Revista Turismo & Desenvolvimento | n.º 52 | 2026 |[380-407]

DOI 10.34624/096md040

e-ISSN 2182-1453

Experience values shaping behavioural intentions in Thailand's community-based tourism

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Abstract | Community-based tourism (CBT) has emerged as a vital development strategy that supports local empowerment, cultural preservation, and sustainable economic growth, particularly in developing countries. Moreover, tourists' experiential evaluations and behavioural intentions play a crucial role in shaping demand and promoting business management. This study examines the impact of different dimensions of experience values on tourist behavioural intentions, specifically their intention to revisit and recommend. A comprehensive questionnaire was administered to 440 domestic visitors with travel experience from five community destinations in Thailand. The data were analysed using structural equation modelling method. The findings reveal that physical values had highest positive impact on tourist intentions to revisit whereas social value had highest impact on intention to recommend. The study highlights actionable insights for tourism operators and policymakers to enhance community-based tourism for advancing sustainable tourism development in Thailand and beyond.

Keywords | community-based tourism, tourist behavioural intentions, experience values, intention to revisit, intention to recommend

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1. Introduction

Community-based tourism (CBT) refers to a form of tourism that is owned, managed, and operated by local communities with the primary goal of generating socio-economic benefits while protecting cultural and natural resources (Suansri, 2003; Kontogeorgopoulos et al., 2014). CBT emphasises community participation in decision-making, equitable distribution of tourism benefits, and the preservation of local identity and traditions (Scheyvens, 1999). As defined by the United Nations World Tourism Organisation (UNWTO, 2018), CBT is a tourism model in which local communities actively control and are meaningfully involved in the planning, development, and management of tourism activities to ensure that tourism serves as a tool for sustainable development.

For decades, CBT businesses have been considered vehicles for social, economic, and environmental development of rural areas in many developed and developing countries (Zielinski et al., 2020a). CBT destinations offer opportunities for domestic and international tourists to engage with culturally rich local environments and community life (Kontogeorgopoulos et al., 2014; Lo & Janta, 2020). The development of CBT businesses dramatically benefits the residents' quality of life and solidarity through improving facilities, transportation, and recreational and cultural attractions (Mercado et al., 2023). Consequently, these attractions provide opportunities for residents to perceive the value of their culture (Zhang, 2019), landscapes (Wirahayu et al., 2022), and socio-ecosystem (Richards et al., 2020), thereby increasing the sustainability of the local economy, society, and environment (Pesch et al., 2019). By creating opportunities for meaningful engagement, CBT fosters social inclusion and cultural appreciation, aligning with global efforts to utilise leisure as a mechanism for social equity and improved quality of life.

Although many CBT attractions have the potential to generate welfare for communities, many CBT initiatives failed to continue their operations in both developed and developing countries. While CBT destinations in developed countries have more potential regarding their socio-economic distribution, CBT in developing countries has encountered many more challenges. First, the absence of government assistance for community tourism has been recognised as a constraint (Saufi et al., 2014). Second, impoverished socioeconomic conditions may lead to inadequate necessary skills and knowledge essential for effective tourism management (Gascón, 2013) and limited access to information (Truong, 2016). Third, while CBT aims to empower communities, external agencies or non-local tour operators often

dominate the development process, resulting in limited community influence and benefits (Giampiccoli et al., 2023). When outsiders control decision-making and profits, it undermines the core objectives of CBT and risks marginalising local voices in tourism management (Giampiccoli et al., 2023).

Currently, there are several attempts by the government and non-profit organisations to promote CBT businesses by empowering local participation and management in many countries, such as Brunei, Darussalam (Chin *et al.*, 2023), Vietnam (Ngo *et al.*, 2018), Taiwan (Lee & Jan, 2019), Indonesia (Dolezal & Novelli, 2020), and Thailand (Ditta-Apichai et al., 2020; Nitikasetsoontorn, 2015). In the post-COVID-19 era, many developing nations, in countries such as Iran, actively promote foreign tourism to boost their economies (Karimi & Darban Astane, 2022).

In Thailand, CBT generates business opportunities and mitigate poverty across the country with diverse activities, abundant historical and natural assets, as well as a warm climate throughout the year (Kontogeorgopoulos et al., 2014). Moreover, CBT in Thailand is a strategic framework for sustainable tourism development that seeks to enhance local economies while simultaneously preserving ecological and cultural assets. Due to these benefits, CBT initiatives and projects were developed in all regions of the country. Gradually, these projects have gained popularity among local and foreign tourists due to economic recovery after the COVID-19 pandemic, leading to a renewed focus on sustainable tourism practices.

