

The Impact of Festival Tourism Experience and Tourist Satisfaction on Well-being and Revisit Intention

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Abstract

This study focuses on exploring the impact of festival tourism experiences on tourists' satisfaction, well-being, and revisit intention. Through a survey conducted among tourists who attended the Penghu Ocean Fireworks Festival, with 385 valid responses collected, this study conducted an in-depth analysis of the data using Structural Equation Modeling (SEM). The empirical results show that festival tourism experiences significantly enhance tourists' intrinsic satisfaction and extrinsic satisfaction, which in turn positively influence their well-being and increase their revisit intention. This indicates that tourists' satisfaction with the core content and additional services of the festival can significantly enhance their well-being and encourage them to participate in similar or related events in the future. This further demonstrates the importance of overall festival experience for tourist satisfaction. By providing high-quality core activities and excellent additional services, festival organizers can simultaneously enhance tourists' intrinsic and extrinsic satisfaction, thereby improving their well-being and revisit intention.

JEL classification numbers: Z30; Z32.

Keywords: Festival tourism experience, Satisfaction, Well-being, Revisit intention.

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1. Introduction

Festival tourism plays a significant role in enhancing the attractiveness of tourist destinations, promoting local economies, and preserving cultural heritage. The Penghu International Fireworks Festival, held annually on the Penghu Islands in Taiwan, is a successful case combining cultural celebrations with tourism development. The festival features spectacular fireworks displays, live music concerts, and local cultural exhibitions, attracting numerous tourists each year. According to the research by Baldi, Peri, Baldi, and Trentinaglia (2022) and Crompton and McKay (1997), such festivals can effectively promote economic growth in tourism regions and provide enjoyable experiences for tourists.

The Penghu International Fireworks Festival, first held in 2003, has become a landmark event in the Penghu area, featuring spectacular sea fireworks, vibrant music performances, and unique cultural displays. The festival is usually held at the Guanyin Pavilion Waterfront Park in Magong City, offering visitors an excellent opportunity to enjoy the fireworks and participate in the festive atmosphere. The strategic location and appealing entertainment make this event a highlight of tourism in the region.

Festival tourism experience has a significant impact on tourists' satisfaction, well-being, and revisit intention. The studies by Kang and Gretzel (2012) and Lee, Lee, and Wicks (2004) indicate that festival events can effectively enhance tourists' enjoyment and satisfaction, thereby increasing well-being and revisit intention. This study aims to explore the impact of the tourism experience at the Penghu Fireworks Festival on tourists' satisfaction, well-being, and revisit intention, providing valuable insights for tourism development and festival planning in the Penghu area. The Penghu Ocean Fireworks Festival is one of Taiwan's most popular festivals, attracting thousands of tourists annually. This event not only showcases local cultural characteristics but also brings substantial economic benefits to Penghu's tourism industry. According to Choo and Petrick (2014) and Jung, Ineson, Kim, and Yap (2015), such festivals play a crucial role in enhancing tourists' satisfaction and well-being and have a positive impact on their revisit intentions.

The main contribution of this study lies in exploring the relationships between the festival tourism experience, tourist satisfaction, well-being, and revisit intention at the Penghu Fireworks Festival. The insights gained from this study provide valuable guidance for future festival planning and tourism management. By analyzing the links between tourists' experiences and their subsequent behaviors, this study not only fills a research gap in Taiwan's festival tourism domain but also offers empirical foundations for strategies aimed at enhancing tourists' well-being and revisit intentions.

Furthermore, by exploring the impact of the festival tourism experience on tourists' psychology and behavior, this study paves new directions for future festival tourism research. In summary, the contribution of this study lies in the in-depth understanding of the unique tourism phenomenon of the Penghu Fireworks Festival and provides practical management suggestions for the related tourism industry and local government.

2. Literature Review

2.1 Festival tourism

Festival tourism is a unique form of travel where tourists visit specific locations to participate in festival activities, which often include cultural, artistic, religious, or thematic celebrations. Festivals provide tourists with opportunities to immerse in rich local experiences, celebrate unique traditions, and enjoy diverse entertainment. Festival tourism refers to the phenomenon of people traveling to participate in or observe specific events that usually include music, art, food, culture, or other themed celebrations. This type of tourism creates memorable experiences and fosters a sense of community among participants (Getz, 1991).

