

## Tourist destination attributes, experience and post travel behavior in Taizhou City, China

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### **Abstract**

This paper aimed to propose a theoretical framework of tourist travel behavior in Taizhou. This study considered Taizhou City as the research object, determined tourist destination attributes and experience, and evaluated tourists' re-visit and recommendation intention. It comprehensively analyzed the significant differences in tourist demographic characteristics and psychological characteristics when grouped and tested the significant relationship between given variables to reveal the key factors affecting tourist travel decisions and behaviors. This study used a quantitative approach and a descriptive research design. The study surveyed 388 tourists visiting scenic spots in the city of Taizhou, conducted a detailed survey and analysis of tourists in Taizhou using statistical methods such as frequency distribution, weighted average, Mann-Whitney U and Kruskal Wallis non-parametric test, and then analyzed the significant correlation among destination attributes, experience and post travel behavior by Spearman correlation. The study concluded that most of the respondents are between 27 and 42 years old, slightly more men than women, and a considerable number of respondents are unmarried. Tourists choose to travel for a longer period of time, most of them choose to travel for leisure and vacation, and many tourists prefer to spend time with their families. The tourism destination attribute of Taizhou has been positively evaluated by tourists and has provided tourists with rich and attractive tourism experience, and most of them have expressed positive willingness to re-visit and recommend. Lastly, the research paper proposed a framework and provided relevant recommendations.

**Keywords:** tourist destination attributes, experience, post travel behavior, Taizhou City, China

## Motivational changes of learners in a traditional context of English education: A case study of high school students in Iran

### 1. Introduction

The flourishing tourism industry has been a key driver of economic prosperity, vibrant cultural exchange, and experience. Its rapid growth has demonstrably fueled economic development, cultural exchange (Siew Imm Ng, 2022) and tourist experience in the destination (Bernaki, 2023). Today, the focus is shifting towards creating exceptional tourist experiences, with destination attractiveness, service quality, and ongoing improvement ranking high on the priority list. There is a strong and important connection between a positive tourist experience and tourist loyalty (Volchek, et al., 2019) flourishing tourism industry. In essence, understanding how destination attributes influence tourist experiences (Apritado, (2019) and ultimately drive revisit intentions and recommendations (Borbon, et al. 2022) is a cornerstone of success in today's competitive tourism landscape. These attributes encompass a combination of elements like attractions, accommodation, amenities, accessibility, and ancillary services (Herman, et al., 2023). Each element contributes to the tourist's perception of the destination and influences their decision-making process (Stupariu, 2023).

While factors like beautiful scenery or historical landmarks are undeniably attractive (Apritado, 2019 & Dubois, 2023), a truly memorable tourist experience goes beyond the basics (Kostopoulos, 2023). Modern tourists crave deeper connections with the destinations they visit. Whereas destination attributes are important, memorable travel experiences leave a lasting impact on tourists. The behavior of tourists after their visit, particularly their willingness to revisit and recommend the destination to others, is a crucial metric for destination management and marketing (Gajić, 2023). Scholars have explored various ways to measure tourist loyalty, with "willingness to recommend" and "revisit intention" being two prominent indicators (Borbon, et al. 2022 & Purnama, 2023). Understanding the relationship between tourist destination attributes (Haneef, 2017), tourist experience (Apritado, (2019), and post-travel behavior (Borbon, et al. 2022); the external environment (tourist destination attributes) acts as a stimulus that influences a tourist's cognitive and emotional responses (Qiu, 2023). The study of tourist behavior has become an indispensable field within tourism research (Dong, 2023). It delves beyond simple travel preferences, encompassing the entire tourist journey.