Recently, the importance of CBT in promoting sustainable development has gained global attention. The 34th Joint Meeting of the UNWTO and the UNWTO Global Summit on Community-based Tourism, held in the Maldives, highlighted how CBT fosters inclusive development by engaging local communities, improving livelihoods, and preserving cultural heritage. CBT also enables communities to manage resources sustainably (UNWTO, 2022). Moreover, indications show that post-pandemic recovery efforts in developing countries increasingly focus on CBT to boost domestic tourism amid international travel restrictions (Zhang et al., 2022). The integration of leisure-oriented practices in CBT highlights its unique ability to merge tourism with efforts to improve health and well-being. By emphasising cultural and natural assets, CBT initiatives create a platform for leisure activities that contribute to individual and community resilience in the post-pandemic era. emotional value, interaction, and experiential authenticity in shaping tourist behaviour.

Despite the evident benefits of CBT, understanding how tourists derive leisure value and how these experiences influence their behavioural intentions remains underexplored. This highlights the need for further research to bridge the gap between leisure theory and practical tourism management in CBT contexts. An extensive number of studies in the literature have discovered internal and external factors that can either be facilitators or inhibitors of the success of CBT. The internal factors include skills and expertise, enhancement of the well-being of the community, self-sufficiency, active involvement in the decision-making process, and awareness of nature conservation, among others (Pramanik et al., 2024), while the external factors include technical cooperation, financial support from the government, and regulation enforcement, among others (Zielinski et al., 2020b; Dangi & Petrick, 2021; Yeap & Liow, 2023). Although these conditions were found in both developed and developing nations, they did not equally affect business success due to different demographics, economies, and legal structures. For example, putting ASEAN community-based tourism standards into certification programmes is hard because of problems with poor management, limited funds, and weak community abilities (Novelli et al., 2017; Reindrawati, 2023).

Significantly, limited research has explored the influence of various factors on tourists' behaviour intentions toward CBT destinations. Therefore, this study aims to address this research gap by examining the impact of distinct dimensions of experience value on tourists' intention to revisit and recommend CBT destinations.

2. Literature review

2.1. Theory of Planned Behaviour

The theory of planned behaviour (TPB) explains that people's intentions are believed to encompass the motivational factors that drive their behaviour (Ajzen, 1985). The main purpose of TPB is to accurately forecast and elucidate individual behaviour by examining an individual’s intentions (Ajzen, 1991). According to TPB, behavioural intentions are shaped by three determinants consisting of attitudes, subjective norms, and perceived behavioural control. These factors can be activated by different components of tourists’ experiential evaluations. In the tourism literature, it is well established that numerous prior research endeavours have significantly emphasised the TPB in various contexts, such as the cultural heritage (Duarte Alonso et al., 2015; Soliman, 2021). Therefore, the theory can service as the

core theoretical foundation explaining how experiential perceptions translate into behavioural intentions in this study.

2.2. Experience Value

Experience value refers to tourists' perceived assessment of the benefits derived from their consumption and interaction experiences during travel (Mathwick et al., 2001; Gallarza et al., 2006). In tourism settings, such value is multidimensional and may include functional, emotional, social, and context-specific elements that shape tourists' evaluations and subsequent behavioural responses (Prebensen et al., 2013). In the context of this study, experience value is operationalised through five dimensions: physical, emotional, social, economic, and involvement value. Tourists experience value as a dynamic component of the consumer experience system, which occurs before, during, and after the tourism experience, differing from other service experiences due to its longer duration and symbolic nature (Sanchez et al., 2006).

In CBT, understanding experience value is crucial for developing effective marketing strategies and targeting appropriate market segments (Rather & Hollebeek, 2020). As CBT experiences encompass functional service elements, emotional engagement, social connection, cultural learning, and context-specific conditions, a multidimensional experiential value perspective offers a more comprehensive and theoretically robust explanation of tourists' behavioural intentions (Campos et al., 2018). This study highlights the significance of five dimensions (physical, emotional, social, economic, and involvement) on future tourist behaviour, emphasising their role in enhancing tourist satisfaction and loyalty (Wang et al., 2019).

2.3. Behavioural Intentions

Behavioural intentions are a key outcome in tourism management, derived from tourists' direct experiences at a destination. These intentions are categorised as favourable or unfavourable. Favourable intentions include loyalty, word of mouth, intention to revisit, recommendation, willingness to pay, and switching intentions (Heydari Fard et al., 2021), while unfavourable intentions involve complaints, negative word of mouth, and inertia (Um &

Kim, 2018). This study focuses on two critical outcomes for CBT's competitiveness and sustainability: intention to recommend and revisit.