Festival tourism possesses unique characteristics that make it an important part of the tourism industry. The main features of festival tourism include: Cultural richness: Festival activities often include rich cultural elements, providing tourists with opportunities to engage with local cultures. These activities showcase local customs, traditions, and arts, fostering cultural exchange (Derrett, 2003). Social cohesion: Festivals bring people together, enhancing community spirit and a sense of belonging. Through these events, people have the chance to engage in social interactions, build, and strengthen community ties (Gursoy, Kim, and Uysal, 2004). Economic contribution: Festival events make significant economic contributions to their host communities. These events attract tourists, leading to spending on accommodation, food, shopping, and other areas, thereby promoting local economic development (Crompton and McKay, 1997). Entertainment and experience: Festivals provide tourists with a variety of entertainment and experiential opportunities, enhancing their satisfaction. The atmosphere, entertainment quality, and diverse experiences can meet the needs of different tourists (Getz, 1991). These characteristics make festivals unique tourism products, attracting large numbers of tourists to participate.

2.2 Tourist satisfaction

Tourist satisfaction refers to the overall perception and evaluation of a travel experience by tourists after participating in tourism activities. It is a subjective psychological state. Tourist satisfaction is an important indicator of the quality of tourism products and services, and it is also a key factor influencing tourists' revisit intentions and recommendation behaviors (Yoon and Uysal, 2005). The formation of tourist satisfaction is usually related to various factors, such as the facilities, service quality, and scenic attractions of the destination (Baker and Crompton, 2000).

2.3 Well-being

Well-being is a positive evaluation of one's state of life, encompassing aspects such as subjective satisfaction, emotional state, and quality of life. Well-being is typically divided into two dimensions: subjective well-being and psychological well-being. Subjective well-being focuses on positive emotions and experiences like happiness and satisfaction that individuals encounter in their lives (Diener, 1984), while psychological well-being emphasizes aspects such as personal growth and a sense of purpose (Ryff and Keyes, 1995). In tourism research, well-being is considered a key indicator of the impact of tourism activities on an individual's psychological health and quality of life (Neal, Uysal, and Sirgy, 2007).

2.4 Revisit intention

Revisit intention refers to the willingness of a traveler to visit a specific tourist destination again in the future. Revisit intention is a specific manifestation of a tourist's behavioral intention, reflecting their preference and loyalty to a particular destination (Baker and Crompton, 2000). Revisit intention is usually influenced by factors such as the tourist's satisfaction with the destination, the quality of the travel experience, and the destination image (Yoon and Uysal, 2005). Therefore, revisit intention is an important indicator for assessing the effectiveness of tourism products and services, and it holds significant importance for the sustainable development of tourist destinations.

2.5 Hypothesis development

Festival tourism experience refers to the comprehensive experience obtained by tourists during their participation in festival events. Intrinsic satisfaction refers to tourists' satisfaction with the internal characteristics of the event, such as content, organization, and atmosphere, during the experience. Previous studies have shown that positive festival tourism experiences can significantly enhance tourists' intrinsic satisfaction. Kang and Gretzel (2012) found that factors like entertainment and cultural elements in festival events have a significant positive impact on tourists' satisfaction. Lee, Lee, and Wicks (2004) also pointed out that the theme and atmosphere of festival events have a direct impact on tourists' intrinsic satisfaction. These studies suggest that high-quality festival tourism experiences can enhance tourists' intrinsic satisfaction. Based on the above literature, we can formulate the following hypothesis:

Hypothesis 1a: Festival tourism experience has a significant positive impact on intrinsic satisfaction.

Festival tourism experience not only affects intrinsic satisfaction but also influences extrinsic satisfaction. Extrinsic satisfaction refers to the satisfaction of travelers with the surrounding environment, service quality, facilities, and other aspects of the event. Research indicates that positive festival tourism experiences can

significantly enhance travelers' extrinsic satisfaction. Choo and Petrick (2014) found that external factors such as the convenience of the festival, the accessibility of facilities, and the environmental atmosphere have a significant positive impact on travelers' satisfaction. Bowen and Daniels (2005) pointed out that the overall organization and environment of the festival play a crucial role in travelers' extrinsic satisfaction. These studies indicate that high-quality festival tourism experiences can enhance travelers' extrinsic satisfaction. Based on the above literature, we can derive the following hypothesis:

Hypothesis 1b: Festival tourism experience has a significant positive impact on extrinsic satisfaction.

Intrinsic satisfaction refers to tourists' satisfaction with the core features and quality of the festival tourism activities, including the content of the event, performances, entertainment experiences, and so on. Research has shown that intrinsic satisfaction significantly influences tourists' well-being, as intrinsic satisfaction reflects tourists' true satisfaction with the festival activities, and there is a close relationship between this satisfaction and well-being. Tung and Ritchie (2011) explored the nature of memorable tourism experiences and pointed out that when tourists have higher intrinsic satisfaction with the activities, their well-being also increases. Kim, Ritchie, and McCormick (2012) found a significant positive correlation between intrinsic satisfaction from experiences and tourists' well-being. These studies suggest that intrinsic satisfaction has a positive impact on tourists' well-being. Based on the above literature, we can derive the following hypothesis:

Hypothesis 2a: Intrinsic satisfaction has a significant positive impact on well-being.

