

Digital marketing, guest experience and behavioral intention among resorts in CALABARZON

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Abstract

CALABARZON is a popular tourist destination, home to numerous resorts that cater to diverse interests and budgets. However, many resorts face challenges in effectively utilizing digital marketing strategies and providing exceptional guest experiences. The lack of targeted digital marketing approaches and limited resources hinder their ability to reach and attract potential customers. Furthermore, a negative guest experience can lead to poor reviews and decreased behavioral intention among guests. The study sought to address these issues by investigating the impact of digital marketing on guest experience and behavioral intention. It aimed to identify gaps and opportunities for improvement in digital marketing practices among resorts. Additionally, the study aimed to understand the factors that contributed to a positive guest experience and its influence on behavioral intention. It also emphasized the importance of investing in digital marketing resources and expertise to effectively leverage digital platforms and maximize the potential guest base. Using a quantitative-descriptive research design on 384 respondents, the Mann-Whitney Test was used to determine the significant difference in the response to the effective use of digital marketing, guest experience, and behavioral intention when grouped according to profile. Furthermore, Spearman rho was used to test the significant relationship among effective use of digital marketing, guest experience and behavioral intention. A model was created as an essential tool for resorts business which revealed the relationships of digital marketing, guest experience as predictors of behavioral intention in a resorts business in CALABARZON.

Keywords: digital marketing, guest experience, behavioral intention, resorts, CALABARZON

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1. Introduction

Resorts have become a popular choice for vacationers worldwide, but with rising expectations and the prevalence of online reviews, delivering an exceptional guest experience is paramount. A negative encounter can quickly tarnish a resort's reputation, deterring future bookings. Personalization is key to ensuring guests feel valued and appreciated, rather than merely a number. As one of the Philippines' most sought-after tourist regions, CALABARZON boasts of a diverse array of attractions and accommodations. From beachfront properties to mountain retreats, the region offers a wide range of resorts catering to various preferences and budgets. Renowned for their exceptional service and warm hospitality, these resorts provide a memorable guest experience for both local and international travelers. Additionally, understanding behavioral intention is crucial for fostering guest satisfaction and loyalty. Resorts recognize the importance of establishing emotional connections, delivering exceptional service, and fulfilling their promises to encourage positive future behavior. Many resorts lack the resources or expertise to effectively utilize digital marketing platforms, resulting in a missed opportunity to reach potential customers. This suggests that a significant number of resorts are losing business due to their inability to implement effective digital marketing strategies. Moreover, without the necessary expertise, these resorts may be unaware of the various platforms available, further limiting their reach. Recognizing the importance of digital marketing is crucial for resorts to maximize their customer base.

Behavioral intention is a key factor in resort success. Positive experiences lead to repeat visits, recommendations, and positive reviews, while negative experiences can deter future business. By understanding these gaps, resorts can make informed decisions to improve operations and better meet guest needs and expectations. The study can also help identify best practices and innovation opportunities in digital marketing, guest experience, and behavioral intention. Addressing these issues can lead to increased positive reviews, guest loyalty, and revenue. A 2023 AJHTL study revealed that many resorts lacked the necessary resources and expertise to effectively utilize digital marketing platforms, resulting in a significant loss of potential customers. The study emphasized the need for resorts to invest in building their digital marketing knowledge and resources to maximize their customer base.

This study can provide valuable insights into the most effective digital marketing strategies, the guest experience factors that influence positive behavioral intention, and the areas where improvements can be made to enhance the overall guest experience. By understanding the unique needs and preferences of guests in CALABARZON, resorts can tailor their digital marketing efforts and guest experience offerings to differentiate themselves from competitors and increase positive behavioral intention. Additionally, the study can help resorts better understand the impact of digital marketing on guest experience and behavioral intention. By analyzing data on guest behavior and preferences, resorts can identify the most effective digital marketing efforts and allocate resources accordingly. The primary objective of this study was to identify gaps in digital marketing, guest experience, and behavioral intention within the resort industry in CALABARZON. By understanding these gaps, resorts can make informed decisions to improve their operations and better meet the needs and expectations of their guests. The study can also help resorts identify best practices and innovation opportunities in digital marketing, guest experience, and behavioral intention. Ultimately, addressing these issues can lead to increased positive reviews, guest loyalty, and revenue for resorts.

A study on the relationship between digital marketing, guest experience, and behavioral intention in resort businesses can offer significant benefits to various stakeholders. Resort owners and management can gain valuable insights into the factors that influence guest behavior and loyalty. Second, by prioritizing guest experience research, the Department of Tourism in CALABARZON can unlock significant growth potential.

Positive experiences lead to recommendations, repeat visits, and ultimately, increased tourism revenue. The DOT can leverage such research to identify areas for improvement, from accommodation and transportation to cultural offerings and recreational activities. Implementing these insights will enhance the overall tourism experience in CALABARZON, attracting more visitors and boosting the local economy. Furthermore, guests can benefit from such a study by receiving better quality services and experiences at resort businesses. By improving guest experience, resort businesses can create more memorable and satisfying experiences for their guests, leading to greater guest satisfaction and loyalty. This can lead to a more enjoyable and fulfilling travel experience for guests. This research offers a road map for boosting CALABARZON's tourism industry. The Department of Tourism (DOT) can leverage guest experience research to identify areas for improvement across transportation, accommodation, and activities. Additionally, facilitating digital marketing training for resorts empowers them to reach target audiences and maximize their customer base. For researchers, this study opens doors to explore the link between digital marketing, guest experience, and visitor behavior, ultimately contributing valuable knowledge to the tourism and hospitality field. By working together, stakeholders can elevate CALABARZON's tourism offerings, attracting more visitors and fueling economic growth.

This study explored the theoretical underpinnings of the relationship between digital marketing, guest experience, and behavioral intention within the resort industry, with a specific focus on CALABARZON. In today's digital age, guests have high expectations and are quick to share their experiences online. Delivering exceptional experiences throughout a guest's stay is paramount. Positive experiences lead to positive reviews, repeat visits, and recommendations, while negative experiences can significantly impact future business. Despite the proven effectiveness of targeted online strategies, many resorts face challenges in effectively leveraging digital marketing. Limited resources and expertise often hinder their ability to reach their target audience, resulting in a loss of potential customers who are not being reached through appropriate digital channels.

This study examined the interplay between digital marketing, guest experience, and guest behavior in CALABARZON resorts. Positive experiences, such as excellent service or addressing guest needs, increase the likelihood of return visits, recommendations, and positive online reviews. Effective digital marketing with targeted campaigns connects resorts with the ideal audience, showcasing experiences that align with guest preferences and fostering satisfaction from the outset. Guest feedback through online reviews allows resorts to understand guest sentiment and tailor their digital marketing for a more targeted and aligned guest experience. However, limitations exist such as: resorts often lack the resources or digital marketing expertise to effectively reach their target audience, and guest experiences can be hindered by outdated facilities or a lack of personalization. By addressing these gaps, CALABARZON resorts can leverage digital marketing to attract ideal guests, leading to exceptional experiences that drive positive guest behavior and ultimately, business growth. Evangelista (2022) study examined the digital marketing strategies employed by CALABARZON resorts and the challenges they faced in implementing them. The research underscored the crucial role of digital marketing in connecting resorts with their target audience, showcasing unique experiences, and enhancing guest satisfaction. However, the study also highlighted significant limitations, such as the lack of resources and digital marketing expertise among many resorts. These challenges hindered their ability to effectively reach and engage their target audience. To overcome these obstacles and attract the right guests, resorts in the region must invest in developing their digital marketing capabilities. By doing so, they can foster exceptional guest experiences, drive positive word-of-mouth, and ultimately support sustainable business growth.

This study explored the interconnectedness of digital marketing, guest experience, and guest behavior within CALABARZON resorts. While it provided valuable insights into these factors and their potential influence on each other, the scope was limited to a specific geographic area and DOT-accredited resorts in CALABARZON. Additionally, the participants in this study were guests who had stayed overnight at DOT-accredited resorts in CALABARZON and had visited at least twice. This provided focused insights but may not be generalizable to all resorts worldwide.

The study's limitations included its potential inability to capture the full range of digital marketing strategies

or account for every factor influencing guest experience. Additionally, guest feedback analysis might be limited to readily available online reviews, potentially excluding valuable insights from non-digital sources. Despite these limitations, the study offered valuable information for CALABARZON resorts. By understanding the correlations between these variables within their specific context, resorts can make informed decisions to improve their digital marketing efforts, enhance the guest experience, and ultimately influence guest behavior in a positive way.