Intention to revisit refers to a tourist's readiness and desire to return to a previously visited location (Han & Kim, 2009). It offers a competitive advantage, as repeat visitors help sustain local economies, require less marketing, and enhance destination loyalty (Gregoriades et al., 2023).

Intention to recommend relates to tourists promoting a destination to others (Chen & Chen, 2010). This e-word-of-mouth promotion increases a destination's reputation and attracts new visitors, contributing to community revenue and overall growth (Thao & Kamal, 2023). Both intentions are vital for the long-term success of community-based tourism.

2.4. Community-Based tourism in Thailand

Thailand is recognised as a top tourist destination, ranking 7th in the Best Countries Heritage list by the BAV Group and Wharton School, University of Pennsylvania (2021). The Pacific Asia Travel Association (PATA, 2021) projects Thailand's tourism industry to recover swiftly, with visitor numbers expected to reach 50 million by 2024. Tourism contributed 5.65% to Thailand's GDP, generating $24 billion, and ranked ninth globally in employment magnitude in 2019 (Manakitsomboon, 2022).

Thailand's community-based tourism helps distribute income, improve local economies, and preserve natural and cultural resources. CBT differs from other tourism practices by emphasising environmental, social, and cultural sustainability. It is community-owned and managed to help tourists learn about local lifestyles (Suansri, 2003). However, many CBT initiatives fail due to a lack of local participation and unclear roles for community members (Kontogeorgopoulos et al., 2014). Some CBT destinations must adhere to the core principles of community ownership and benefit distribution (Lo & Janta, 2020), with products and services often managed by a few community members or external producers (Schott & Nhem, 2018).

Previous studies have revealed success factors that contribute to CBT's sustainability. For example, Kontogeorgopoulos et al. (2014) emphasised the importance of external support and leadership in communicating CBT's benefits to locals and managing tourism sustainably. In addition, Noir and Hamzah (2015) identified that the establishment of trust and cooperative

relationships among community members and stakeholders is essential for the long-term success and sustainability of CBT projects. Ditta-Apichai et al. (2020) found that tourism entrepreneurs face challenges using online platforms due to technical skills, digital literacy, and competition.

Despite extensive research on CBT's advantages, there is limited quantitative investigation into how experience values influence tourists' intention to recommend and revisit CBT destinations. This study seeks to fill that gap by examining how these values affect behavioural intentions in Thailand's CBT sector, using mixed methods to provide insights for improving CBT initiatives. The findings are expected to support sustainable tourism development in Thailand.

2.5. Conceptual model and hypothesis development

To address the lack of empirical evidence, this study develops a conceptual framework that integrates the experience values to explain their influences on tourists' behavioural intentions to revisit and recommend CBT destinations in Thailand. The researchers propose five dimensions of experience value by synthesising findings from various academic studies that have identified the significance of each dimension in influencing tourists' behavioural intentions. These dimensions - physical value, emotional value, social value, economic value, and involvement value - are proposed to influence two behavioural outcomes: intention to revisit and intention to recommend.

Previous studies have confirmed that physical value can strongly predict tourists' behavioural intention for many tourist destinations such as museums (Wu & Li, 2015) and, sports activities (Kouthouris & Alexandris, 2005). In particular, Puczkó and Rátz (2000) found that positive physical values of both natural (air and water quality, noise) and fabricated (buildings, roads, pavement) at Lake Balaton in Hungary increased the satisfaction of tourists. Recently, Yeap and Liow (2024) discovered that promoting a pedestrian-friendly environment and allocating resources toward supporting infrastructure in tourist destinations contribute to sustainable tourism development. Based on these arguments, physical value in CBT is expected to positively influence both tourists' intention to revisit and their intention to recommend the destination to others. Therefore, the following hypotheses are proposed.

H1a: The physical value of CBT destinations positively affects tourists' intention to revisit.

H1b: The physical value of CBT destinations positively affects tourists' intention to recommend.

Previous research on tourism supports the relationship between emotional values and tourists' behavioural intentions in many contexts. For example, Lee et al. (2011) emphasised the more substantial impact of emotional value compared to functional value on the behavioural intentions of festival visitors. Song et al. (2015) revealed a positive impact of emotional values on tourist satisfaction toward a temple in Korea. Recently, Meeprom and Silanoi (2020) found a significant and direct impact of emotional value on tourists' behavioural intentions in agricultural and cultural fairs in Thailand. Therefore, the emotional value experienced by tourists in CBT settings is expected to positively influence both revisit intention and recommendation intention.

H2a: The emotional value of CBT destinations positively affects tourists' intention to revisit.

H2b: The emotional value of CBT destinations positively affects tourists' intention to recommend.