Based on previous studies, extrinsic satisfaction typically involves tourists' evaluations of the environment, services, and facilities at a destination, which have an important impact on their overall well-being. Baker and Crompton (2000) studied tourists' extrinsic satisfaction with a specific destination and found that extrinsic satisfaction was positively correlated with well-being. The study indicated that when tourists are satisfied with the facilities and services of a destination, their well-being increases. Kim, Uysal, and Sirgy (2013) further indicated that there is a significant positive correlation between extrinsic satisfaction and well-being. The study showed that when tourists are satisfied with the external conditions of a destination, they exhibit higher well-being. Therefore, based on these research findings, this study proposes the following hypothesis:

Hypothesis 2b: Extrinsic satisfaction has a significant positive impact on well-being.

Well-being is considered one of the important outcomes of travel experiences and has a significant impact on tourists' future behavioral intentions. Studies have shown

that there is a positive relationship between well-being and revisit intention. Neal, Sirgy, and Uysal (1999) indicated in their research that travel experiences can significantly enhance tourists' well-being, and an increase in well-being leads to stronger revisit intentions toward the destination. The study found that when tourists experience higher well-being during their trips, they are more likely to choose the same destination again in the future. Kim, Uysal, and Sirgy (2013) studied the impact of well-being on tourists' behavioral intentions and found that well-being significantly promotes tourists' revisit intentions. The study pointed out that when tourists feel happy during their journey, they develop positive emotions toward the destination, which increases the likelihood of revisiting. Chi and Qu (2008) further confirmed the positive correlation between well-being and revisit intention. In their study of tourist satisfaction and behavioral intentions, they found that well-being is a key factor influencing tourists' revisit intentions. Based on the above literature, this study establishes the following hypothesis:

Hypothesis 3: Well-being has a positive and significant effect on revisit intention.

3. Methodology

3.1 Conceptual framework

This study first analyzes the impact of festival tourism experiences on tourists' intrinsic and extrinsic satisfaction, and then further explores how these two types of satisfaction enhance tourists' well-being. Finally, this study examines how well-being influences tourists' revisit intention. Through this conceptual framework, this study aims to reveal how festival tourists' experiences shape their satisfaction and how this satisfaction drives their well-being and future revisit intentions. The conceptual framework of the study is illustrated in Figure 1.

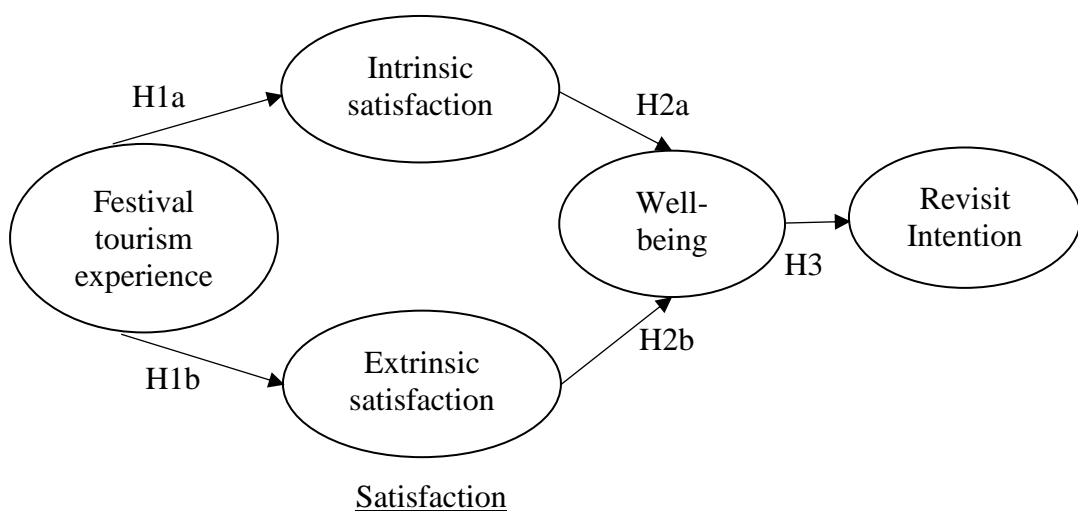


Figure 1: Conceptual framework

3.2 Measures

This study collected demographic variables including gender, education level, marital status, family situation, age, and previous festival tourism experience. The questions in the questionnaire were answered using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The following are the operational definitions of the five research constructs and their corresponding measurement items, along with relevant literature support:

1. Festival tourism experience

Operational definition: Festival tourism experience is the comprehensive impression that tourists gain through multisensory experiences and participation while attending festival events, encompassing aspects such as entertainment, cultural elements, participation, and atmosphere.