Nestled along the picturesque coastline of Zhejiang Province, China, lies Taizhou City. This vibrant metropolis, currently known as a powerhouse industrial center, boasts a wealth of untapped tourism potential. Taizhou offers a captivating tapestry of experiences for discerning travelers. The tourism landscape is fiercely competitive, and simply boasting beautiful attractions and rich cultures is no longer enough (Toyoazawa, 2024). For Taizhou City to thrive in this environment, it needs to move beyond its industrial roots and embrace a comprehensive approach to tourism development. Through this research. Taizhou City boasts a wealth of tourism potential, from stunning landscapes and historical sites to a rich cultural heritage. However, to truly flourish as a tourist destination, the city needs to prioritize enhancing its overall tourism experience (Nocca, 2023). Ultimately, this research contributes to the sustainable development of Taizhou's tourism industry by promoting a holistic approach that prioritizes exceptional tourist experiences and long-term success. The empirical research conducted on Taizhou's tourism industry will benefit the city itself by sharing its research findings and recommendations, aspiring to serve as a source of inspiration for the development of the tourism industry in Taizhou City and other regions. Through a focus on exceptional tourist experiences in the destination and find the key factors that will influence the tourists' decision to revisit Taizhou City. Lastly, the study also aimed to contribute for the long-term success of tourism destinations not only in Taizhou City but around China's tourism destinations.

**Objectives of the Study** - This study aimed to explore how tourist destination features in Taizhou City influence visitor experiences and subsequent post-travel behavior. Moreover, this study aimed to identify the key

factors influencing tourist decisions enhancing overall visitor satisfaction by examining significant associations and differences. Consequently, this research sought to: describe the profile of the respondents in terms of age, sex, civil status, length of stay, purpose of visit, and travel companion; assess the tourist destination attributes relevant to attractions, accessibility, accommodations, amenities, and ancillary; determine the tourist experience in TaiZhou City in terms of learning; emotional; meaningful and enjoyment; examine the post travel behavior of the tourists based on their revisit intention and intention to recommend; test the significant difference of responses when grouped according to the profile variables; test the significant relationship between destination attributes and tourist experience, destination attributes and post travel behavior, and tourist experience and post travel behavior; and propose a framework to identify key factors influencing tourist decisions and satisfaction when visiting TaiZhou City, China. The specific output result is that the five elements of tourism attributes can improve tourist experience by optimizing tourism attributes by influencing tourist experience, thus increasing tourists' willingness to revisit and recommend; also, to formulate destination attribute improvement measures and countermeasures for the tourism region of Taizhou, provide suggestions for improving tourist experience in this tourism destination, and improve tourists' willingness to re-visit and recommend.

## 2. Methods

A descriptive research design provides an overview of a phenomenon or population, aiming to accurately describe its features and attributes. This study employed a descriptive correlation research method to examine deeply the destination attributes, tourist experiences, and post-travel behavior of tourists in the Taizhou City, along with the relationships between these factors. The study had 388 tourists visiting Taizhou City, China. Questionnaires were distributed to participants encountered at tourist sites. Based on this approach and preliminary data on monthly tourist numbers at these attractions, the writer utilized the Raosoft sample size calculator with 5% marginal and 95% confidence level.

This study employed a self-administered questionnaire to collect data on tourist experiences in Taizhou City. The questionnaire was divided into four sections: Part I is Profile of the Respondents; while Part II assessed tourist perceptions of Taizhou's destination attributes. A total of 25 items were designed across five dimensions (attractions, accessibility, accommodations, amenities, and ancillary services), with five response options for each dimension. Then, Part III is Tourist Experience based on the study of Apritado (2019). This section assessed tourist experiences in Taizhou City using a four-dimensional scale: learning (5 options), emotional (5 options), meaningful (5 options), and enjoyment (6 options), for a total of 21 items. Finally, Part IV: Post-Travel Behavior adapted from the study of Borbon et al. (2022). This section examined tourists' post-visit intentions using two dimensions: revisit intention (5 options) and recommendation intention (3 options).

To ensure the representativeness of the sample and capture a range of tourist experiences, the researchers focused on surveying tourists at scenic spots in Taizhou. There are a total of 87 scenic spots in Taizhou, categorized by official tourism ratings (5A being the highest). The researcher visited and surveyed tourists at four scenic spots were chosen for questionnaire distribution: Linhai Ancient City, Shenxianju, Tiantai Mountain (all 5A level), and one 4A level scenic spot (Wenling Stone Pond) ensuring a broader representation of tourists visiting Taizhou. All collected data were kept completely confidential and used solely for academic purposes. The researcher guaranteed respondents that their answers will be treated with the strictest confidentiality and anonymity, unless they explicitly consent to the disclosure of specific findings. That personal biases and viewpoints will have no impact on the analysis results. Throughout the research process, the researcher is committed to safeguarding the rights and privacy of respondents, and to upholding the highest research ethics principles.