In the tourism literature, many previous studies have revealed the impact of social values on satisfaction and behavioural intentions. For example, Kang and Schrier (2011) discovered a significant correlation between social value and exhibitors' satisfaction, intentions to participate in future tradeshows, and willingness to invest in exhibition booths and related activities. Similarly, Kim and Thapa (2018) and Kim and Park (2017) found that social value has a positive impact on tourist satisfaction, which ultimately leads to the destination loyalty of visitors in community-based ecotourism in Korea. Recently, Yu et al. (2023) found that the presence of social value in Chinese religious tourism has a positive impact on the overall life satisfaction of tourists. Thus, social value is expected to enhance both tourists' intention to revisit CBT destinations and their intention to recommend them to others.

H3a: The social value of CBT destinations has a positive effect on tourists' intention to revisit.

H3b: The social value of CBT destinations has a positive effect on tourists' intention to recommend.

The direct impact of economic value on tourists' behaviour intention has been extensively investigated in the tourism literature. For example, Han and Hyun (2015) found that economic value in terms of price reasonableness is a highly effective strategy for enhancing customer retention and optimising revenue in the medical tourism industry in Korea. In addition, Eid and El-Gohary (2015) found that economic value in terms of value for money is a predictor of Muslim customer satisfaction for those who travel to Islamic destinations. Recently, Dedeoğlu (2019) found that economic value (i.e. money-value perception) positively and directly affects tourists' loyalty in Alanya, Turkey. In the CBT context, economic value is expected to positively influence both revisit intention and recommendation intention in CBT settings, as stated in the following hypotheses.

H4a: The economic value of CBT destinations has a positive effect on tourists' intention to revisit.

H4b: The economic value of CBT destinations has a positive effect on tourists' intention to recommend.

Several studies on tourism have revealed a positive effect of involvement value on tourists' behavioural intention. For example, Maunier and Camelis (2013) found that tourists who interact with the physical and human environment tend to be more satisfied during their touristic stay. In addition, Loureiro (2014) found that tourists with learning experiences in Alentejo, Portugal tend to have higher levels of behavioural intention. From the CBT context, many destinations provide recreational and social activities for tourists, such as sightseeing, handicrafts, and outdoor activities (e.g., fishing, camping, hiking, and sports). Since these activities involve tourist participation and interaction with community staff members and the surrounding environment, their involvement should increase their level of behavioural intention. Therefore, involvement value is expected to positively affect both tourists' intention to revisit and their intention to recommend CBT destinations.

H5a: The involvement value of CBT destinations has a positive effect on tourists' intention to revisit.

H5b: The involvement value of CBT destinations has a positive effect on tourists' intention to recommend.

The hypothesised relationships developed from the literature are summarised in Figure 1. The conceptual model illustrates the proposed effects of five dimensions of experience value on tourists' intention to revisit and intention to recommend CBT destinations in Thailand.