According to Lee, Lee, and Wicks (2004), the festival tourism experience can be measured using the following four items:

- 1) I am very satisfied with the entertainment aspects of the festival.
- 2) The cultural characteristics of the festival left a deep impression on me.
- 3) I enjoy participating in the various interactive activities at the festival.
- 4) The overall atmosphere of the festival is very attractive.

2. Intrinsic satisfaction

Operational definition: Intrinsic satisfaction refers to the degree of satisfaction tourists have with the intrinsic quality and direct experience of a festival, typically including aspects such as the core functions, internal services, and facilities of the event.

According to Petrick and Backman (2002), intrinsic satisfaction can be measured using the following four items:

- 1) I am satisfied with the core activities of the festival.
- 2) The service quality of the festival meets my expectations.
- 3) I am very satisfied with the facilities of the festival.
- 4) The atmosphere of the festival meets my expectations.

3. Extrinsic satisfaction

Operational definition: Extrinsic satisfaction typically involves the satisfaction derived from the added value, external environment, and other external factors provided by a festival. This usually includes aspects like facilities, environment, and additional services.

According to Petrick and Backman (2002), extrinsic satisfaction can be measured using the following four items:

- 1) I am satisfied with the entertainment facilities of the festival.
- 2) The atmosphere of the festival makes me feel pleasant.
- 3) The environmental facilities of the festival are excellent.
- 4) The additional services provided by the festival meet my expectations.

4. Well-being

Operational definition: Well-being refers to an individual's overall sense of quality of life and satisfaction during a festival experience, including aspects such as happiness, contentment, and satisfaction. Well-being typically encompasses psychological and emotional dimensions, reflecting the positive state an individual feels in a specific environment.

According to Diener, Emmons, Larsen, and Griffin (1985) and Sirgy, Kruger, Lee, and Yu (2011), well-being can be measured using the following four items:

- 1) I feel very happy during the festival.
- 2) The festival makes me feel content with my life.
- 3) I am satisfied with the overall experience of participating in the festival.
- 4) The festival enhances my sense of well-being.

5. Revisit intention

Operational definition: Revisit Intention refers to the likelihood that a visitor, after attending a festival, will want to participate in the same or similar events in the future. It reflects the visitor's level of liking for the event and their potential future consumption behavior.

According to Baker and Crompton (2000) and Chi and Qu (2008), revisit intention can be measured using the following four items:

- 1) I would like to attend this festival again.
- 2) I would recommend this festival to my friends and family.
- 3) I intend to participate in similar festivals.
- 4) If given the chance, I would attend this festival again.

3.3 Festival activities

The Penghu Ocean Fireworks Festival is an important annual festival hosted by the Penghu County Government in Taiwan during the spring and summer seasons. This festival blends maritime fireworks displays, cultural performances, and unique markets, becoming a significant attraction for both domestic and international tourists. The fireworks display for the 2024 Penghu Fireworks Festival is scheduled from May 2nd to July 30th, with shows every Monday and Thursday in May and June, and every Tuesday in July at 9:00 PM at the Penghu Magong Guanyin Pavilion.

1. Event details

The main highlight of the Penghu Ocean Fireworks Festival is the nighttime fireworks display over Penghu Bay. The festival typically lasts for one to two months, with sea fireworks displays held on specific evenings each week at Guanyin Pavilion in Magong City. The performance combines music, lights, and fireworks, showcasing a colorful and vibrant night scene that attracts a large audience.

In addition to the fireworks display, the festival also features a series of cultural performances, concerts, and unique markets. These activities offer tourists a variety of entertainment options and showcase the culture and local customs of Penghu.

2. Location features

The main venue for the Penghu Ocean Fireworks Festival, Guanyin Pavilion, is located in Magong City. It's a quaint and charming tourist attraction with serene beaches and spectacular sunset views, making it an ideal spot for watching fireworks. This location has the following distinctive features:

- 1) Beautiful seascape: Guanyin Pavilion Waterfront Park is situated along the coast of Penghu, facing the sea, offering excellent sea views. The fireworks display during the festival lights up the night sky, creating a unique and romantic atmosphere as it reflects off the shimmering waves.
- 2) Historic ambiance: Guanyin Pavilion is a temple with historical significance, built in the 17th century. Despite undergoing several renovations, it retains an ancient architectural style. This temple, combined with the fireworks festival, adds cultural and historical depth to the event.
- 3) Well-equipped facilities: Guanyin Pavilion Waterfront Park has undergone multiple renovations and enhancements, becoming one of Penghu's key tourist attractions. The park features pathways, observation decks, and dining facilities, providing a comfortable environment for visitors. Additionally, the park includes a children's playground and an outdoor performance area, making it suitable for family and group tourism.
- 4) Convenient transportation: Guanyin Pavilion Waterfront Park is located within Magong City, making it easily accessible. Visitors can conveniently travel from various parts of Magong City to Guanyin Pavilion and, while enjoying the fireworks festival, also explore other attractions in Magong City, such as Magong Old Street, Four Eyes Well, and Tianhou Temple.
- 5) Diverse surrounding attractions: The area around Guanyin Pavilion Waterfront Park is home to several renowned attractions, such as Magong Old Street, Penghu Aquarium, and Kiku Island Star.