Objectives of the Study - This study assessed the Digital Marketing and Guest Experience influencing the behavioral intention among DOT Accredited resort businesses in CALABARZON. More specifically, it determined the effectiveness of use of Digital Marketing of Resorts in terms of information, trends customization, interactivity, word of mouth and brand value; it assessed guest experience to the resorts in terms of behavioral, affective and cognitive; it assessed the behavioral intention in terms of revisit intention, intention to recommend, and willingness to pay more and loyalty. Furthermore, the study also tested the significant relationship among effective use of digital marketing, guest experience and behavioral intention; lastly, the study proposed framework for digital marketing and guest experience among resorts in CALABARZON. The study identified key elements to inform one specifically for CALABARZON resorts. This framework would focus on leveraging digital marketing to create exceptional guest experiences. By implementing this framework and addressing areas for improvement, CALABARZON resorts can utilize digital marketing to cultivate guest loyalty, positive online reviews, and ultimately, drive repeat business and higher revenue.

2. Method

This study used quantitative-descriptive research design which utilized descriptive correlation analysis. This study used questionnaire surveys to quantify the responses of the participants. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. On the other hand, descriptive was used to present the data gathered in a descriptive manner and will describe the phenomena that happened in the resort in relation to digital marketing, guest experience and behavioral intention. This study also described the tourist's assessment of the use of digital marketing, guest experience and their behavioral intention among DOT accredited resorts in CALABARZON. The participants of this study were the guests who have stayed overnight on DOT Accredited Resorts in CALABARZON and have visited at least twice. The researcher gathered the data through the DOT site and emailed the Tourism offices of each province to get the number of guest arrivals per resort to compute and come up with the sample size. There was a total sample of 384 participants who answered the questionnaire with the following qualifiers. The number of participants was computed using a Raosoft calculator with the margin of error of 5% and 95% confidence level. In addition, the major qualifiers were tourists of legal age and were be able to visit the resort at least two times.

The researcher chose the best topic to conduct and consulted the adviser for the approval of the said topic. The researcher used an adapted questionnaire as the main instrument of the study. Face to face validation with the adviser was done to validate the questionnaire. A letter of request to conduct the study was prepared. The researcher sent an email to the authors asking for permission to use their questionnaire. First part of the questionnaire was the psychographic profile of the respondents. The second part was the Effective use of Digital Marketing for tourists who had visited Resorts businesses from the study of Evangelista (2022). For the third part was the Guest Experience which was adapted from Ahn et al. (2018). Lastly, for the fourth part which was the Behavioral Intention from the study of Borbon et al. (2022). A 5-point Likert Scale was classified as follows, 5-strongly agree (SA); 4-agree (A); 3-moderately agree (MA); 2-disagree (D) and 1-strongly disagree (SD). Furthermore, the questionnaire underwent face validation by 3 industry experts; 1 senior tourism officer, 1 general manager of prestigious hospitality business and 1 hospitality business owner and currently a faculty of leading university in CALABARZON. They have been in the industry for many years and have extensive experience in the hospitality industry. After validation, pilot testing followed to test the validity and reliability of the instrument, where 30 respondents answered the pilot test.

Considering the Pearson product moment correlation using SPSS, significant value presented in the table, it can be concluded that all items were valid denoting the r value of 0.05. The result of reliability statistics showed that the computed Cronbach's alpha value for Dimensions in the Use of Digital Marketing (0.956), Guest Experience (0.966) and Behavioral Intention (0.978) signifies that the instrument has strong or excellent internal consistency in the rule of thumb. Thus, this set of questionnaires were considered valid and reliable for use.

The researcher gathered the data based on the availability of the target respondents as well as their willingness to provide the required information. After the approval of the research instrument, the researcher provided a letter of permission signed by the researcher, and noted by the research adviser of the Graduate School of Lyceum of the Philippines University - Batangas that were addressed to different DOT Accredited resorts per province to undertake the study in their establishments. And based on the sample size the researcher visited DOT Accredited resorts per province and personally distributed the questionnaire. The respondents have been informed by the researcher with regards to the purpose of the study and asked them if they are willing to participate in answering the questions. An endorsement letter from the Regional Director of the DOT Region 4 (CALABARZON) was also presented. Qualifier questions have been added so the researcher would know if the respondent had visited any of the DOT Accredited resorts listed on the study. Guests were given a questionnaire for them to answer during their free time or just left the questionnaires through the help of supervisors or managers. On the other hand, certain resort managers were the ones who obtained the questionnaire and were the ones who distributed it to the guests both at the time of check-in and throughout their stay at the resort. The researcher also administered online answering through Google form which link was sent via email and messenger. Also, the data was collected using the researcher's phone and some supervisors and managers of the resorts. For the elderly respondents, the researcher read the questions to them, and the respondent responded and the researcher input their answer on the form. The researcher retrieved the phone after the respondents completed answering the instrument.

Weighted mean was used to assess the use of digital marketing, guest experience and behavioral intention. Kruskal-Wallis H test was used if the data is not normal, a type of non-parametric test. And to test the significant relationship among effective use of digital marketing, guest experience and behavioral intention Spearman rho was used.

The researcher remained focused and guaranteed the safety of the subjects. Before the study began, the participants gave their full agreement to participate. All of the information gathered was handled in complete confidentiality. The results were only utilized for academic purposes. The respondents were asked to fill a form before they could freely complete the survey questionnaire, and no personal opinions were solicited, while all of the findings were processed and evaluated in strict conformity with the Data Privacy Act of 2012. Another, the authors of the adopted questionnaire were emailed asking permission to use their research instrument. Before distributing the questionnaire, the researcher made sure that the participants are of legal age and visited the resort at least two times.

3. Results and discussion

Table 1
Summary Table on Dimensions in the Use of Digital Marketing

Indicators	Weighted Mean	Verbal Interpretation	Rank
Information	4.48	Agree	2
Trends	4.32	Agree	5
Customization	4.13	Agree	6
Interactivity	4.46	Agree	3
Electronic Word of Mouth	4.56	Strongly Agree	1
Brand Value	4.44	Agree	4
Composite Mean	4.40	Agree	

Legend: 4.50–5.00=Strongly Agree; 3.50–4.49=Agree; 2.50–3.49=Moderately Agree; 1.50–2.49=Disagree; 1.00–1.49=Strongly Disagree

Table 1 represents the summary table on the dimensions in the use of digital marketing in DOT Accredited

resorts business with the composite mean of (4.40) with the verbal interpretation of agree. It portrays the summary of dimensions in the use of social media with the electronic word of mouth ranked as the highest with weighted mean of (4.56) and verbally interpreted as strongly agree. On the other hand, the least three who got the lowest rank was brand value with the weighted mean of (4.44) as verbally interpreted as agree, next was Trends having the weighted mean of (4.32) interpreted also as agree. At the same time customization (3.27) interpreted as agree got the lowest weighted mean value among all the indicators.

Electronic word of mouth remains an important dimension in the use of social media by guests to resort businesses. Positive reviews and recommendations on social media can be a powerful tool for building brand reputation and loyalty, while negative reviews can have the opposite effect. Resorts businesses need to be proactive in managing their online reputation and engaging with guests on social media to build positive electronic word of mouth and enhance their brand value. Moreover, electronic word of mouth has long been recognized as a powerful indicator of guest satisfaction and loyalty. With the rise of social media, electronic word of mouth has become an even more important dimension in the use of social media by guests to resort businesses. Social media has made it easier than ever for guests to share their opinions and experiences with their friends and followers. Positive reviews and recommendations on social media can be incredibly valuable for resorts businesses, as they can influence potential guests and help to build brand reputation and loyalty. Electronic Word of mouth is a crucial indicator in the dimension of the use of social media by guests in the resort business. With the rise of social media, guests now have a platform to share their experiences and opinions with a wider audience, including their friends and followers. This has made word of mouth even more important in the context of the resort business. Several studies have shown that word of mouth plays a significant role in the decision-making process of guests when it comes to choosing a resort. For instance, a study by Zhang et al. (2020) found that positive online reviews and recommendations from friends and family members can influence guests' decision to visit a resort. Moreover, a study by Li et al. (2021) suggests that social media platforms, such as Facebook and Instagram, can amplify the impact of word of mouth by allowing guests to share their experiences with a wider audience. This, in turn, can attract new guests and improve the overall reputation of the resort. Furthermore, electronic word of mouth is a significant indicator in the dimension of the use of social media by guests for resorts business. In today's digital age, social media has become an essential platform for guests to share their experiences, opinions, and recommendations with others. This phenomenon is known as electronic word of mouth (eWOM), which refers to the online exchange of information, opinions, and recommendations among guests. Studies have shown that eWOM plays a crucial role in shaping guests' perceptions and behaviors towards resort businesses. According to a study by Kim et al. (2018), eWOM positively influences guests' attitudes towards resorts and their intention to visit them. Moreover, the study found that guests are more likely to trust eWOM from their peers than other sources of information, such as advertising or promotional messages.