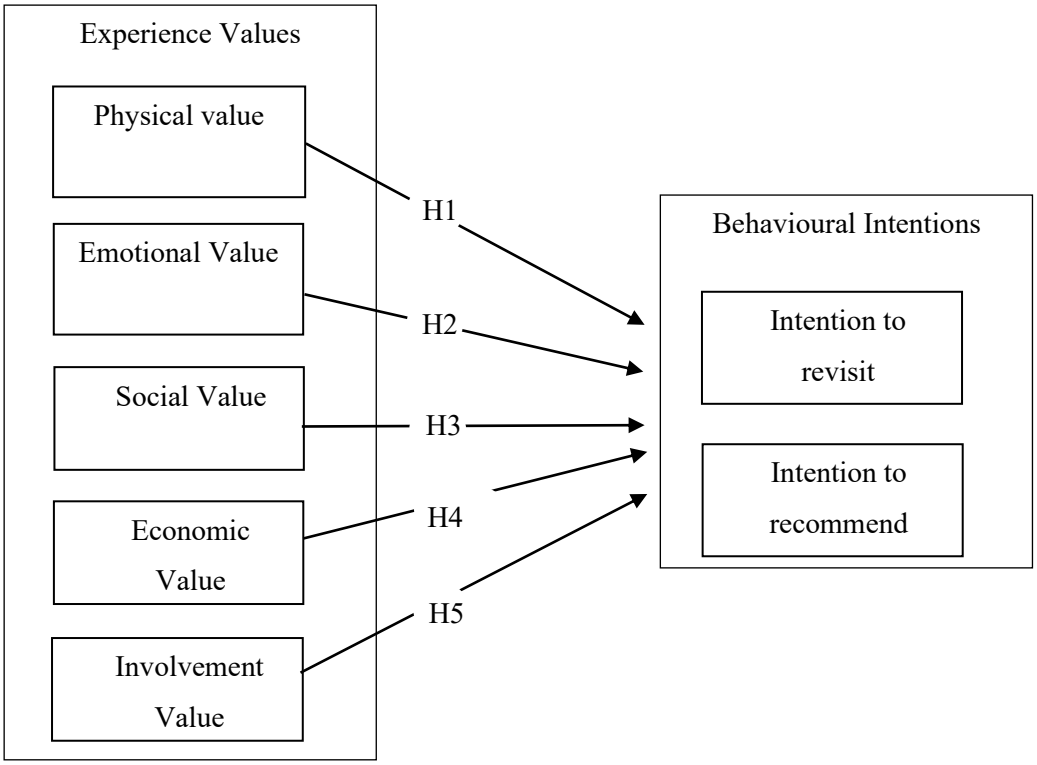


Figure 1. Conceptual Model
Source: Authors' elaboration

3. Methods

Research Instrument

A questionnaire was developed based on validated measurements from prior studies on tourism. The constructs of experience values (physical, emotional, social, economic, and involvement) and behavioural (intention to recommend and intention to revisit) were adapted from existing scales. The specific sources for each construct are summarised in Table 1. To ensure linguistic and conceptual accuracy, the original English scales were translated into Thai using the back-translation method (Sperber, 2004).

Table 1. Summary of sources for each research instrument

Construct	Sources
Physical value	Yu et al. (2023); Prebensen et al. (2013)
Emotional value	Eid and El-Gohary (2015); Meeprom and Silanoi (2020)
Social value	Sweeney and Soutar (2001); Gallarza et al. (2013)
Economic value	Meeprom and Silanoi (2020)
Involvement value	Ali et al. (2016)
Intention to revisit	Zhang et al. (2018); Hasan et al. (2019)
Intention to recommend	Lee et al. (2012)

Source: Authors' elaboration

Data Collection

Since the survey population was unknown, Cochran's (1963) formula was used to compute sample size (p = 0.50 and q = 0.50 with a 95% confidence level and a 5% sampling error). As a result, a derived sample size of 385 was the minimum number of required respondents. The top five CBT destinations in each region of Thailand: Ban Nam Chiew in Trad province (Eastern region); Mea Kampong in Chiangmai province (Northern region), Kok Satorn community in Loei province (Central region), Ku Ka Sing in Roi Et province (North-Eastern region), and Liled community in Surat Thani province (Southern region) were selected for data collection. These five locations are evaluated based on five criteria designed by the Designated Areas for Sustainable Tourism Administration (DASTA), which include community governance, economic, social, and quality of life management, preservation of cultural and heritage sites, natural resources and environmental management, and service quality provided by the community.

The research assistants used a quota sampling approach to obtain a sufficient number of respondents. They provided a brief description of the objectives and the importance of all questions needing to be answered. Moreover, the leaders of each community were contacted and solicited to be tour guides and facilitate the assistants in conducting the survey. Each destination was assigned to collect 80–100 tourists per site to achieve a total sample size. Field researchers were instructed to collect responses until each quota category was filled at each site.

Data Analysis

We employed the structural equation model (SEM) to simultaneously examine the hypothesised relationships among constructs in the proposed model, which contains the observed indicators and the fitness of the collected data (Bollen, 1989). Then, the model's reliability and validity were examined using a two-stage method consisting of a factor analysis and path analysis, accordingly (Anderson & Gerbing, 1988).

4. Results

Sample Profile

Following the initial evaluation for inadequate responses, ten questionnaires were excluded. In total, 500 self-administered questionnaires were disseminated from during January and February 2024. As a result, 440 usable questionnaires were obtained (150 from Mae Kam Pong, 100 from Trad, 90 from Loei, 52 from Surat Thani, and the other 48 from Roi Et), for a return rate of approximately 88 percent.

As shown in Table 2, the information on the sample's demographic and travel characteristics are presented. Female respondents (52.1) outnumbered the males (47.9%). Age was equally distributed among 21-30 years (37.4%), 31-40 years (24.4%), and 41-50 years (22.6). The high average age can be explained by the relatively middle-income level, ranging from $351 to $650 per month (27.4%). The overwhelming majority (75.3%) reported relaxation to be the primary purpose of their visit. Traveling companionship was similarly distributed across family/relatives (38.8%), friends (34.7%), and colleagues (20.6%), and quite a few travelled alone (5.9%). The majority (43.5%) were first-time visitors, and the rest had visited the CBT destination more than once. Finally, the duration of stay was relatively similar among respondents, ranging from 1 day (35%), 2 days (39.7%), to more than three days (25.3%).