3.4 Sample and process

Before conducting the formal questionnaire, this study first conducted a preliminary survey with 50 visitors who had attended the Penghu Fireworks Festival. In the formal survey stage, convenience sampling was used to select participants. The formal survey was conducted through questionnaire interviewers going to Penghu for data collection to ensure the representativeness of the sample. The survey method included two types: one was an online questionnaire, and if the visitors couldn't fill it out immediately, their email addresses were collected, and the questionnaire was sent later through email; the other was a paper-based questionnaire distributed on-site by trained interviewers without disturbing the visitors. The survey period was from May to June 2024, with a total of 500 questionnaires distributed, and 385 valid questionnaires were returned, resulting in a valid response rate of 77%. Among them, 239 were on-site questionnaires, while 146 were online questionnaires.

The demographic distribution of the sample is as follows: in terms of gender, there were 181 males and 204 females; in terms of educational level, there were 48 individuals with high school education, 221 with a university degree, and 116 with a graduate degree or higher; in terms of marital status, 202 were single and 183 were married; in terms of family status, 153 had children and 232 did not. As for age distribution, 133 were aged 30 and below, 117 were aged 31 to 40, 84 were aged 41 to 50, 40 were aged 51 to 60, and 11 were aged 61 and above. As for festival tourism experience, 211 had no prior festival tourism experience, 102 had one experience, and 72 had two or more experiences.

4. Results

4.1 Descriptive statistics and correlation analysis

The descriptive statistics in Table 1 provide an overview of the central tendency and dispersion of each variable, including the mean and standard deviation. These statistics help to understand the overall levels of tourist satisfaction, well-being, and revisit intention among visitors to the Penghu Ocean Fireworks Festival. The scores for all dimensions are above 3.5, indicating relatively high satisfaction, with intrinsic satisfaction scoring higher than extrinsic satisfaction.

The Pearson correlation coefficients show the strength and direction of the linear relationships between the variables. Positive correlations indicate that an increase in one variable is associated with an increase in another. For example, the positive correlation between intrinsic satisfaction and well-being indicates that tourists who are satisfied with the core features of the festival tend to have higher well-being. These significant positive correlations align with the hypotheses and theoretical framework of this study.

Furthermore, the positive correlation between extrinsic satisfaction and revisit intention indicates that tourists who are satisfied with the external features of the festival are more likely to express a willingness to participate again in the future. This further emphasizes the importance of satisfaction in shaping tourists' overall positive experiences and behavioral intentions.

Table 1: Descriptive statistics and correlation analysis

	1	2	3	4	5
Festival tourism experience	1				
Intrinsic satisfaction	.593**	1			
Extrinsic satisfaction	.548**	.414**	1		
Well-being	.491**	.434**	.525**	1	
Revisit Intention	.582**	.544**	.482**	.463**	1
Mean	4.0097	4.0331	3.7000	3.8825	3.8929
S.D.	0.6321	0.6313	0.6990	0.5634	0.6612
** $p < 0.01$, $n = 385$					

4.2 Confirmatory factor analysis results

The Confirmatory Factor Analysis (CFA) in this study was utilized to examine the fit of the measurement model. According to the data in Table 2, all factor loadings (λ) ranged from 0.47 to 0.91, with t-values all exceeding 1.96, indicating statistical significance. These results demonstrate that most factor loadings surpassed the minimum threshold of 0.45 proposed by Bentler and Wu (1993), confirming the scale's convergent validity.

For the individual reliability of the observed variables, the range was from 0.22 to 0.83, with most values exceeding Bentler and Wu's (1993) recommended minimum of 0.20, indicating adequate reliability for the measurement items. Additionally, the composite reliability (CR) of the dimensions ranged from 0.68 to 0.89, which is above the threshold of 0.6 recommended by Fornell and Larcker (1981), further confirming the reliability of the dimensions.

The analysis of the average variance extracted (AVE) revealed that the AVE values for the five dimensions ranged from 0.36 to 0.66, all above the acceptance standard of 0.36 proposed by Fornell and Larcker (1981), confirming the scale's convergent validity. These results indicate that the measurement model has good reliability and validity, effectively reflecting the meaning of the dimensions.

Overall, the CFA results indicate that the measurement model is statistically sound and that all measurement indicators meet established psychometric standards, providing a solid foundation for further causal path analysis. These findings lay a theoretical and methodological foundation for the in-depth study of the relationships between festival tourism experience and tourist behavior.

