

MEDIATING EFFECTS OF MEMORABLE TOURISM EXPERIENCES ON TOUR GUIDES' ATTRIBUTES EFFECTS ON ENHANCING REVISIT INTENTION

Yongyut KAEWUDOM ¹, Wipada THAOTHAMPITAK ^{2*}

¹University of the Thai Chamber of Commerce, School of Tourism and Services, Bangkok, Thailand; yongyut_kae@utcc.ac.th (Y.K.)

²Prince of Songkla University, Trang Campus, Faculty of Commerce and Management, Trang, Thailand; wipada.t@psu.ac.th (W.T.)

Citation: Kaewudom, U., & Thaothampitak, W. (2026). Mediating effects of memorable tourism experiences on tour guides' attributes effects on enhancing revisit intention. *Geojournal of Tourism and Geosites*, 68(4), 2774–2784. <https://doi.org/10.30892/gtg.68413-1894>

Abstract: Tour guide attributes' roles have emerged as a crucial element affecting tourists' memorable experiences and intention to revisit destinations along Thailand Andaman Coast, especially within the foreign tourist context. However, few studies have investigated the influences of specific tour guide attributes individually. Based on the stimulus-organism-response (S-O-R) model, this study examined the influences of tour guide attributes (TGA) on memorable tourism experience (MTE) and revisit intention (RVI) among foreign tourists along Thailand's Andaman Coast. In addition, this study investigated the mediation of revisit intention by the memorability of tourist experiences and the relation to perceived tour guide attributes. Using convenience sampling, 400 foreign tourists completed a self-administered face-to-face questionnaire between October 2024 and February 2025. PLS-SEM analysis indicated that the proposed model explained a moderate level of MTE ($R^2 = .302$) and a strong level of RVI ($R^2 = .395$) effectively. Interpersonal and communication attributes had the strongest influence on MTE, whereas positive attitude had the strongest influence on RVI. In addition, as a mediating variable, MTE significantly mediated the influence of TGA on RVI. These findings provide empirical support for applying the S-O-R model to the influences of tour guide attributes and also offer practical insights for tour guides, tour operators, travel agencies, and tourist destinations to boost foreign tourists' memorable tourist experiences and revisit intention in the context of the Andaman area.

Keywords: Andaman coast, Foreign tourist, Memorable tourist experience, Revisit intention, Tour guide attribute

* * * * *

INTRODUCTION

Over the past decades, the tourism industry has remained one of the economic pillars that plays vital role in drive Thailand's national economy (Pongsakornrungruangsilp & Pongsakornrungruangsilp, 2023; Uddin et al., 2024). Especially over the past 2-3 years, since the COVID-19 pandemic, as tourist arrivals in Thailand have been continuously increasing.

According to the Ministry of Tourism & Sport (2024), more than 26 million foreign tourists visited Thailand between January and September 2024, a rise of 30.09% year to year. However, prior research on tourism has indicated that tourist behavior after the COVID-19 pandemic has changed extensively when traveling, such as tourism desire, attitudes, travel behavior, and consumption patterns, especially in terms of the international travel (Mirzaei et al., 2023; Ren et al., 2022). These changes have led to major adjustments in various sectors of the tourism and hospitality industry to better serve customers. For example, encouraging travel patterns where tourists use readily available more energy-efficient public transport to maintain the sustainability of the tourism sites, evolving several strategies to enhance village tourism to attract tourists after the crisis, and concentrating clinical trust and well-being factors to respond to tourists' intentions to revisit medical destinations (Abdul-Rahman et al., 2023; Kim et al., 2024). In particular, tour guide's roles have been greatly affected by the changes in tourists' traveling patterns and their tourism behaviors, which have been demonstrated by changes in the tour guides' roles transitioning from service provision to becoming facilitators (Ren et al., 2024).