Table 2. Sample demographics

Demographic factors	Category	Frequency	Percentage
Gender	Male	205	46.6
	Female	235	53.4
Age	21-30	152	34.5
	31-40	108	24.5
	41-50	102	23.2
	51-60	78	17.8
Household income per month	Below $350	78	17.7
	$351-$650	113	25.7
	$651-$950	79	17.9
	$951-$1,200	65	14.8
	Above $1,201	105	23.9
Objectives of visit	Relaxation	293	66.5
	Participating in local activities	69	15.6
	New learning experience	78	17.9
Prior visit	First time	154	35.0
	1 time	90	20.5
	2 times	90	20.5
	3 times	50	11.3
	More than 3 times	56	12.7
Length of stay	1 day trip	153	34.8
	2 days	167	37.9
	3 days and more	120	27.3

Source: Authors' elaboration

Descriptive Analysis

Table 3 presents the means and standard deviations of each variable examined in this study. In terms of experiential value, tourists reported high rating for physical value ($\bar{x}$=4.00, S.D.=0.48), followed by social value ($\bar{x}$=3.89, S.D.=0.50) and emotional value ($\bar{x}$=3.85, S.D.=0.43) accordingly. They provided moderate rating for involvement value ($\bar{x}$=3.75,

S.D.=0.51), and economic value ($\bar{x}$=3.50, S.D.=0.65). Regarding behavioural intentions, the tourists rated high level of both intention to revisit ($\bar{x}$=4.10, S.D.=0.57) and recommend ($\bar{x}$=4.19, S.D.=0.52).

Table 3. Reliability and confirmatory factor analysis

Construct	SFL	CAC	AVE	CR
Physical value		0.785	0.569	0.798
This tourist site has a well-developed infrastructure.	0.757			
The environment of surroundings was good.	0.757			
This community destination is well-organised. *	-			
The transportation was convenient.	0.749			
Emotional value		0.712	0.466	0.720
I am comfortable with this destination.	0.746			
I felt relaxed about this destination.	0.734			
This destination gave me a positive feeling.	0.551			
This destination gave me pleasure.	-			
Social value		0.754	0.530	0.768
This attraction makes me feel more socially accepted	0.737			
This attraction improves the way I am perceived	0.839			
This attraction helps me to feel acceptable to others.	0.585			
I have good relationships with local people. *	-			
I have met other friendly tourists at this place. *	-			
Economic value		0.805	0.570	0.797
The price paid for this destination was reasonable.	0.808			
The prices for additional services were acceptable.	0.809			
This experience represented “value for money”.	0.635			
This destination was correctly priced.	-			
Involvement value		0.710	0.585	0.807
I was involved in something that I really liked doing	0.788			
I had a “once in a lifetime” experience. *	-			
The community staff members were friendly and interacted.	0.842			
These activities stimulated my curiosity to learn new things.	0.653			

Construct	SFL	CAC	AVE	CR
Intention to revisit		0.824	0.568	0.798
I have an intention to visit this place again.	0.752			
I would love to come to this place again.	0.774			
I will make an effort to come to this place again.	0.734			
I am willing to spend time and money to visit this place in near future. *	-			
Intention to recommend		0.818	0.497	0.748
I would say positive things about this destination to other people.	0.697			
I would recommend that someone visit this destination.	0.751			
I would encourage friends and relatives to visit this destination.	0.665			

Model fit indices: χ^2=261.98, p=0.00, *df*=168; RMSEA= 0.05; CFI=0.91

All loadings are significant at p<0.01

* This item was excluded from the final analysis due to poor performance in factor loadings during the confirmatory factor analysis.

Source: Authors' elaboration

Measurement Model

Table 3 also provides the results of reliability and factor analysis. First, the principal component analysis (PCA) method was utilised to conduct the exploratory factor analysis (EFA). The EFA encompassed an examination of the 28 value items. The findings indicated a Kaiser– Meyer–Olkin (KMO) score of .873, surpassing the acceptable threshold of 0.50 and a significant level at 0.01 for Bartlett's test of sphericity. All items were loaded into seven factors, with an eigenvalue between 1.023 and 7.117, which explains 70.539 percent of total variance. The results of the EFA indicate that all items have been successfully loaded onto a single factor, displaying factor loadings within an acceptable range of values between 0.577 and 0.886. These values were higher than the acceptable value of .50, showing strong convergence validity within the factor (J. F. J. Hair *et al.*, 2014). Table 3 presents the EFA results of the value items and items removed.