Table 2: Individual item reliability, composite reliability, and average variance extracted

Construct	No. of items	Factor loading (λ)	Individual item reliability (λ^2)	t-value	Composite reliability (CR)	Average variance extracted (AVE)
Festival tourism experience	4	0.66~0.82	0.44~0.67	13.82~18.50	0.82	0.53
Intrinsic satisfaction	4	0.79~0.83	0.62~0.69	18.00~19.12	0.89	0.66
Extrinsic satisfaction	4	0.69~0.91	0.48~0.83	14.93~22.43	0.88	0.66
Well-being	4	0.47~0.67	0.22~0.45	8.70~13.06	0.68	0.36
Revisit Intention	4	0.60~0.91	0.36~0.83	12.68~22.74	0.88	0.66
$\chi^2=427.69$; $df=160$; $RMSEA=0.067$						

4.3 Structural equation modeling and goodness of fit analysis results

This study employed Structural Equation Modeling (SEM) to evaluate the model's goodness of fit. The evaluation of goodness of fit employed three types of indices: Absolute Fit Measures, Incremental Fit Measures, and Parsimonious Fit Measures, to ensure the model's usability and strategic implications (Bagozzi and Yi, 1988).

1. Absolute Fit Measures

The absolute fit measures used in this study included the Goodness of Fit Index (GFI) and the Adjusted Goodness of Fit Index (AGFI). Doll, Xia, and Torkzadeh (1994) suggested that the GFI should be higher than 0.8, and in this study, the GFI was 0.885. MacCallum and Hong (1997) recommended that the AGFI should also be higher than 0.8, and in this study, the AGFI was 0.853. Additionally, the Root Mean Square Residual (RMR) should be less than 0.05, and in this study, the RMR was 0.0459, while the Root Mean Square Error of Approximation (RMSEA) should be less than 0.08, and in this study, the RMSEA was 0.0727. These results indicate that the model's absolute fit measures were within acceptable ranges.

2. Incremental Fit Measures

In terms of incremental fit measures, the Normed Fit Index (NFI), Relative Fit Index (RFI), Incremental Fit Index (IFI), and Comparative Fit Index (CFI) were used, and all these indices should be higher than 0.9 to reflect good model fit (Bagozzi and Yi, 1988). In this study, the NFI was 0.955, the RFI was 0.948, the IFI was 0.969, and the CFI was also 0.969, indicating that the model had good incremental fit.

3. Parsimonious Fit Measures

Parsimonious fit was mainly assessed through the χ^2/df ratio, which is usually required to be less than 3 to demonstrate model parsimony (Kline, 2005). In this study, the χ^2/df ratio was 3.03, slightly higher than the standard value but still within the tolerance range identified by Schumacker and Lomax (2004) (less than 5). Additionally, the Parsimony Goodness of Fit Index (PGFI) and Parsimony Normed Fit Index (PNFI) should be higher than 0.5 (Mulaik et al., 1989). In this study, the PGFI was 0.695, and the PNFI was 0.829, indicating that the model was not overly complex.

In summary, the results of this study's structural equation model analysis indicated that the model had good fit, with all fit indices falling within acceptable ranges, suggesting that the model was statistically sound. Furthermore, all the model's indices met the established psychometric standards, providing a solid foundation for further path analysis and hypothesis testing. These findings highlight the applicability of the model in examining the influence of festival tourism experience on well-being and revisit intention.

Table 3: Results of the goodness of fit indexes

	Index	Standard value	Result
Absolute fit measures	χ^2	—	499.98
	Goodness of Fit Index (GFI)	> 0.80	0.885
	Adjusted Goodness of Fit Index (AGFI)	> 0.80	0.853
	Root Mean Square Residual (RMR)	< 0.05	0.0459
	Root Mean Square Error of Approximation (RMSEA)	< 0.08	0.0727
Incremental fit measures	Normed Fit Index (NFI)	> 0.90	0.955
	Relative Fit Index (RFI)	> 0.90	0.948
	Incremental Fit Index (IFI)	> 0.90	0.969
	Comparative Fit Index (CFI)	> 0.90	0.969
Parsimonious fit measures	$\chi^2 / d.f.$	< 3	3.03
	Parsimony Goodness of Fit Index (PGFI)	> 0.50	0.695
	Parsimony Normed Fit Index (PNFI)	> 0.50	0.829

4.4 Causal path analysis results

In this study, the Structural Equation Modeling (SEM) was utilized to test the causal relationships in the theoretical model and analyze the impact of festival tourism experience on satisfaction and revisit intention. The analysis results are as follows, with detailed data presented in Table 4.