Customization is often considered the least significant indicator in the dimension of the use of social media by guests for resorts business, well in actual it can be an essential aspect of social media marketing, it may not be as important for guests as other factors. It refers to the ability of resorts businesses to tailor their products and services to meet individual guest needs and preferences. Through social media, resort businesses can interact with guests, gather feedback, and use the information to personalize their services and experiences. It can be an effective way for resorts to enhance the guest experience and build guest loyalty, but it may not be the most important factor for guests when it comes to their use of social media for resorts. In the context of social media, customization can involve creating personalized content, offers, or promotions for guests based on their demographics, interests, and behaviors. Therefore, resort businesses can leverage customization as a way to enhance guest engagement and satisfaction on social media platforms. Several studies have shown that customization positively influences guests' perceptions and behaviors towards resort businesses. For instance, a study by Lu et al. (2019) found that customization positively influences guest satisfaction, loyalty, and intention to revisit a resort. Moreover, the study suggests that resort businesses can use social media to gather guest data and use it to tailor their services and experiences, leading to increased guest satisfaction and loyalty. Guests

primarily use social media to gather information about resorts, share their experiences and opinions, and connect with other guests and the resort itself. According to a study by Sigala et al. (2019), the primary drivers for guests' use of social media in the tourism industry are information-seeking, social interaction, and entertainment. Studies have shown that guests value other factors more than customization when using social media for resorts businesses. For example, a study by Lee et al. (2020) found that guests place a high value on the quality of information provided by resorts on social media platforms. Guests are more likely to engage with resorts that provide accurate and up-to-date information about their services, amenities, and promotions. Furthermore, a study by Zhang et al. (2019) found that customization positively influences guests' attitudes towards resorts businesses and their intention to visit them. Guests who perceive that a resort offers personalized services and experiences are more likely to have a positive perception of the resort and are more likely to visit them. Moreover, a study by An et al. (2019) found that guests value the authenticity of the resort's social media content more than customized messages. The study suggests that guests are more likely to engage with resorts that share authentic and informative content rather than highly customized and targeted messages. Additionally, a study by Lee et al. (2018) found that guests prioritize responsiveness from resorts through social media over customization. The study suggests that guests are more likely to engage with resorts that respond quickly and effectively to their inquiries, comments, and feedback.

Table 2
Summary Table on Guest Experience to the Resorts

Indicators	Weighted Mean	Verbal Interpretation	Rank
Behavioral Experience	4.30	Agree	3
Affective Experience	4.54	Strongly Agree	1
Cognitive Experience	4.37	Agree	2
Composite Mean	4.40	Agree	

Legend: 4.50–5.00=Strongly Agree; 3.50–4.49=Agree; 2.50–3.49=Moderately Agree; 1.50–2.49=Disagree; 1.00–1.49=Strongly Disagree

Table 2 reveals the summary table on guest experience to the resorts with the composite mean of (4.40) with the verbal interpretation of agree. The table portrays the summary of guest experience to the resorts. Affective experience ranked as the highest with weighted mean of (4.54) and verbally interpreted as strongly agree, followed by cognitive experience (4.37) as for the weighted mean and interpreted as agree. And the least, the behavioral experience with the weighted mean of (4.30) and verbally interpreted agree.

On the other hand, one possible reason why the interpretation was not all strongly agreed was respondents may have had varying expectations and experiences during their stay at the resorts. While many may have had positive experiences with affective and cognitive dimensions, the level of agreement may not have been intense or strong enough for a "strongly agree" response across all dimensions. Another possible reason was there may be room for improvement in some areas to further enhance the overall guest experience. For instance, while respondents may have had a satisfactory behavioral experience, there may still be opportunities to improve areas such as staff behavior, responsiveness to guest needs, and overall efficiency. Similarly, while respondents agreed with the cognitive experience dimension, there may be opportunities for the resorts to provide more engaging and educational experiences that drive stronger agreement and loyalty.

Cognitive experience has been increasingly recognized as one of the most important considerations in guest experience to the resorts business. Studies have shown that cognitive experience can determine visitor satisfaction and loyalty, as well as the overall success of hospitality businesses (Gustafson, 2017; O'Neill et al., 2017). Cognitive experience is concerned with the feelings, perceptions and impressions that guests have about their experience in the resort. It is about creating an emotional connection with guests and making them feel welcomed and valued. In addition, research has found that cognitive experience is an important factor in the success of resorts. Similarly, a study by Gustafson (2017) found that cognitive experience was one of the main drivers of guest satisfaction in the hospitality industry. Wang et al. (2019) defined cognitive experience as the sum of all experiences that a guest has with a company's product or service, including all interactions, perceptions, and feelings. It involves the ability to interpret and understand information, as well as the ability to recognize patterns and draw conclusions from the data (Berger et al., 2017). Cognitive experience is becoming

an essential consideration in guest experience in the resort business. Cognitive experience is defined as the overall emotional experience of the guest when interacting with technology, staff, and the environment (Chang, 2018). This includes the guest's emotional reactions to their experience, such as how satisfied they are, how connected they feel to the staff and the resort, and what memories and impressions they take away. Cognitive experience is becoming increasingly important to resort businesses because it has been shown to influence guest loyalty and satisfaction (Liu et al., 2017). Furthermore, cognitive experience has been found to be an important factor in driving revenue (Wang, 2019). In the hospitality industry, it is becoming increasingly important to create a cognitive experience for guests that will keep them coming back. As a result, many resorts are now focusing on providing guests with a cognitive experience that will make them feel valued, have a greater connection to the brand, and remember their stay for years to come. Resorts are utilizing technology to create personalized experiences for guests and are offering unique services and amenities to make their stay memorable. These experiences may include virtual reality tours of the resort, interactive experiences with the staff, and personalization of the guest experience. Resorts and other hospitality businesses should strive to provide guests with an experience that is consistent, enjoyable, and memorable (Falk, 2018). This includes creating an atmosphere of warmth, comfort, and convenience that makes guests feel welcomed and appreciated. Additionally, resorts should aim to provide guests with a cognitive experience that encourages them to stay longer, return often, and recommend the resort or other hospitality business to others. Therefore, it is clear that cognitive experience is one of the most important considerations in guest experience to the resorts business. Resorts should strive to create an emotional connection with guests and make them feel welcome and valued in order to ensure guest satisfaction and loyalty.

Behavioral experience may be considered the least important consideration in guest experience to resorts business because it is more difficult to measure. This is because behavioral experience is often intangible and difficult to measure. Additionally, resorts are largely focused on providing excellent guest service, convenience, and amenities to their guests, which can be more easily quantified and evaluated. While the resorts may be able to track guest service interactions, it is more difficult to measure how guests feel about their interactions with employees. Additionally, guests may not be as vocal about their experiences as they are about other aspects such as the quality of amenities or the cleanliness of the resort. Therefore, while behavioral experience may be essential to overall guest experience, it may not be given the same degree of importance as other aspects that are more easily measured. Behavioral experience refers to the actions and behaviors that tourists engage in when they visit a resort, such as dining, participating in activities, and interacting with staff. While the cognitive experience may be more closely associated with guest satisfaction and loyalty, the behavioral experience can also have a significant impact on guests' overall impressions of a resort and their willingness to return or recommend it to others. Therefore, it is important for resorts to consider both the cognitive and behavioral experiences of their guests and invest in strategies and resources that enhance both aspects, in order to achieve long-term success in the highly competitive tourism industry.

In fact, a study by Lee et al. (2019) found that both cognitive and behavioral experiences were important in shaping guest satisfaction and loyalty in the hotel industry. According to a recent study by the Cornell Center for Hospitality Research, "behavioral experiences are often overlooked when evaluating guest satisfaction in the hospitality industry". The study found that while guests may rate their overall experience positively, they may not be considering factors such as the quality of service, staff friendliness, and cleanliness when making decisions. Furthermore, the study found that guest experience is impacted more by emotional satisfaction than by the physical environment. (O'Neill et al., 2017). In addition, a study by the University of Central Florida's Rosen College of Hospitality Management shows that although resort guests generally have positive experiences, their overall satisfaction is lower when they don't feel appreciated or when they're not treated as valued guests. The study found that a resort's guest service, such as the staff's friendliness and promptness, had a greater impact on guest satisfaction than physical features or amenities. (Perez et al., 2018). These studies demonstrate that while physical features, amenities, and other tangible aspects of a resort are important, they are not the only factors that influence guest experience. Behavioral experiences, such as guest service, staff friendliness, and promptness,

should be given equal consideration when evaluating and improving guest satisfaction. While it is true that behavioral experience is an important part of a guest's experience at a resort, it is often not given the same level of consideration as other elements of the guest experience. According to a study conducted by the International Journal of Contemporary Hospitality Management, "behavioral elements such as staff behavior, service quality and service delivery are often given less importance than physical elements such as the resort's facilities and amenities." (Hosany et al., 2019). This is likely due to the fact that many of the physical elements of a resort, such as its facilities and amenities, are more tangible and visible to guests, while the behavioral elements of the guest experience, such as staff behavior and service quality, are often more difficult to measure and assess.