Frequency and percentage distribution were used to describe the profile of the respondents in terms of age, sex, civil status, length of stay, purpose of visit, and travel companion. Weighted mean and rank were used to assess the tourist destination attributes relevant to attractions, accessibility, accommodations, amenities, and ancillary; to determine the tourist experience in TaiZhou City in terms of learning; emotional; meaningful and

enjoyment; to examine the post travel behavior of the tourists based on their revisit intention and intention to recommend. The result of Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences. Likewise, Spearman rho was used to test the significant relationship. All analyzes were performed using SPSS version 28.

### 3. Results and discussion

**Table 1**

*Distribution of Respondents' Profile*

Profile Variables	Frequency	Percentage
<b>Age</b>		
18 - 26 (Generation Z)	115	29.6
27 - 42 (Generation Y)	174	44.8
43 - 58 (Generation X)	61	15.7
59 and above (Baby Boomers)	38	9.8
<b>Sex</b>		
Male	198	51.0
Female	190	49.0
<b>Civil Status</b>		
Single	243	62.6
Married	146	37.4
<b>Length of stay while visiting Taizhou City</b>		
1- day or day tour	31	8.0
2-days & 1 night	181	46.6
3-days & 2 nights	112	28.9
4-days and more one day or day tour	64	16.5
<b>Purpose of visit to Taizhou City</b>		
Business	21	5.4
Holidays	238	61.3
Visiting relatives and friends	87	22.4
Visiting temples	42	10.8
<b>Travel Companion</b>		
Alone	31	8.0
With a family	201	51.8
With relatives and friends	129	33.2
In a group tours	27	7.0

In Table 1, the distribution of demographic characteristics can be seen. In terms of age, the Y generation of 27-42 years old has the highest proportion, with 174 or 44.8 percent from the total number of respondents. With the lowest frequency of 61 or 15.7 percent, the X-generation belong to ages 43-58 years old, while the 59 years old or baby boomers has 38 or 9.8 percent. Some baby boomers may have physical limitations, but their retirement might bring budget constraints for some Baby Boomers, leading them to choose destinations perceived as more affordable.

In terms of sex, there are 198 males, or 51 percent. Whereas female has 190 or 49 percent the proportion of males is slightly higher than that of females; females are more likely to immerse themselves in tourism activities and take photos or be busier, while males are relatively more idle during travel. While, in civil affairs, the single group among the respondents is 243, or 62.6 percent, while the married group has 145 respondents or 37.4 percent. Single travelers often have more flexibility in scheduling and itinerary planning compared to married couples who might need to coordinate with families or partners. In terms of travel duration, there were 181 respondents who visited Taizhou for 2 days and 1 night stay, or 46.6 percent. On the other the least, 1-day or day tour with 31 respondents or 8 percent. A day trip can be a good option for travelers who are unsure if they want to commit to a longer stay in Taizhou.

In terms of travel purposes, there are 238 respondents or 61.3 percent visit Taizhou City, China during holidays; other group of respondents (87 or 22.4 percent) visited their relatives and friends. Those who visited temples were 42 or 10.8 percent; and the least was respondents visited the place for business purposes with 21 or 5.4 percent. In terms of travel companions, majority of the respondents are with their family with 201 or 51.8 percent; and the least travelled in a group tour with 27 or 7.0 percent. This indicates that a certain proportion of tourists prefer to experience travel through group tours.

**Table 2**

*Overall assessment on Tourist Destination Attributes*

Dimensions	Mean	Interpretation	Rank
Attractions	3.81	Agree	1
Accessibility	3.66	Agree	3
Accommodation	3.60	Agree	5
Amenities	3.62	Agree	4
Ancillary	3.70	Agree	2
<i>Overall Destination Competitiveness</i>	3.68	Agree	

Table 2 presents the overall assessment of tourist destination attributes. The Tourists' Assessment of their Experience in terms of attractions with a composite mean of 3.81 and verbal interpretation of agree. This indicates that the attractiveness of the destination is satisfactory. Taizhou's diverse range of attractions promises an unforgettable adventure for every kind of traveler. On the other hand, in terms of accommodations with a composite mean of 3.60 and verbal interpretation of agree. There is budget-friendly option or a luxurious retreat, Taizhou offers a comfortable and convenient base to explore this captivating destination. Accommodation facilities near scenic spots, which are also influenced by the popularity of tourist attractions (Song, et al., 2020).