Second, confirmatory factor analysis (CFA) was performed by forcing all items to measure a single construct with maximum likelihood extraction and the Varimax rotation method. The

results indicate the values of goodness of fit statistics ($\chi 2$ = 261.98, df=168, $\chi 2$ /df = 2.09, CFI = 0.91, GFI = 0.903, NFI = 0.877, RMSEA = 0.051), which exceed all minimum thresholds. The standardised factor loadings (SFL) for each indicator, as shown in Table 3, exhibit positive values for each construct as per theoretical assignment. These values vary between 0.55 and 0.84, surpassing the recommended minimum value of 0.50 proposed by J. F. J. Hair *et al.* (2014). In addition, all values of construct reliability (CR) for all constructs fall within the range of 0.72 to 0.80, which exceeds the acceptable threshold of 0.70 as Raykov (1997) suggested. Furthermore, all estimates of average variance extracted (AVE) were found to be above 0.40 (J. F. Hair *et al.*, 1998). These results provide substantial support for the convergent validity of all constructs.

Discriminant validity was also assessed by comparing the AVE values of each variable and square correlations, using Fornell-Larcker criteria (Fornell & Cha, 1994). For example, the square correlation between physical value and social value was 0.43 (obtained from the square of 0.66). This obtained value was less than the AVE of the two variables (0.56 and 0.53), thereby suggesting that it did not encounter discriminant validity issues. For all constructs, respondents indicated their level of agreement on a 5-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. To assess the reliability, Cronbach's alpha coefficient (CAC) values were computed. The findings indicated that all values exceeded 0.77, surpassing the acceptable threshold of 0.70 (Nunnally & Bernstein, 1994). Moreover, the AVE and construct reliability values surpassed the critical thresholds of 0.40 and 0.70, respectively. These values provide satisfactory support of acceptable reliability.

Structural Model

The structural model was examined following the successful validation of the measurement model using the CFA procedure. In doing so, several model fit indices at the structural level were measured before the hypotheses were tested. The overall fit results of the proposed study model were satisfactory with the following values: χ^2 281.59(p=0.00), df=169; RMSEA= 0.062; CFI=0.951; GFI=0.902; NFI=0.872, IFI=0.957, TLI=0.945, and PGFI=0.756. The variance of intention to revisit and intention to recommend local tourism can be explained by 63 and 62 percent, respectively, revealing a solid predictive ability. From Table 4, intention to revisit is most influenced by physical value (beta=0.239, p<0.10), followed by involvement value (beta=0.223, p<0.01), emotional value (beta=0.214, p>0.10), social value (beta=0.207,

p<0.10), and economic value (beta=0.186, p<0.10), respectively. In addition, intention to recommend is most influenced by social value (beta=0.308, p<0.01), followed by the physical value (beta=0.262, p<0.05), and emotional value (beta=0.223, p<0.10), respectively.

Based on the structural model results, physical value significantly influences both intention to revisit and intention to recommend, supporting H1a and H1b. Emotional value also has significant positive effects on both behavioural outcomes, supporting H2a and H2b. Likewise, social value significantly affects both intention to revisit and intention to recommend, supporting H3a and H3b. Economic value significantly affects intention to revisit but does not significantly affect intention to recommend, thus supporting H4a but not H4b. Similarly, involvement value has a significant effect on intention to revisit the destination, but it does not significantly influence their intention to recommend it to others, thereby supporting H5a but not H5b.

Table 4. Hypothesis testing results

Independent variables	**Hypothesis**	**Intention to revisit**		**Intention to recommend**	
		Standardised regression weight	***t*-value (standard error)**	**Standardised regression weight**	***t*-value (standard error)**
Physical value	H1	0.239[a]	1.669 (0.115)	0.262[b]	2.157 (0.115)
Emotional value	H2	0.214[a]	1.666 (0.178)	0.223[a]	1.794 (0.178)
Social value	H3	0.207[a]	1.919 (0.102)	0.308[c]	2.863 (0.105)
Economic value	H4	0.186[a]	1.754 (0.098)	0.118	1.103 (0.097)
Involvement value	H5	0.223[c]	2.629 (0.148)	0.064	0.844 (0.136)
R^2		0.63		0.62	

Model fit indices: χ^2=281.59(p=0.00), *df*=169; RMSEA= 0.06; CFI=0.956; GFI=0.902; NFI=0.872