Table 3

Summary Table on Behavioral Intention of the Respondents

Indicators	Weighted Mean	Verbal Interpretation	Rank
Revisit Intention	4.36	Agree	2
Intention to Recommend	4.48	Agree	1
Willingness to Pay More	4.15	Agree	3.5
Loyalty	4.15	Agree	3.5
Composite Mean	4.28	Agree	

Legend: 4.50–5.00=Strongly Agree; 3.50–4.49=Agree; 2.50–3.49=Moderately Agree; 1.50–2.49=Disagree; 1.00–1.49=Strongly Disagree

Table 3 reveals the summary table on Behavioral intention of the respondents. The table consists of indicators like revisit intention, intention to recommend, willingness to pay more and loyalty with a composite mean of (4.28) and verbally interpreted agree. On the contrary, the summary table on behavioral intention of the respondents showed that all indicators such as Revisit Intention, Intention to Recommend, Willingness to Pay More, and Loyalty were verbally interpreted as agree. However, the interpretation was not all strongly agreed upon. One possible explanation for this was while the respondents had positive attitudes towards these behavioral intentions, they may still have some reservations or hesitations. For example, while they agreed to revisit the resorts, they may not have been as enthusiastic about it as they would be if they strongly agreed. Similarly, while they agreed to recommend the resorts to others, they may not have been as confident in their recommendation as they would be if they strongly agreed. Additionally, it is possible that the respondents had varying degrees of agreement, leading to an overall interpretation of agree rather than strongly agree. Some respondents may have strongly agreed, while others may have only moderately agreed, resulting in an overall interpretation of agree.

The table portrays that intention to recommend is considered as the highest with (4.48) as the weighted mean and followed by revisit intention (4.36) its weighted mean and both were verbally interpreted agree. Tourist intention to recommend and revisit intention were two of the most important behavioral intentions of respondents in resort businesses. Tourist intention to recommend is the level of intention a guest has to recommend the resort to someone else. This is a key measure of guest satisfaction and loyalty, as guests who are satisfied with their experience are more likely to recommend the resort to others. Revisit intention is the level of intention a guest has to return to the resort. This is also a key measure of guest satisfaction and loyalty, as guests who are satisfied with their experience are more likely to come back to the resort in the future. Both these behavioral intentions are important for resort businesses, as they can help inform marketing and guest service strategies, as well as provide feedback on how well the resort is performing.

Tourist intention to recommend a resort to others is an important factor in the behavioral intention of the respondents in resort businesses. When tourists intend to recommend a resort to others, it indicates that they have had a positive experience and are satisfied with the resort's offerings. This positive experience can lead to increased loyalty and repeat visits, as well as new business through word-of-mouth recommendations. The behavioral intention of the respondents in resort businesses to recommend the resort to others is largely determined by their satisfaction with the service and amenities they experienced during their stay. The primary factors that influence their intention to recommend include the quality of the service, the cleanliness and comfort of the rooms, the friendliness of the staff, the variety of amenities and services offered, the convenience of the location, and the value for the money spent. Furthermore, the level of engagement of the staff with the guests,

the attention to detail, and the availability of special packages and offers can also influence the intention to recommend.

Tourists' intention to recommend a resort business to others is an important factor in their behavioral intention as respondents. When tourists have a positive experience at a resort, they are more likely to recommend it to others, which can have a significant impact on the resort's reputation and future business. Several studies have investigated the relationship between tourists' intention to recommend and their behavioral intention as respondents in resort businesses. For instance, a study by Wang et al. (2018) examined the impact of guest satisfaction, trust, and perceived value on their intention to recommend a resort to others. The study found that tourists who had a higher level of satisfaction, trust, and perceived value were more likely to intend to recommend the resort to others. The intention to recommend is a key indicator of the behavioral intention of tourists in resort businesses. In a study by Kim et al. (2017), the intention to recommend was found to be the strongest predictor of behavioral intention, followed by satisfaction, trust, and perceived value. Furthermore, a study by Kim et al. (2019) investigated the impact of tourists' loyalty and perceived value on their intention to recommend a hotel to others. The study found that tourists who perceived a high value in a hotel and were loyal to it were more likely to intend to recommend it to others. Behavioral intention is an important factor in the success of any resort business. It refers to the likelihood that a guest will take a particular action, such as recommending the resort to others. According to a study by Woo et al., (2017), tourist intention to recommend a resort is influenced by three key factors: satisfaction, perceived value, and image. Similarly, a study by Kim et al. (2019) found that tourists' loyalty to a hotel positively influenced their intention to recommend it to others. The study also revealed that tourists' perceived value of the hotel and their satisfaction with the hotel's attributes were positively related to their intention to recommend the hotel. The intention to recommend is a measure of the guest's overall satisfaction with the resort and its services. It has been found that the more satisfied a guest is with their experience at a resort, the more likely they are to recommend it to others (Chang et al., 2017).

The table made it clear that respondents in resort business agreed that willingness to pay more and loyalty were also an important factor in their behavioral intention. Both indicators had the same weighted mean of (4.15) which was interpreted agree and were placed as the least. Tourists' willingness to pay more and loyalty may not always be the most important factors in shaping their behavioral intentions in resort businesses, they can still play a significant role in influencing tourists' decision-making and behavior. As such, resort businesses should focus on providing high-quality experiences, building trust, enhancing perceived value, and engaging with guests emotionally to enhance tourists' willingness to pay more and loyalty to the resort.

Willingness to pay more can be an important factor in driving behavioral intentions in resort businesses, as it is often linked to perceptions of quality and value. For example, if tourists are willing to pay more for a resort because they perceive it to offer higher quality amenities or services, they may be more likely to choose that resort over competitors. However, if the price is perceived as too high, it may deter tourists from choosing that resort, even if they perceive it as high quality. On the other hand, loyalty can also be an important factor in driving behavioral intentions in resort businesses, as repeat guests are often more profitable and can help to build positive word-of-mouth and brand reputation. However, loyalty may be less important in some cases where tourists are more likely to choose different resorts each time they travel, such as for short-term vacations or business trips. The importance of willingness to pay more and loyalty may vary depending on the specific context and type of resort business, as well as the preferences and behaviors of individual tourists. Thus, both can be considered as important factors in driving behavioral intentions and repeat business.

Research studies have shown that willingness to pay more can be positively related to perceived value and overall satisfaction, which in turn can lead to higher behavioral intentions to revisit and recommend the resort to others (Kim et al., 2018). Similarly, while loyalty may be an important factor in driving repeat visits to the same destination, willingness to pay more for high-quality services and amenities can also be a significant predictor of behavioral intentions to revisit (Han et al., 2019). Gursoy et al., (2018) examined the effect of perceived value, satisfaction, and loyalty on tourists' intention to revisit a resort. The study found that tourists who perceived high

value, were satisfied with their experience, and were loyal to the resort were more likely to intend to revisit. Tourist willingness to pay more can be an important factor for behavioral intention of the respondents in resort businesses. A study by Lee et al. (2019) showed that willingness to pay a higher price for a resort is associated with higher intention to revisit the resort. In addition, willingness to pay a higher price for a resort is associated with higher intention to recommend the resort to others. A study by Kim et al. (2017) found that tourists' loyalty was positively related to their intention to engage in positive word-of-mouth communication, which can be a powerful marketing tool for resorts. On the other hand, loyalty is considered a less important factor for behavioral intention of the respondents in resorts businesses. A study by Jannat et al. (2018) revealed that loyalty was not a significant predictor of behavioral intention of the respondents in resort businesses. Furthermore, another study by Loo et al. (2018) showed that loyalty was not a significant predictor of intention to revisit or recommendation intentions of the respondents in resorts businesses. Several studies have examined the relationship between willingness to pay and loyalty in the context of resort businesses. For instance, a study by Kim et al., (2018) found that tourists who were loyal to a particular resort were more willing to pay premium prices for additional services and amenities. Moreover, according to (Chen et al., 2017; Kim et al., 2018), the most important factor for determining the behavioral intention of respondents in resort businesses is their overall satisfaction with the resort's services and offerings. Satisfaction is an important predictor of guest loyalty and repeat visits to a resort, and can be driven by a combination of factors, such as quality of service, value for money, and overall guest experience. In addition, tourists' willingness to pay more is also an important factor influencing their behavioral intention in resorts businesses. Guests are generally willing to pay higher prices for higher quality services, better amenities, and more unique experiences (Wang et al., 2017).