**Table 3**

*Overall assessment on Tourist Experience in visiting TaiZhou City*

Dimensions	Mean	Interpretation	Rank
Learning	3.68	Experienced	4
Emotional	3.83	Experienced	1
Meaningful Experience	3.70	Experienced	3
Enjoyment	3.80	Experienced	2
<i>Overall Tourist Experience 3.75</i>		Experienced	

Table 3 is the tourist experience in terms of emotional with a composite mean of 3.83 is verbally interpreted as experienced by the respondents. This indicates that the tourism characteristics and cultural charm of Taizhou City can attract emotional attention and investment from tourists during the travel process. Whereas tour experience in terms of learning with a composite mean of 3.68 and verbal interpretation of experienced. This indicates that tourists typically perceive their learning experience in Taizhou city to be positive. The Official Taizhou Tourism Website has numerous information and generously posted to provide better understanding about the city, attractions, events, and better practical details for visitors. Accurate information directly affects tourist experience before and during travel, and indirectly affects post travel experience (Kullada, et al., 2021).

**Table 4**

*Post Travel Behavior of the Tourists*

Indicators	WM	VI	Rank
1. Revisit intention	3.54	Agree	1
2. Intention to recommend	3.53	Agree	2
Overall Composite Mean	3.54	Agree	

Table 4 provides an in-depth analysis of post tourism behavior in Taizhou City using the indicator of tourist intention to revisit, with a comprehensive average of 3.54, with verbal interpretation of agreement while intention to recommend got 3.53. This indicates that tourists have intention to visit again the place and

recommend it as well to others. (it was explored how mobile short videos affect tourists' behavioral intention, including travel intention, recommendation intention, and revisit intention (Gu, et al., 2019). The willingness of tourists to recommend Taizhou City as a vacation destination to their suggests that tourists are willing to recommend it to relatives and friends. They believe that the quality of tourism services has a significant impact on the willingness of tourists to recommend to their relatives (Purnama, et al. 2023).

**Table 5**

*Difference of Responses on Tourist Destination Attributes when Grouped according to Profile*

Profile Variables	U/H	p-value	Interpretation
<b>Age</b>			
Attractions	6.343	0.096	Not Significant
Accessibility	3.439	0.329	Not Significant
Accommodations	8.761	0.033	Significant
Amenities	2.351	0.503	Not Significant
Ancillary	4.040	0.257	Not Significant
<b>Sex</b>			
Attractions	18499.000	0.776	Not Significant
Accessibility	18806.500	0.997	Not Significant
Accommodations	18623.000	0.865	Not Significant
Amenities	17444.000	0.213	Not Significant
Ancillary	18410.000	0.715	Not Significant
<b>Length of stay while visiting Taizhou City</b>			
Attractions	5.326	0.149	Not Significant
Accessibility	1.724	0.632	Not Significant
Accommodations	0.408	0.939	Not Significant
Amenities	2.249	0.522	Not Significant
Ancillary	1.349	0.718	Not Significant
<b>Purpose of visit to TaizhouCity</b>			
Attractions	0.706	0.872	Not Significant
Accessibility	6.835	0.077	Not Significant
Accommodations	4.986	0.173	Not Significant
Amenities	6.887	0.076	Not Significant
Ancillary	11.531	0.009	Significant
<b>Travel Companion</b>			
Attractions	1.250	0.741	Not Significant
Accessibility	0.904	0.824	Not Significant
Accommodations	5.935	0.115	Not Significant
Amenities	0.184	0.980	Not Significant
Ancillary	4.976	0.174	Not Significant

Significant at p-value < 0.05

Table 5 presents difference of responses on tourist destination attributes when grouped according to profile. There was a statistically significant difference of responses on accommodations when grouped according to age because the obtained p-value was less than 0.05. Post hoc test showed that there was a significant difference of responses between Gen Z and Baby Boomers. Aliyu et al. (2023) investigated the impact of individual age and other characteristics on accommodation preferences, and the results confirmed a direct correlation between age characteristics of individual characteristics and accommodation preferences. However, for other attributes such as attractions, accessibility, facilities, and ancillary services, age does not seem to be a significant influencing factor ( $p > 0.05$ ), indicating that the attractiveness of these attributes spans across different age groups. Gender did not show significant differences in all tourist destination attributes ( $p > 0.05$ ), indicating that there was no significant difference in the perception of destination attributes between male and female tourists. The study by Song et al. (2016) found that the correlation between gender and behavioral intention and behavior was not significant.