First, the festival tourism experience (ξ_1) had a significant positive impact on intrinsic satisfaction (η_1), with an estimated parameter of $\gamma_{11} = 0.63$ and a t-value of 10.02. This indicates that the richness and quality of the festival tourism experience significantly enhanced tourists' intrinsic satisfaction. Similarly, the festival tourism experience also had a significant positive impact on extrinsic satisfaction (η_2), with an estimated parameter of $\gamma_{21} = 0.69$ and a t-value of 10.40, demonstrating that the richness and quality of the festival tourism experience significantly enhanced tourists' extrinsic satisfaction.

Further analysis indicated that intrinsic satisfaction (η_1) had a significant positive impact on well-being (η_3), with an estimated parameter of $\beta_{31} = 0.56$ and a t-value of 8.49. The positive impact of extrinsic satisfaction (η_2) on well-being (η_3) was also significant, with an estimated parameter of $\beta_{32} = 0.40$ and a t-value of 6.31.

Finally, well-being (η_3) had a highly significant positive impact on revisit intention (η_4), with an estimated parameter of $\beta_{43} = 0.69$ and a t-value of 9.74.

These results suggest that the festival tourism experience plays a critical role in enhancing tourists' satisfaction and well-being, which in turn positively influence their intention to revisit. The strong positive impact of both intrinsic and extrinsic satisfaction on well-being highlights the importance of delivering high-quality experiences and services during festival tourism. Additionally, the significant positive impact of well-being on revisit intention underscores the importance of

creating enjoyable and satisfying experiences to encourage future visits. Overall, these findings offer valuable insights for festival organizers and tourism managers in improving service quality and developing effective marketing strategies.

Table 4: Parameter estimates for structural equations model

Hypothesized model (Paths)	Parameter estimates	T-value	Results
H1a: Festival tourism experience $\xi_1 \rightarrow$ Intrinsic satisfaction η_1 (γ_{11})	0.63	10.02	Supported
H1b : Festival tourism experience $\xi_1 \rightarrow$ Extrinsic satisfaction η_2 (γ_{21})	0.69	10.40	Supported
H2a: Intrinsic satisfaction $\eta_1 \rightarrow$ Well-being η_3 (β_{31})	0.56	8.49	Supported
H2b: Extrinsic satisfaction $\eta_2 \rightarrow$ Well-being η_3 (β_{32})	0.40	6.31	Supported
H3: Well-being $\eta_3 \rightarrow$ Revisit Intention η_4 (β_{43})	0.69	9.74	Supported
“ **” $p < 0.01$			

4.5 Direct and indirect effect analysis results

This study examined the pathways through which cruise tourism experience impacts revisit behavior, identifying two main routes: the first route involves intrinsic satisfaction directly affecting revisit behavior, while the second route involves extrinsic satisfaction influencing revisit behavior. According to the analysis in Table 5, the total effect of intrinsic satisfaction on revisit behavior is 0.3528, indicating a relatively larger influence of intrinsic satisfaction. This reflects the importance of tourists' satisfaction with the core services of the cruise in their decision to choose cruise travel again.

Regarding the impact of satisfaction on consumer spending behavior, there are also two paths: the first involves intrinsic satisfaction affecting consumer spending behavior through revisit behavior, while the second involves extrinsic satisfaction affecting consumer spending behavior through revisit behavior. The analysis in Table 6 shows that the total effect of intrinsic satisfaction on consumer spending behavior through revisit behavior is 0.3864, indicating a relatively larger influence of intrinsic satisfaction through revisit behavior. This suggests that customer satisfaction with the core cruise experience significantly influences their consumer spending behavior.

Overall, these results highlight the important role of cruise tourism experience in enhancing customer satisfaction, revisit behavior, and consumer spending behavior. Both intrinsic and extrinsic satisfaction positively impact revisit behavior and consumer spending behavior, with intrinsic satisfaction having a more significant effect. This indicates that the core quality of cruise services plays a crucial role in attracting repeat customers and promoting spending. Therefore, cruise companies should focus on improving service quality and enhancing customer experience to increase both intrinsic and extrinsic satisfaction, thereby encouraging revisit behavior and consumer spending.

Table 5: Results of direct and indirect effect analysis of well-being

Factors	Direct effects	Indirect effects via		Total effects
		Intrinsic satisfaction η_1	Extrinsic satisfaction η_2	
Festival tourism experience ξ_1	-	$\gamma_{11} \times \beta_{31}=0.63 \times 0.56$	-	0.3528
Festival tourism experience ξ_1	-	-	$\gamma_{21} \times \beta_{32}=0.69 \times 0.40$	0.2760

Table 6: Results of direct and indirect effect analysis of revisit Intention

Factors	Direct effects	Indirect effects via	Total effects
		Well-being η_3	
Intrinsic satisfaction η_1	-	$\beta_{31} \times \beta_{43}=0.56 \times 0.69$	0.3864
Extrinsic satisfaction η_2	-	$\beta_{32} \times \beta_{43}=0.40 \times 0.69$	0.2760

5. Conclusion and Recommendations

5.1 Conclusion

This study explored the impact of cruise tourism experience on revisit behavior and consumer spending behavior, yielding significant conclusions. First, cruise tourism experience has a significant positive effect on intrinsic satisfaction and extrinsic satisfaction. This indicates that providing high-quality cruise tourism services can enhance tourists' overall satisfaction, particularly with core services and peripheral services.