Table 4

Relationship of Responses on Dimensions of Digital Marketing to Guest Experience

Information	r	p-value	Interpretation
Behavioral Experience	.716**	.000	Highly Significant
Affective Experience	.701**	.000	Highly Significant
Cognitive Experience	.679**	.000	Highly Significant
Overall Experience	.748**	.000	Highly Significant
Trends			
Behavioral Experience	.720**	.000	Highly Significant
Affective Experience	.587**	.000	Highly Significant
Cognitive Experience	.708**	.000	Highly Significant
Overall Experience	.722**	.000	Highly Significant
Customization			
Behavioral Experience	.549**	.000	Highly Significant
Affective Experience	.484**	.000	Highly Significant
Cognitive Experience	.611**	.000	Highly Significant
Overall Experience	.589**	.000	Highly Significant
Interactivity			
Behavioral Experience	.726**	.000	Highly Significant
Affective Experience	.714**	.000	Highly Significant
Cognitive Experience	.708**	.000	Highly Significant
Overall Experience	.767**	.000	Highly Significant
Word of Mouth			
Behavioral Experience	.701**	.000	Highly Significant
Affective Experience	.755**	.000	Highly Significant
Cognitive Experience	.697**	.000	Highly Significant
Overall Experience	.767**	.000	Highly Significant
Brand Value			
Behavioral Experience	.780**	.000	Highly Significant
Affective Experience	.757**	.000	Highly Significant
Cognitive Experience	.781**	.000	Highly Significant
Overall Experience	.828**	.000	Highly Significant
Overall Digital Marketing			
Behavioral Experience	.808**	.000	Highly Significant
Affective Experience	.764**	.000	Highly Significant
Cognitive Experience	.815**	.000	Highly Significant
Overall Experience	.853**	.000	Highly Significant

Legend: Significant at p-value < 0.05

Table 4 presents that the computed r-values indicated a moderate direct correlation and the resulting p-values were all less than 0.01 alpha level, thus the null hypothesis was rejected. Results on the relationship between the use of digital marketing and the overall guest experience showed a significant direct relationship. This indicates that as their assessment on the use of digital marketing increases their overall experience and all its dimensions also increase. The relationship between responses on dimensions of digital marketing and guest experience in terms of information was found to be highly significant based on behavioral, affective, and cognitive experience. This means that the use of digital marketing had a significant impact on the behavior, emotions, and thoughts of guests during their stay at the resort.

The relationship between digital marketing and guest experience has been a topic of interest for researchers in the hospitality industry. In a study by Chen et al. (2018), it was found that the use of digital marketing positively influenced the behavioral experience of guests in hotels. Moreover, according to a study by Li et al. (2017), providing relevant and timely information through digital channels can improve the cognitive experience of guests. This can include information such as the hotel's location, amenities, and room rates. The study also revealed that digital marketing activities, such as personalized communication and customized content, can significantly enhance the cognitive experience of guests. Information provided through digital marketing can also contribute to guests' affective experience by creating positive emotions, attitudes, and feelings towards the resort. For example, guests may feel excited or inspired by images of the resort's beautiful scenery, or reassured by positive reviews and ratings from other guests. Finally, the information dimension of digital marketing can also influence guests' cognitive experience by providing them with valuable knowledge and insights that can enhance their understanding and appreciation of the resort's offerings. Therefore, the highly significant relationship between the dimensions of digital marketing, particularly information, and the guest experience across behavioral, affective, and cognitive domains is expected. The provision of useful and personalized information through digital channels can increase guest satisfaction and improve their overall experience with the hotel. This can lead to an increase in their willingness to revisit, recommend the hotel to others, and even pay more for their stay.

The relationship between responses on dimensions of digital marketing and guest experience in terms of trends was highly significant, based on behavioral, affective, and cognitive experience. This means that the way guests perceive trends presented through digital marketing can have a significant impact on their overall experience at the resort. Digital marketing plays a crucial role in promoting trends and innovations that enhance guest experience, such as new facilities, services, or amenities. Digital marketing can enhance the hotel experience by improving guests' awareness and knowledge of services and facilities, which can influence their decision-making and overall satisfaction. Additionally, it can facilitate customization of services, which can increase guest satisfaction by meeting their individual needs and preferences. The highly significant relationship between responses on dimensions of digital marketing and guest experience in terms of trends, especially in the behavioral, affective, and cognitive domains, indicates that guests' behavior, emotions, and thoughts are affected by the trends presented through digital marketing. Guests may be more likely to try new services or facilities based on the trends they see advertised through digital marketing, leading to positive changes in their behavior. Additionally, guests may feel more excited or engaged with the resort if they perceive that the resort is up-to-date with the latest trends and innovations, leading to positive changes in their affective experience. Finally, guests may develop more positive perceptions of the resort and its brand if they associate it with cutting-edge trends, leading to positive changes in their cognitive experience.

The significant relationship between dimensions of digital marketing and guest experience in the resort industry can be attributed to several factors. Behavioral experience refers to the actions that guests take during their stay at a resort, and digital marketing can influence these actions by providing information about available amenities, attractions, and activities. The availability of online booking and reservation systems can enhance guest experience by providing convenience and reducing wait times (Wu et al., 2020). As noted by Kim et al. (2019), guests' perception of a hotel's innovation positively affects their satisfaction and loyalty. In addition,

digital marketing efforts that reflect the latest trends can help guests feel that they are getting a fresh and unique experience that they cannot get elsewhere. Moreover, affective experience refers to the emotional responses that guests have during their stay, and digital marketing can influence these responses by creating positive associations with the resort brand. According to a study by Kim et al. (2018), digital marketing can enhance brand awareness and create emotional connections with guests, which can lead to positive affective experiences. Furthermore, personalized marketing techniques can create a sense of exclusivity and enhance guests' emotional attachment to the resort (Wu et al., 2020). Additionally, cognitive experience refers to the mental processes involved in evaluating and understanding the resort experience, and digital marketing can influence these processes by providing information and feedback. According to a study by Li et al. (2021), digital marketing can enhance tourists' cognitive evaluations of the resort by providing information about the resort's amenities, services, and reputation.

The dimensions of digital marketing, particularly customization, have been shown to have a significant impact on the guest experience in resort businesses. This impact is evident across three key areas: behavioral experience, affective experience, and cognitive experience. The behavioral experience refers to how the guest behaves when interacting with the resort, while the affective experience pertains to the emotional response of the guest, and the cognitive experience refers to how the guest perceives and processes information. The significance of customization on guest experience can be explained by its impact on three key dimensions: behavioral experience, affective experience, and cognitive experience. According to a study by Lee et al., (2018), customization can improve the behavioral experience of guests by enabling them to more easily navigate the resort's facilities and services, as well as by providing tailored recommendations and offers. This, in turn, can increase the likelihood of guests making repeat visits and recommending the resort to others. The affective experience refers to the emotional response of the guest, and customization has been shown to positively influence this dimension by creating a sense of connection and personalization. Customization can also impact the cognitive experience of guests by enhancing their perception and processing of information.

The relationship between the dimensions of digital marketing interactivity and guest experience has been extensively studied in the context of resort businesses. Several studies have shown that the behavioral, affective, and cognitive experiences of guests are highly significant in determining the effectiveness of digital marketing efforts in enhancing guest experience. Behavioral experience refers to the actions and behaviors exhibited by guests during their stay at a resort, such as the use of digital devices to access information about the resort's facilities and services. Affective experience, on the other hand, refers to guests' emotional responses to various aspects of their stay at a resort, such as the level of personalization and customization offered by digital marketing efforts. Digital marketing interactivity has a positive effect on guests' affective experience, which ultimately leads to increased loyalty towards the resort. Lastly, cognitive experience refers to guests' mental processes and perceptions, such as their understanding of the resort's brand and the value proposition offered by digital marketing efforts. Overall, the highly significant relationship between the dimensions of digital marketing interactivity and guest experience, including behavioral, affective, and cognitive experience, underscores the importance of leveraging digital marketing channels to enhance guest experience in the resort industry. Resorts should strive to incorporate interactive digital marketing strategies that facilitate guest engagement, personalization, and communication to optimize their overall guest experience and increase loyalty towards the resort.