For the duration of stay, there was no significant difference in the attributes of all tourist destinations ( $p > 0.05$ ). There was a statistically significant difference of responses on ancillary when grouped according to purpose of visit because the obtained p-value was less than 0.05. Post hoc test revealed that there was significant

difference of responses between visiting temples and business. He et al. (2019) discussed the needs of tourists for different ecosystem services and their willingness to pay, revealing how national parks achieve their public welfare goals through auxiliary mechanisms, reflecting the diversity of tourists with different visiting purposes in their demand for auxiliary services. Other attributes such as attractions, accessibility, accommodation, and facilities did not show significant differences ( $p>0.05$ ) for tourists with different visiting purposes. Travel partners did not show significant differences in all destination attributes ( $p>0.05$ ), indicating that whether traveling alone, with family, or with friends, tourists have roughly the same views on destination attributes. This may indicate that the tourism attractiveness of Taizhou City is generally applicable to different types of tourist groups.

**Table 6**

*Difference of Responses on Tourist Experience when Grouped according to Profile*

Profile Variables	U/H	p-value	Interpretation
<b>Age</b>			
Learning	3.162	0.367	Not Significant
Emotional	1.099	0.777	Not Significant
Meaningful	2.335	0.506	Not Significant
Enjoyment	6.125	0.106	Not Significant
<b>Sex</b>			
Learning	18757.000	0.961	Not Significant
Emotional	18139.000	0.540	Not Significant
Meaningful	18757.500	0.962	Not Significant
Enjoyment	18069.500	0.500	Not Significant
<b>Length of stay while visiting Taizhou City</b>			
Learning	3.627	0.305	Not Significant
Emotional	1.636	0.651	Not Significant
Meaningful	2.456	0.483	Not Significant
Enjoyment	0.850	0.838	Not Significant
<b>Purpose of visit to Taizhou City</b>			
Learning	14.793	0.002	Significant
Emotional	8.697	0.034	Significant
Meaningful	5.759	0.124	Not Significant
Enjoyment	5.883	0.117	Not Significant
<b>Travel Companion</b>			
Learning	4.517	0.211	Not Significant
Emotional	5.802	0.122	Not Significant
Meaningful	9.462	0.024	Significant
Enjoyment	1.869	0.600	Not Significant

Significant at  $p\text{-value} < 0.05$

Table 6 presents differences of responses on tour experience when grouped according to profile. There was a statistically significant difference of responses on learning and emotional when grouped according to purpose of visit because the obtained p-values were less than 0.05. Post hoc test showed that there was a significant difference of responses on learning between visiting temples and holidays, and between visiting temples and business while there was a significant difference of responses on emotional between visiting temples and holidays. There was a statistically significant difference of responses on meaningful when grouped according to travel companion because the obtained p-value was less than 0.05. Post hoc test revealed that there was a significant difference of responses between alone and in group tours. There was no significant difference in the response of all tourism experience attributes among different age groups ( $p>0.05$ ). This may indicate that tourism experiences have a universal appeal to tourists of different age groups in terms of learning, emotions, meaningfulness, and enjoyment.

Gender did not show significant differences in all tourism experience attributes ( $p>0.05$ ). This finding may indicate that gender is not a key factor in determining tourist satisfaction in the tourism experience of Taizhou City. The impact of stay time on learning, emotions, meaningful and enjoyable experiences is not significant ( $p>0.05$ ). This means that regardless of the length of time tourists stay in Taizhou City, their travel experience is

roughly the same in these aspects. There was a statistically significant difference of responses on learning and emotional when grouped according to purpose of visit because the obtained p-values were less than 0.05. Post hoc test showed that there was a significant difference of responses on learning between visiting temples and holidays, and between visiting temples and business while there was a significant difference of responses on emotional between visiting temples and holidays. There was a statistically significant difference of responses on meaningful when grouped according to travel company because the observed p-value was less than 0.05 Post hoc test received that there was a significant difference of responses between Alone and in group tours Based on the results, those responses traveled in group tours have higher assessment on meaningful. Su et al. (2020) proposed profound insights on how travel partners influence meaningful tourism experiences, particularly in terms of emotional arousal and sharing tourism stories, revealing the important role of travel partners in forming and sharing meaningful tourism experiences.