[a] significant at the p<0.10 level

[b] significant at the p<0.05 level

[c] significant at the p<0.01 level

Source: Authors' elaboration

5. Conclusion, discussion, and implications

The findings of this study emphasise the significant role of experience value in shaping tourists' behavioural intentions within CBT settings. Experience value, which includes physical, emotional, social, economic, and involvement dimensions, uniquely contributes to tourists' decisions to revisit and recommend a destination. First, the results confirm previous research on the significance of physical value in driving revisit intentions. This finding is consistent with Wu and Li's (2015) research, which showed the influence of the physical environment on visitors' emotional and behavioural intentions. Second, the emotional connections to cultural heritage and natural beauty in CBT are shown to significantly impact tourists' loyalty, expanding study by Sheresheva et al. (2020), who emphasised the importance of deeper emotional connections with tourist destinations in Russia can motivate revisit intentions. Third, the importance of social value was reaffirmed in a study by Yu et al. (2023), who found the positive effects of social value on life satisfaction in Chinese religious tourism. Fourth, the emphasis of economic value extends Dedeoğlu's (2019) study that found a link between service quality and economic value in traditional tourism. Finally, this research extends existing literature by highlighting the substantial role of involvement value in CBT settings. As found by Luong (2024) demonstrates that social interaction, information, entertainment, and convenience, significantly influence destination image and tourist attitudes. The absence of significant effects of economic value and involvement value on tourists' intention to recommend suggests that these dimensions are less central to the social motivations underpinning recommendation behaviour. Tourists are more likely to recommend destinations based on meaningful and memorable experiences rather than on price considerations. Moreover, their personal involvement may not generalise into a belief that others would appreciate the same experience, weakening the link between involvement value and recommendation intention.

Theoretical contribution of this study lies in the choice of experience value as the central analytical framework rather than traditional service quality, known as "SERVQUAL" (Parasuraman et al., 1988). Although this framework has been widely used in tourism and hospitality research to evaluate service performance, it is primarily designed for formal service delivery system in structured commercial environments. Thus, using experiential value in CBT research is more appropriate because tourist experiences are shaped not only by service encounters but also by cultural interaction, emotional engagement, and social

meaning. In addition, this research findings offers several managerial implications for local government officials and local tourist operators to promote CBT business performance (e.g. number of revisiting tourists, intention to recommend), as listed below:

- Local government agencies should focus on increasing physical value through improving infrastructure, enhancing the natural environment, maintaining site cleanliness, and providing convenient transportation options to ensure that visitors have a comfortable and enjoyable experience.

- The agencies should build social value by implementing recognition programs such as “Proud to Support Local” that explicitly signal to visitors that their expenditures directly contribute to local livelihoods, cultural preservation, and community well-being. Such initiatives strengthen tourists’ sense of pride and purpose.

- Involvement value should be emphasised by encouraging visitors’ participation in activities with local residents to create a sense of connection with the community.

- The operators should encourage intimate and personalised interactions between tourists and community members. Small-group activities, homestays, and shared meals provide opportunities for genuine relationship-building.

- Lastly, local operators should ensure economic value by offering affordable accommodations and local products for tourists.

The findings from this study demonstrates that experience value operates as a universal mechanism in CBT. These five elements are common characteristics of CBT initiatives globally, suggesting that the experience value framework can service as a transferable model for evaluating CBT success across different cultural contexts.

There are several limitations of this study. First, the use of non-probability sampling limits the extent to which the results can be generalised. Although quota sampling allowed for controlled representation across selected demographic groups, it does not provide the randomness required for high external validity. Second, the study’s sample consisted primarily of domestic tourists. International visitors may evaluate experiential value differently due to variations in cultural background, travel motivations, and expectations of authenticity. Future research should therefore incorporate random sampling techniques where feasible to enhance generalisability. Moreover, comparative studies involving both domestic and international tourists or other stakeholders incorporating residents, community leaders,

and business operators could offer deeper insights into cross-cultural differences in experiential evaluations and behavioural intentions.

Declaration of interest statement

The authors declare that there are no conflicts of interest.

Data access statement

The authors had complete access to the study data. This access included all datasets generated and analysed during the research. The nature of the access extended to the raw data, statistical analyses, and any supplementary materials used in the study. In addition, the author was able to review, manipulate, and interpret the data freely to ensure the accuracy and integrity of the research findings. The access to the data is ongoing, allowing the authors to perform additional analyses or address any queries that may arise post-publication. All datasets have been securely stored and will remain accessible for future reference and verification purposes.

Data availability statement

The materials supporting the findings of this study are available upon reasonable request. The datasets generated and analysed during the research are not publicly available due to privacy concerns but can be accessed by contacting the corresponding author. Readers interested in accessing the data for replication studies or further research inquiries may request access through formal communication with the study's corresponding author, who will provide the data in accordance with ethical guidelines and data sharing policies.

Funding statement

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Ethical statement

This research was conducted using established protocols and received approval from the research ethics committee at Sripatum University, Chonburi campus, with the reference number SPUC-IRB-2023-001, on 24 February 2023. All participant provided their consent, indicating voluntary participation and the implementation of strict confidentiality measures to protect their personal information.

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