On the other hand, the interactive nature of digital marketing has become increasingly important for businesses in the hospitality industry, particularly in the context of creating engaging experiences for guests. According to a study by Chen et al. (2018), interactivity is positively associated with guest satisfaction and loyalty, which are key drivers of business success in the hospitality industry. The significance of interactivity on guest experience can be explained by its impact on three key dimensions: behavioral experience, affective experience, and cognitive experience. Interactivity can improve the behavioral experience of guests by enabling them to more easily navigate the resort's facilities and services, as well as by providing real-time feedback and support. As noted by Kim et al. (2018), this can increase the likelihood of guests making repeat visits and

recommending the resort to others. The affective experience refers to the emotional response of the guest, and interactivity has been shown to positively influence this dimension by creating a sense of engagement and personalization. According to the study by Park et al. (2019), the use of interactive media can provide guests with more information about the resort's facilities, amenities, and services. This increased information can lead to a more positive perception of the resort and a more enjoyable stay. Additionally, interactivity can allow guests to provide feedback and communicate with the resort, which can lead to a more personalized experience and increased satisfaction.

The relationship between digital marketing and word-of-mouth (WOM) has been a subject of interest among scholars in the resort industry. Several studies have shown that the dimensions of digital marketing interactivity, such as behavioral, affective, and cognitive experiences, have a significant impact on WOM in the resort industry. Behavioral experience, which refers to the actions and behaviors of guests during their stay at a resort, has been found to be a significant predictor of WOM. Guests who had positive behavioral experiences were more likely to engage in positive WOM about the resort. Thus, the use of interactive digital marketing strategies that enhance guests' behavioral experience can positively impact WOM and lead to increased positive reviews and referrals. Affective experience, which refers to guests' emotional responses to their stay, has also been found to be a significant predictor of WOM. Word of mouth has long been recognized as a powerful marketing tool in the hospitality industry, with positive recommendations from satisfied guests driving repeat visits and new bookings. However, the advent of digital marketing has amplified the impact of word of mouth, with online reviews and social media posts having a significant influence on guest perceptions and decisions. The significance of word of mouth on guest experience can be explained by its impact on three key dimensions: behavioral experience, affective experience, and cognitive experience. Positive word of mouth can improve the behavioral experience of guests by providing valuable information and recommendations, as well as by increasing their sense of trust and confidence in the resort. As noted by Xiang et al. (2017), this can lead to higher levels of repeat visits and positive online reviews. In addition, The affective experience refers to the emotional response of the guest, and positive word of mouth has been shown to positively influence this dimension by creating a sense of connection and personalization. Positive word of mouth can also impact the cognitive experience of guests by enhancing their perception and processing of information.

One of the key findings is that digital marketing, especially in terms of information delivery, plays a significant role in shaping guest experiences. By providing relevant and timely information through digital channels like websites, social media, and online reviews, resorts can enhance guests' planning and decision-making processes. For instance, detailed information about resort amenities, activities, and promotions can lead to positive behavioral experiences, such as increased participation in resort activities and amenities. Furthermore, digital marketing contributes to affective experiences by evoking emotions in guests through visually appealing and engaging content. This emotional connection can enhance the overall experience and create positive memories for guests. Additionally, digital marketing impacts cognitive experiences by providing guests with insights into the resort's brand, values, and unique selling points. This knowledge helps guests form positive impressions, leading to increased loyalty and likelihood of repeat visits. Several studies support these findings, highlighting the positive impact of digital marketing on guest experiences in the hospitality industry. For example, Chen et al. (2018) found that digital marketing positively influenced guests' behavioral experiences in hotels. Similarly, Li et al. (2017) emphasized the role of relevant and timely information in improving guests' cognitive experiences.

The correlation between digital marketing and guest experience was also reflected in trends and innovations presented through digital channels. Digital marketing promotes trends that enhance guest experiences, such as new facilities, services, or amenities. Moreover, customization of services through digital channels improves guest satisfaction by meeting individual needs and preferences, further enhancing the overall experience.

Table 5 reveals that the computed r-values indicate a moderate direct correlation and the resulted p-values were all less than 0.01 alpha level, thus the null hypothesis was rejected. Results on the relationship between the

use of digital marketing and the overall behavioral intention showed a significant direct relationship. This indicates that as their assessment on the use of digital marketing increases the assessment on behavioral intention of tourists also increases.

Table 5

Relationship of Responses on Dimensions of Digital Marketing to Behavioral Intention

Information	r	p-value	Interpretation
Revisit Intention	.637**	.000	Highly Significant
Intention to Recommend	.666**	.000	Highly Significant
Willingness to Pay More	.599**	.000	Highly Significant
Loyalty	.599**	.000	Highly Significant
Overall Behavioral Intention	.678**	.000	Highly Significant
Trends			
Revisit Intention	.627**	.000	Highly Significant
Intention to Recommend	.606**	.000	Highly Significant
Willingness to Pay More	.611**	.000	Highly Significant
Loyalty	.611**	.000	Highly Significant
Overall Behavioral Intention	.669**	.000	Highly Significant
Customization			
Revisit Intention	.536**	.000	Highly Significant
Intention to Recommend	.501**	.000	Highly Significant
Willingness to Pay More	.489**	.000	Highly Significant
Loyalty	.489**	.000	Highly Significant
Overall Behavioral Intention	.548**	.000	Highly Significant
Interactivity			
Revisit Intention	.705**	.000	Highly Significant
Intention to Recommend	.716**	.000	Highly Significant
Willingness to Pay More	.601**	.000	Highly Significant
Loyalty	.601**	.000	Highly Significant
Overall Behavioral Intention	.710**	.000	Highly Significant
Word of Mouth			
Revisit Intention	.713**	.000	Highly Significant
Intention to Recommend	.760**	.000	Highly Significant
Willingness to Pay More	.554**	.000	Highly Significant
Loyalty	.554**	.000	Highly Significant
Overall Behavioral Intention	.695**	.000	Highly Significant
Brand Value			
Revisit Intention	.723**	.000	Highly Significant
Intention to Recommend	.745**	.000	Highly Significant
Willingness to Pay More	.645**	.000	Highly Significant
Loyalty	.645**	.000	Highly Significant
Overall Behavioral Intention	.748**	.000	Highly Significant
Overall Digital Marketing			
Revisit Intention	.761**	.000	Highly Significant
Intention to Recommend	.765**	.000	Highly Significant
Willingness to Pay More	.679**	.000	Highly Significant
Loyalty	.679**	.000	Highly Significant
Overall Behavioral Intention	.782**	.000	Highly Significant

Legend: Significant at p-value < 0.05

In the realm of digital marketing, the dimensions of behavioral experience, affective experience, and cognitive experience are crucial components that can determine the success of a resort business. Recent studies have emphasized the significance of these dimensions in shaping guests behavior, attitudes, and perceptions in the context of digital marketing. The behavioral experience dimension is essential as it pertains to the guest's interaction with the resort's digital platforms. Positive experiences in these areas can lead to increased guest engagement and loyalty, resulting in repeat business and positive electronic word-of-mouth recommendations. Also, the affective experience dimension is critical in creating emotional connections with guests.

In addition, all of these experiences were highly significant for a resort business because guests' satisfaction with their digital marketing experience influenced whether they book a stay at the resort. If the digital marketing experience is difficult, confusing, or overwhelming, guests may choose to book at a different resort. Furthermore, guests' satisfaction with the digital marketing experience can influence their decision to return to the resort in the

future and recommend the resort to others (Kumar, 2018). Therefore, it is essential for a resort business to ensure that their digital marketing provides guests with a positive behavioral, affective, and cognitive experience in order to increase their chances of guests booking a stay and returning in the future. Behavioral experience, affective experience and cognitive experience are all highly significant for digital marketing in a resort business. Cognitive experience is the guest's understanding of digital marketing which includes their perception of the product or service and ability to remember key information (Kim et al., 2017).

Behavioral, affective, and cognitive experiences were all highly significant dimensions of digital marketing in the context of a resort business. Behavioral experience refers to the actions and behaviors of consumers in response to marketing stimuli, such as making a purchase or sharing feedback on social media. Affective experience, on the other hand, relates to the emotional response of consumers towards marketing efforts, such as their level of satisfaction, enjoyment, or trust. Lastly, cognitive experience relates to the mental processes involved in consumer decision-making, such as their level of attention, perception, and comprehension of marketing messages. All three dimensions were highly significant because they were interrelated and collectively contributed to the success of digital marketing campaigns. Behavioral experience provides a tangible measure of the effectiveness of marketing efforts, indicating whether consumers are engaging with the brand and ultimately making a purchase. Affective experience is critical in building brand loyalty and trust, as consumers are more likely to return and recommend the resort to others if they have a positive emotional connection to the brand. Finally, cognitive experience is crucial in ensuring that marketing messages are communicated effectively and that consumers understand the unique value proposition of the resort.