**Table 7**

*Difference of Responses on Post Travel Behavior of the Tourists when Grouped according to Profile*

Profile Variables	U/H	p-value	Interpretation
<b>Age</b>			
Revisit Intention	2.847	0.416	Not Significant
Intention to Recommend	7.044	0.071	Not Significant
<b>Sex</b>			
Revisit Intention	18060.000	0.495	Not Significant
Intention to Recommend	17822.500	0.367	Not Significant
<b>Length of stay while visiting Taizhou City</b>			
Revisit Intention	4.713	0.194	Not Significant
Intention to Recommend	1.130	0.770	Not Significant
<b>Purpose of visit to Taizhou City</b>			
Revisit Intention	13.417	0.004	Significant
Intention to Recommend	9.102	0.028	Significant
<b>Travel Companion</b>			
Revisit Intention	0.466	0.926	Not Significant
Intention to Recommend	0.813	0.846	Not Significant

Significant at p-value < 0.05

Table 7 presents differences of responses on post travel behavior of the tours when grouped according to profile. Age has no significant effect on the willingness to revisit and recommend ( $p > 0.05$ ). This may indicate that tourists of different age groups have similar overall satisfaction with Taizhou City, so their likelihood of revisiting or recommending to others is also similar. Gender also had no significant impact on post travel behavior ( $p > 0.05$ ). This indicates that there is no significant difference between male and female tourists when revisiting or recommending to others in Taizhou City, which may reflect the general attraction of Taizhou City's tourism to different genders. The impact of stay time on the willingness to revisit and recommend is not significant ( $p > 0.05$ ), which means that the length of stay for tourists in Taizhou City will not significantly affect their willingness to revisit or recommend in the future.

There was a statistically significant difference of responses on post travel behavior when grouped according to purpose of visit because the observed p-values were less than 0.05 Post hoc test received that there was a significant difference of responses between visiting samples and business, and between visiting samples and holidays Based on the findings, those responses who aim to visit were visiting samples with less assessment on post travel behavior. Rasoolimanesh et al. (2021) studied the behavioral intentions of different types of tourists (especially heritage tourists) using a parallel hybrid approach and proposed relevant suggestions to enhance tourist engagement, authentic feelings, and destination imagery to increase their willingness to revisit. Travel partners had no significant impact on the willingness to revisit and recommend ( $p > 0.05$ ). This indicates that tourists' choice of travel partners does not significantly affect their post trip evaluation of Taizhou City.

As seen in table 8, the computed rho-values ranging from 0.241 to 0.596 indicate a weak to moderate direct relationship among the sub variables of tourist destination attributes and tourist experience. There was a



statistically significant relationship between tourist destination attributes and tourist experience because the obtained p-values were less than 0.01. The attribute of tourist destination is the source of experience for tourists during the tourism process, so if their perception of the tourist destination is positive, it will bring them a strong positive experience. Many researchers have confirmed that destination attributes have a significant impact on the tourist experience of tourists. Moon and Han (2018) explored the relationship between destination attributes, tourist experience quality perception, travel satisfaction, and revisit intention. Different destination attributes have a positive or negative impact on tourist experience quality.

**Table 8**
*Relationship Between Tourist Destination Attributes and Tourist Experience*

Variables	rho	p-value	Interpretation
<b>Attractions</b>			
Learning	0.241**	< .001	Highly Significant
Emotional	0.403**	< .001	Highly Significant
Meaningful	0.444**	< .001	Highly Significant
Enjoyment	0.370**	< .001	Highly Significant
<b>Accessibility</b>			
Learning	0.295**	< .001	Highly Significant
Emotional	0.525**	< .001	Highly Significant
Meaningful	0.568**	< .001	Highly Significant
Enjoyment	0.374**	< .001	Highly Significant
<b>Accommodations</b>			
Learning	0.324**	< .001	Highly Significant
Emotional	0.418**	< .001	Highly Significant
Meaningful	0.386**	< .001	Highly Significant
Enjoyment	0.293**	< .001	Highly Significant
<b>Amenities</b>			
Learning	0.332**	< .001	Highly Significant
Emotional	0.504**	< .001	Highly Significant
Meaningful	0.520**	< .001	Highly Significant
Enjoyment	0.515**	< .001	Highly Significant
<b>Ancillary</b>			
Learning	0.306**	< .001	Highly Significant
Emotional	0.596**	< .001	Highly Significant
Meaningful	0.550**	< .001	Highly Significant
Enjoyment	0.454**	< .001	Highly Significant