Next, both intrinsic satisfaction and extrinsic satisfaction have significant positive effects on revisit behavior and consumer spending behavior. Notably, intrinsic satisfaction has a relatively larger impact on these behaviors, underscoring the importance of core service quality in influencing tourist behavior decisions.

Lastly, revisit behavior has a significant positive impact on consumer spending behavior. This means that when tourists are willing to choose a travel destination again, they are more likely to spend during the trip.

Overall, the findings of this study highlight the importance of cruise service quality and tourism experience, revealing the key influences of intrinsic satisfaction and extrinsic satisfaction on tourist behavior. Cruise companies should focus on enhancing core service quality and improving traveler experience to boost tourist satisfaction, thereby promoting revisit behavior and consumer spending behavior.

5.2 Managerial implications

The managerial implications of this study primarily focus on how cruise companies can enhance customer satisfaction, revisit intention, and consumer behavior, as detailed below:

1. **Emphasizing Core Service Quality:** The study shows that intrinsic satisfaction significantly impacts revisit behavior and consumer behavior. Therefore, cruise companies should focus on enhancing core service quality, such as onboard facilities, cabin comfort, and dining quality. This helps improve customers' overall evaluation of cruise tourism.
2. **Enhancing Additional Service Quality:** Extrinsic satisfaction also significantly influences revisit behavior and consumer behavior. Therefore, cruise companies should focus on additional services, such as onboard entertainment, port activities, and extra benefits, to enhance customer satisfaction with the overall travel experience.
3. **Promoting Customer Revisit Intention:** Revisit behavior significantly influences consumer behavior. Therefore, cruise companies should focus on increasing customers' revisit intention. For example, they can attract customers to choose their cruise services again through loyalty programs, member discounts, and exclusive events.
4. **Improving Customer Experience:** The results emphasize the importance of customer experience for both intrinsic and extrinsic satisfaction. Cruise companies should strive to provide excellent customer experience, such as enhancing staff professionalism, improving onboard facilities, and offering personalized services, to increase customer satisfaction.
5. **Developing Effective Marketing Strategies:** Cruise companies should develop marketing strategies based on customer satisfaction and behavior tendencies. For example, they can launch targeted promotions for highly satisfied customers and look for opportunities to improve services for less satisfied customers to increase their satisfaction.

Through these managerial implications, cruise companies can effectively enhance customer satisfaction, promote revisit behavior and consumer behavior, thereby achieving business growth and enhancing market competitiveness.

5.3 Future research recommendations

Based on the findings of this study, the following recommendations can be made to further explore the impact of festival tourism experience on tourist satisfaction, well-being, and revisit intention:

1. **Cross-Cultural Comparative Study:** Future research can conduct cross-cultural comparative studies to examine the differences in festival tourism experience, satisfaction, well-being, and revisit intention among tourists from different cultural backgrounds. This will help understand tourists' expectations and satisfaction from various cultural backgrounds and formulate targeted marketing strategies accordingly.

2. **Longitudinal Study:** It is recommended to conduct a longitudinal study to observe the changes in the satisfaction and revisit intention of the same group of tourists towards festival tourism experience over time. This will help understand tourists' sustained loyalty to the festival activities and reveal long-term factors affecting their revisit intention.
3. **Diversified Experience Study:** Future research can explore the impact of diversified experiences in festival tourism on tourist satisfaction, well-being, and revisit intention. This includes different types of festival activities, different experience elements, etc., to understand tourists' needs for diversified experiences.
4. **Technology and Tourism Experience:** Future research can explore the application and effect of technological elements (such as virtual reality, augmented reality, etc.) in festival tourism. This will help understand the impact of technology on tourist experience and satisfaction and reveal the application prospects of technology in tourism.
5. **Environmental and Social Factors:** Future research can explore the impact of environmental and social factors in festival tourism on tourist satisfaction and well-being. For example, study the impact of environmental sustainability, sociocultural factors, etc., on tourism experience to reveal sustainable development strategies for festival tourism.
6. **Psychological and Behavioral Factors:** Future research can examine the impact of tourists' psychological and behavioral factors on festival tourism experience. For example, explore the impact of expectations, cognitive dissonance, emotions, etc., on satisfaction and revisit intention to gain a deeper understanding of tourists' psychological needs and behavioral tendencies.

Through these research recommendations, future studies can further enrich the knowledge system of festival tourism and provide deeper insights for the management practice of the tourism industry.

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