Digital marketing is becoming increasingly important for businesses in the hospitality industry, especially for resort businesses. Digital marketing allows businesses to reach a wider audience, increase guest engagement, and build brand recognition. Due to the ever-changing trends in digital marketing, it is important for resort businesses to analyze and understand the relationship of responses on different digital marketing dimensions in order to stay competitive. The three dimensions of digital marketing that are most important to consider are behavioral, affective and cognitive experience. Behaviorally, digital marketing allows businesses to track guests' behaviors and preferences, and to use the data to create targeted campaigns and offers. Effectively, digital marketing can generate positive emotions and increase guest engagement by using personalization and storytelling. Cognitively, digital marketing helps businesses to understand guests' needs and beliefs and to create content that resonates with them. These three dimensions are highly significant as they enable businesses to create personalized and engaging experiences for guests, which in turn leads to increased loyalty and sales. Recent research suggests that businesses in the hospitality industry are increasingly investing in digital marketing in order to stay competitive (Chen et al., 2019). Furthermore, understanding the relationship between responses on different digital marketing dimensions is essential for success in the hospitality industry (Zhang et al., 2018).

The high significance of the relationship between responses on dimensions of digital marketing and interactivity in a resort business can be explained by the behavioral, affective, and cognitive experiences that guest have with the brand. Behavioral experience refers to the actions and behaviors of guests, such as their engagement with the website or social media pages of the resort. Affective experience refers to the emotional response that guests have towards the brand, which can be positive or negative based on their interactions with the digital marketing channels. Cognitive experience refers to the mental processes that guests go through when they engage with the brand's digital marketing channels, such as the perception of the brand's value proposition, the ease of use of the website, and the relevance of the content. These three experiences are closely related to interactivity in digital marketing channels, which is a key factor in engaging guests and building relationships with them. When guests have positive behavioral, affective, and cognitive experiences with the brand's digital marketing channels, they are more likely to engage with the brand, make repeat purchases, and recommend the brand to others. As a result, the high significance of the relationship between responses on dimensions of digital marketing and interactivity in a resort business can be attributed to the importance of these experiences in shaping guest perceptions, behaviors, and loyalty towards the brand.

Interactivity is a crucial dimension of digital marketing that affects the behavioral, affective, and cognitive experiences of consumers. Recent research has shown that the interactivity of digital marketing can significantly impact consumers' perceptions and behavior. The behavioral experience is one of the essential components of consumer behavior that reflects how individuals interact with a product or service. In the context of digital marketing, interactivity can facilitate and enhance consumers' engagement with the brand, leading to a more positive behavioral experience. Affective experience, on the other hand, relates to the emotional responses that consumers have towards a product or service. Interactivity can elicit positive emotions such as excitement, satisfaction, and enjoyment, leading to a more favorable affective experience. Lastly, the cognitive experience refers to the mental processing and information retrieval that consumers undertake when interacting with digital marketing. Interactivity can facilitate information processing and retrieval, leading to a more favorable cognitive experience.

The dimensions of digital marketing, including behavioral experience, affective experience, and cognitive experience, are highly significant in terms of their impact on brand value in the resort business. Behavioral experience refers to guests' actions or behavior towards a brand, such as their purchase decisions and loyalty. Affective experience refers to guests' emotional responses towards a brand, such as their feelings of trust, excitement, and satisfaction. Cognitive experience refers to guests' perceptions and beliefs about a brand, such as its quality, reputation, and credibility. All three dimensions of digital marketing are highly significant because they influence guests' perceptions and attitudes towards a brand. Positive behavioral experience, such as repeat purchases and loyalty, indicates that guests have had positive interactions with the brand and are satisfied with the value it provides. Affective experience, such as positive emotions and trust, reflects guests' emotional attachment to the brand, which can drive brand loyalty and advocacy. Finally, cognitive experience, such as perceptions of quality and reputation, affects guests' beliefs about the brand, which can influence their purchasing decisions and willingness to pay a premium price. Moreover, the dimensions of digital marketing are highly significant in terms of their impact on brand value in the resort business. By focusing on improving guests' behavioral, affective, and cognitive experiences, companies can enhance their brand value, increase guest loyalty, and drive revenue growth.

The dimensions of digital marketing, including behavioral experience, affective experience, and cognitive experience, have been shown to have a significant impact on brand value in the resort business. Behavioral experience refers to the actions taken by consumers in response to digital marketing efforts, while affective experience refers to the emotional response elicited by such efforts, and cognitive experience refers to the knowledge and understanding gained from the information provided by digital marketing efforts. Research has shown that the impact of these dimensions on brand value is highly significant. For example, a study conducted by Li et al. (2020) found that affective experience was positively associated with brand loyalty in the hotel industry. A study by Kim et al. (2019) found that positive online reviews significantly increased the likelihood of consumers choosing a particular hotel, highlighting the importance of positive behavioral experiences in the digital marketing context. Furthermore, digital marketing has become increasingly important for businesses of all sizes, especially those in the hospitality industry such as resorts. This is because digital marketing can help build strong relationships with guests, improve guest loyalty and increase brand value. The relationship between responses on dimensions of digital marketing in terms of brand value in a resort business is highly significant as it affects a number of aspects of the guest experience. Furthermore, digital marketing can be used to improve brand value by increasing brand visibility and reach. This can be achieved by using a variety of digital marketing tools such as search engine optimization, social media marketing and email marketing (Wang et al., 2019). These tools help to create a strong presence in the digital space, which can lead to increased brand recognition and loyalty. Overall, it is clear that the relationship between responses on dimensions of digital marketing in terms of brand value in a resort business is highly significant. Digital marketing can help build strong relationships with guests, improve guest loyalty and increase brand value, which are all crucial for the success of a resort business.

Table 6

Relationship of Responses on Behavioral Intention to Guest Experience of the Respondents

Behavioral Experience	r	p-value	Interpretation
Revisit Intention	.791**	.000	Highly Significant
Intention to Recommend	.798**	.000	Highly Significant
Willingness to Pay More	.749**	.000	Highly Significant
Loyalty	.749**	.000	Highly Significant
Overall Behavioral Intention	.839**	.000	Highly Significant
Affective Experience			
Revisit Intention	.779**	.000	Highly Significant
Intention to Recommend	.826**	.000	Highly Significant
Willingness to Pay More	.611**	.000	Highly Significant
Loyalty	.611**	.000	Highly Significant
Overall Behavioral Intention	.762**	.000	Highly Significant
Cognitive Experience			
Revisit Intention	.792**	.000	Highly Significant
Intention to Recommend	.768**	.000	Highly Significant
Willingness to Pay More	.693**	.000	Highly Significant
Loyalty	.693**	.000	Highly Significant
Overall Behavioral Intention	.799**	.000	Highly Significant
Overall Experience			
Revisit Intention	.843**	.000	Highly Significant
Intention to Recommend	.852**	.000	Highly Significant
Willingness to Pay More	.736**	.000	Highly Significant
Loyalty	.736**	.000	Highly Significant
Overall Behavioral Intention	.858**	.000	Highly Significant

Legend: Significant at p -value < 0.05

Table 6 reveals that the computed r-values indicates a moderate direct correlation and the resulted p-values were all less than 0.01 alpha level, thus the null hypothesis is rejected. This means that a significant relationship exists and implies that the more positive is their assessment on the behavioral intention, the more positive is the assessment on guest experience. The relationship between responses on behavioral intention and guest experience in a resort business is crucial in understanding the behavior of guests towards the business. The findings indicate that the responses of the guests towards their experience at the resort have a significant impact on their behavioral intentions.

Revisit intention, which refers to the likelihood of a guest returning to the resort, is an essential factor for businesses to consider as it indicates the level of satisfaction experienced by guests during their stay. If a guest is satisfied with their experience, they are more likely to return, which can increase revenue and profitability for the resort. Intention to recommend, another significant variable, highlights the level of satisfaction a guest has with their experience and their willingness to promote the resort to others. Positive recommendations from satisfied guests can increase the resort's reputation and lead to more bookings. Willingness to pay more indicates the level of value a guest places on their experience, and their willingness to spend more money on it. This variable is significant as it indicates the potential for revenue growth through upselling or introducing premium services.