\*\* . Correlation is significant at the 0.01 level

**Table 9**
*Relationship between Tourist Destination Attributes and Post Travel Behavior of the Tourists*

Variables	rho	p-value	Interpretation
<b>Attractions</b>			
Revisit Intention	0.400**	< .001	Highly Significant
Intention to Recommend	0.381**	< .001	Highly Significant
<b>Accessibility</b>			
Revisit Intention	0.619**	< .001	Highly Significant
Intention to Recommend	0.633**	< .001	Highly Significant
<b>Accommodations</b>			
Revisit Intention	0.424**	< .001	Highly Significant
Intention to Recommend	0.354**	< .001	Highly Significant
<b>Amenities</b>			
Revisit Intention	0.591**	< .001	Highly Significant
Intention to Recommend	0.665**	< .001	Highly Significant
<b>Ancillary</b>			
Revisit Intention	0.619**	< .001	Highly Significant
Intention to Recommend	0.618**	< .001	Highly Significant

\*\* . Correlation is significant at the 0.01 level

As seen in the table, the computed rho-values ranging from 0.354 to 0.665 indicate a weak to strong direct relationship among the sub variables of tourist destination attributes and post travel behavior. There was a

statistically significant relationship between tourist destination attributes and post travel behavior because the obtained p-values were less than 0.01. The relationship between tourism satisfaction, cognitive and emotional national image, destination image, and tourist intention to revisit (Luvsandavaajav, et al. 2022). They believe that destination image can have an impact on tourist intention to revisit through tourism satisfaction. Pujiastu et al. (2019) conducted empirical research to clarify the positive correlation between the attributes of tourism destinations (such as destination image and tourism attractiveness) and tourists' post tourism behavioral intentions (including satisfaction and loyalty). They believe that individual cognitive evaluation of destination attributes (i.e. perceived attractiveness) has an important impact on tourists' willingness to revisit.

**Table 10**

*Relationship between Tourist Experience and Post Travel Behavior of the Tourists*

Variables	rho	p-value	Interpretation
<b>Learning</b>			
Revisit Intention	0.414**	< .001	Highly Significant
Intention to Recommend	0.331**	< .001	Highly Significant
<b>Emotional</b>			
Revisit Intention	0.574**	< .001	Highly Significant
Intention to Recommend	0.577**	< .001	Highly Significant
<b>Meaningful</b>			
Revisit Intention	0.546**	< .001	Highly Significant
Intention to Recommend	0.567**	< .001	Highly Significant
<b>Enjoyment</b>			
Revisit Intention	0.481**	< .001	Highly Significant
Intention to Recommend	0.511**	< .001	Highly Significant

\*\* . Correlation is significant at the 0.01 level

As seen in the table 10, the computed rho-values ranging from 0.331 to 0.577 indicate a weak to moderate direct relationship among the sub variables of tourist experience and post travel behavior. There was a statistically significant relationship between tourist experience and post travel behavior because the obtained p-values were less than 0.01. Tourists' perception of the travel experience will have a profound impact on their behavior, especially when obtaining more positive or negative experiences. Currently, many researchers have empirically analyzed the relationship between tourist experience and post tourism behavior of tourists. Liu, et al., (2023) conducted a survey and analysis on the relationship between tourist experience and revisit intention at the Nanjing Museum. The research results indicate that there is a significant positive correlation between tourist experience and revisit intention in five aspects: education, entertainment, service, facilities, and aesthetics. Among them, aesthetic experience has a significant impact on revisit intention.

