positive influence on Tourist Satisfaction; (4) Tourism Image had significant positive influence on Tourist Satisfaction; (5) Tourist Satisfaction had significant positive influence on Willingness to Return; (6) Tourist Satisfaction mediated the influence of Tourist Experience on Willingness to Return; (7) Tourist Satisfaction mediated the influence of Tourism Image on Willingness to Return. According to the result of the study, relevant suggestions will be proposed and useful strategy for relating organization in Lu Kang will be adopted to have essential and concrete improvements, to obtain tour tactics, to attract more tourists to visit to Lu Kang and to promote the prosperity of the local economic.

Keywords : tourist experience , lu kang , tourism image , willingness to return , tourist satisfaction

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