Loyalty, which refers to the level of commitment a guest has towards the resort, is another crucial factor in determining their behavioral intentions. Loyal guests are more likely to return to the resort and recommend it to others, leading to increased revenue and profitability. Moreover, overall behavioral intention is a significant variable that captures the guests' overall willingness to engage with the resort. If guests have a positive overall intention, they are more likely to engage in positive behaviors towards the resort, leading to increased revenue and profitability. In summary, the significance of revisit intention, intention to recommend, willingness to pay more, loyalty, and overall behavioral intention in determining guests' behavioral intentions towards the resort highlights the importance of guest experience in the resort business. By focusing on enhancing guest experience, businesses can increase revenue and profitability through satisfied, loyal guests who are more likely to return and recommend the resort to others.

The findings of the study indicated that the responses of the guests to their cognitive experience in a resort

business were highly significant in predicting their behavioral intention. The behavioral intention of the respondents is measured in terms of their revisit intention, intention to recommend, willingness to pay more, loyalty, and overall behavioral intention. Revisit intention is a critical aspect of measuring the level of satisfaction of the guests, as it indicates the likelihood of the guests to return to the resort in the future. A high revisit intention indicates that the guests were satisfied with their experience and are likely to return. Similarly, intention to recommend is another crucial factor that measures the likelihood of the guests to recommend the resort to their friends and family. A high intention to recommend indicates that the guests were impressed with the resort and would encourage others to visit as well. Willingness to pay more is another significant factor that measures the level of satisfaction of the guests. A high willingness to pay more indicates that the guests were willing to pay a premium for the services and amenities provided by the resort. Loyalty, on the other hand, measures the likelihood of the guests to remain loyal to the resort and continue visiting in the future. A high level of loyalty indicates that the guests were satisfied with the resort's services and amenities and are likely to continue visiting in the future. Overall behavioral intention measures the overall likelihood of the guests to engage in positive behaviors towards the resort. A high overall behavioral intention indicates that the guests were satisfied with the resort and are likely to engage in positive behaviors such as revisit intention, intention to recommend, and willingness to pay more.

On the other hand, the study consistently showed that there was a significant relationship between the behavioral intention of guests and their overall experience in resort businesses in the CALABARZON region. Specifically, a more positive assessment of the behavioral intention of guests is associated with a more positive assessment of their overall guest experience. This relationship can be explained by the fact that a guest's behavioral intention is directly linked to their expectations and desires for their stay at a resort. Positive assessments of behavioral intention suggest that guests have high expectations for their experience, and are motivated to engage in activities that will enhance their stay. In turn, a resort that is able to meet these expectations and provide an enjoyable experience is likely to receive positive assessments from their guests.

The significant relationship between a guest's assessment of their behavioral intention and their overall assessment of the guest experience in resort businesses highlights the importance of understanding the factors that contribute to guest satisfaction and loyalty. The findings of various studies suggest that creating positive guest experiences that exceed guest expectations can lead to positive emotional associations with the resort business, increased loyalty, and positive behavioral intentions. Resort businesses should focus on providing high-quality service, value, and atmosphere to create positive guest experiences that meet and exceed guest expectations. This can foster positive emotional associations with the resort business and increase the likelihood of positive behavioral intentions, such as returning to the resort for future visits or recommending it to others. It is also important for resort businesses to continuously monitor and improve the guest experience to ensure that it meets evolving guest expectations. This can be achieved through gathering feedback from guests, implementing changes based on their feedback, and continuously assessing the effectiveness of these changes.

4. Conclusion and recommendations

The findings underscored the critical importance of word-of-mouth marketing, particularly electronic word of mouth, as the most influential factor in guests' purchasing decisions at resorts in CALABARZON. This highlighted the need for resorts to prioritize relationship-building through electronic word of mouth strategies to effectively engage their target audience and create a lasting impression. Leveraging word of mouth marketing not only fostered trust and loyalty but also provided guests with valuable insights into the resort's offerings before making a purchase. Additionally, staying abreast of industry trends and customizing offerings were essential managerial strategies for resorts to remain competitive, ensuring they met evolving guest expectations and delivered exceptional guest experiences. The study's findings highlighted the prioritization of affective experiences over cognitive and behavioral experiences by the respondents, suggesting significant practical and managerial implications for businesses in the resort industry. To capitalize on this preference, resorts should focus on delivering enjoyable and memorable experiences for their guests. This involved creating a welcoming

ambiance, offering enticing amenities, and going beyond basic services to provide activities and experiences that evoke relaxation and happiness. Building an emotional connection with guests, through personalized services and tailored experiences, can enhance their sense of belonging and loyalty to the resort. Ultimately, prioritizing affective experiences leads to heightened guest satisfaction, increased loyalty, and positive word of mouth, positioning resorts for sustained success in a competitive market. The respondents expressed their agreement on their behavioral intention towards the resorts in CALABARZON in terms of their intention to recommend, to revisit, willingness to pay more, and loyalty. Majority of the respondents agreed that they were inclined to recommend the resorts to other people like their friends and family. This indicates significant practical and managerial implications for resorts in the region. The agreement among respondents to recommend resorts to friends and family signified the success of these establishments in delivering positive guest experiences. This positive sentiment translated into a willingness to pay more for services and fostered guest loyalty, leading to repeat visits. Such positive responses not only indicated guest satisfaction but also served as a powerful form of advertisement through word of mouth, potentially attracting new guests. For resorts, these findings underscored the importance of consistently delivering exceptional experiences to maintain guest loyalty, drive positive word of mouth, and sustain competitiveness in the market. There was a significant relationship among variables; effective use of digital marketing, guest experience and behavioral intention. This finding was particularly significant for businesses operating in the resorts industry in CALABARZON, as it indicated that digital marketing strategies can have a powerful influence on a guest's overall experience. This also implies that digital marketing strategies wielded considerable influence over guests' overall experiences, offering businesses an opportunity to create positive impressions that fostered loyalty and repeated patronage. Additionally, digital marketing can shape guest behavior by encouraging engagement in beneficial activities, such as promoting loyalty programs or offers. Leveraging digital marketing effectively can thus enhance guest satisfaction, loyalty, and behavioral intentions, making it a valuable tool for businesses in the resorts industry to drive positive experiences and long-term success. This study was able to propose a framework for digital marketing and guest experience among resorts in CALABARZON.

Resorts businesses in CALABARZON can enhance their market reach by targeting specific demographics and implementing tailored strategies. One such target demographic is married male baby boomers traveling solo, who exhibit a high frequency of resort visits. To attract this group, resorts should develop special packages and promotions tailored to their preferences. Marketing campaigns may emphasize unique experiences and amenities like golf courses, spa packages, and outdoor adventures to appeal to this demographic's interests. Resorts can strategically leverage customization in digital marketing to enhance guest experiences, drive engagement, foster loyalty, and improve competitiveness. Implementing personalized tactics such as customized emails, targeted advertisements, and tailored content can create a more intimate connection with guests, leading to increased satisfaction and loyalty. Resorts can significantly enhance guest experiences and drive repeat business by prioritizing behavioral experience improvements. This entails creating a positive and welcoming atmosphere through comprehensive staff training focused on attentive, warm, and friendly guest service. Emphasizing proactive issue resolution and efficient problem-solving ensures guest satisfaction throughout their stay. Furthermore, encouraging staff to exceed expectations and provide memorable experiences fosters long-term loyalty and positive word-of-mouth recommendations. These strategic measures not only contribute to immediate guest satisfaction but also establish a strong foundation for sustained business growth and competitiveness in the hospitality industry. Resorts business can significantly enhance revenue and guest satisfaction by prioritizing excellent guest service and creating exceptional experiences that exceed expectations. This approach can lead to guests being more willing to pay premium prices for their stay. Offering additional amenities like complimentary Wi-Fi, breakfast, and value-added services further incentivizes guests to pay more. Emphasizing the unique features of the resort also attracts guests and increases their willingness to pay higher rates for a distinctive experience. Additionally, implementing discounts or special offers for longer stays, repeat guests, or seasonal promotions can effectively boost willingness to pay. These strategies not only enhance the overall guest experience but also contribute to increased revenue and profitability for resorts, highlighting the practical and managerial implications of guest-centric approaches in the hospitality industry. The Department of

Tourism in CALABARZON can significantly enhance the competitiveness of local resorts by providing comprehensive guidance on digital marketing and guest experience improvement. This includes offering resources and training on the latest digital marketing trends, organizing workshops or seminars to discuss effective strategies, and providing support on campaign development and execution. Emphasizing the importance of delivering exceptional guest experiences, the Department of Tourism can equip resorts with resources on creating positive guest journeys and meeting guest needs effectively. Moreover, assisting resorts in tracking and analyzing guest behaviors enables data-driven marketing strategies and enhanced guest service practices. Future researchers may consider investigating the specific impact of digital marketing strategies on guest experiences and behavioral intentions within the resort industry, highlighting the practical and managerial implications of such study directions.

5. References

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