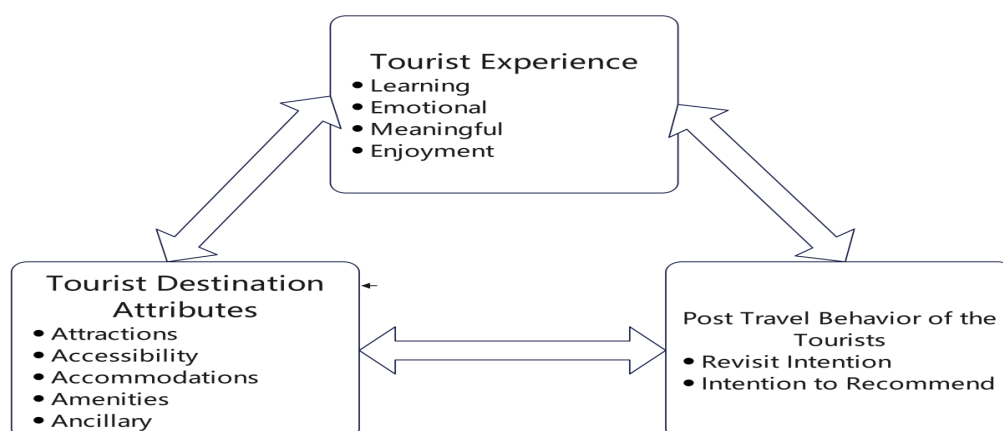


Figure 1. Proposed Framework

Figure 1 This theoretical contribution emphasizes the dynamic processes behind tourist behavior and

provides an in-depth theoretical basis for tourism management and research. By combining destination attributes, tourist experience and post-tourist behavior, the management can measure comprehensively and analyze tourist reactions and behaviors during the travel process. This framework reveals how various attributes of tourist destinations influence tourists' post travel behavior through tourism experience, including revisit intention and recommendation intention. The attributes of tourist destinations have a significant positive impact on tourist experience. There is a highly significant correlation between the attributes of destination attractions, accessibility, accommodation, facilities, and auxiliary services and the learning, emotional, meaningful, and enjoyable experiences of tourists.

Apritado (2019) found a positive correlation between destination attributes and the number of tourists, as well as a statistically significant relationship between destination characteristics and tourist loyalty. They found that destination attributes significantly affect tourist satisfaction, which in turn significantly affects tourist loyalty. Carreira, et al. (2022) found a positive relationship between destination image and tourist loyalty and visit intention. The tourist experience has a significant positive impact on post tourism behavior. There is a correlation between the dimensions of tourism experience (learning, emotion, meaningfulness, enjoyment) and post tourism behavior (intention to revisit and recommend), indicating that a positive tourism experience can significantly increase tourists' intention to revisit and recommend. This study provides important insights for destination managers and policy makers in Taizhou City, emphasizing the importance of improving core attributes such as accessibility, accommodation, facilities, and ancillary services at the destination. At the same time, this study advocates creating rich tourism experiences to promote tourists' intention to revisit and recommend, thereby enhancing the destination's brand image and market competitiveness.

#### **4. Conclusions and recommendations**

Demographic analysis revealed that the majority of respondents were Generation Y, indicating that young people with good economic and health conditions are enthusiastic about exploring the diverse tourist attractions provided by Taizhou City. There are implications for Taizhou City as a tourist destination with positive tourist experience and tourist behavior. Therefore, is a positive picture of Taizhou City as a tourist destination. By offering a combination of well-maintained attractions, easy access, comfortable accommodations, and enriching experiences, Taizhou creates a memorable and satisfying experience for visitors. The significance of this study's results lies in revealing the diverse needs and preferences of tourists in Taizhou City. There was a significant correlation between tourist destination attributes, tourist experience, and tourist post travel behavior. Meanwhile, there is a significant correlation between tourist destination attributes, tourist experience, and tourist post-travel behavior in Taizhou City. The high-quality tourist destination attributes like well-maintained attractions, convenient transportation, and comfortable accommodations contribute to a richer and more enjoyable tourist experience. The researcher proposed a framework for Taizhou City to enrich tourism experience and lead to a more prosperous and sustainable tourism industry. The research study recommend that the government and tourism department may invest in developing amenities and services that cater specifically to families, such as childcare facilities, family-friendly restaurants, and activities suitable for all ages. While leisure and relaxation are key, consider promoting cultural experiences like museums, historical sites, or traditional events to add depth and variety to the tourism offering. Meanwhile, travel agencies may create special packages and promotions targeted at weekend getaways, offering bundled activities, accommodation deals, and transportation options.

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