Foreign tourists who usually travel to Thailand can be classified into two main categories: self-organized tourists and those who are part of a group package tour purchased from a travel agent. Whereas, tour guides in Thailand play operate in various contexts depending on their roles, such as tour guides for travel agents who only service groups of tourists who purchased package from a travel agent and tour guides at tourism attractions who provide commentary on the attractions themselves. Tour guides are front-line professionals and interpreters who act as destination representatives in the eyes of tourists and also play an important role in shaping tourists' experiences in a destination (Pereira, 2015).

Additionally, services from tour guides has been confirmed to have a significant impact on the future behavioral intentions of tourists (Cheng et al., 2019). To adapt to these new circumstances, tour guides need to be able to arrange flexible tour guide services through sharing economy platforms with tourists in all phases of travel: pre-trip, during-trip,

* Corresponding author

<http://gtg.webhost.uoradea.ro/>

and post-trip (Shang et al., 2023). Additionally, tour guides are required to establish affable relationships regardless of differences in racial, cultural, and socio-economic backgrounds (Pu et al., 2023).

Therefore, an understanding of how tour guide attributes play into the context of tourist's intention will provide insights for tourism businesses, service providers, and tour guides aiming to enhance their performance.

Although tourists' revisit intention includes several factors documented by previous tourism literature, such as tourists' happiness, place attachment, destination innovativeness, and tourism experience (Hermanto et al., 2023; Lyu et al., 2023), research relating to the factors related to tour guides has been very limited, especially in the context of Thailand's Andaman Coast area. Tour guides have a vital role as interlocutors whose service helps tourists understand and appreciate the destinations to which they travel. Additionally, tour guides, in such situations, are important tourism route leaders as well, with regard to the information provision, entertainment, and creating safe, cohesive groups for their clients (Pu et al., 2023).

Guide-tourist interactions lead to various outcomes arising from collaborative activities during travel or while visiting tourism destinations. For example, Hermanto et al. (2023) found that perceived tour guide competence tended to improve client satisfaction and revisit intention. Jamaliah et al. (2024) found that provider performance tended to enhance tourists' experiences, satisfaction, and pro-environmental behavior. Although evidence reveals the influence of tour guide performance on tourist's revisit intention, few studies have verified specific details of their role which can explore what tour guide attributes influence tourists' intention to revisit the tourism destinations. Thus, new research should examine what attributes tour guides possess that could be enhanced to increase tourists' intention to revisit tourism destinations and use tour guide services in the context of Thailand's Andaman Coast area, a top choice of foreign tourists visiting the Kingdom.

This highlights how imperative it is for providers who interact with and service tourist directly to have excellent attributes. The primary rationale for this is that recurring tourist travel is the determinant of a tour guide's revenue and survival and, eventually, the driver of the economy's tourism sector. Additionally, tourists are conscious of the reasons why they would wish return to a specific location, and these reasons are closely tied to their satisfaction, the tourism experience, and the tour provider. Consequently, the encouragement of appropriate provider attributes and generating good, memorable excursions for clients are considered essential elements in fostering an area's tourism capability in the context of Thailand's Andaman Coast.

This research addresses four existing research gaps in the current literature. Firstly, although previous studies of tourism have demonstrated a positive association between tour guides and tourists' revisit intention, more examination of this association is needed, specifically within the context of Thailand's Andaman Coast.

The Andaman Coast is one of the most popular coastal destinations for foreign tourists who visit Thailand, making it an area that generates revenue for the tourism sector and an important landscape in southern Thailand which drives both the local and national economies (Thaothampitak et al., 2023). Additionally, tourism receipts from international tourist arrivals along Thailand's Andaman Coast between January and September 2024 were approximately four-hundred billion baht, which accounts for 84.02% of income from foreign tourists visiting the southern region, and 34.84% of income from foreign tourists nationwide (Ministry of Tourism & Sport, 2024). Secondly, although previous studies have pointed out several elements of tour guide competency that are required for serving customers and creating tourists' tourism experiences (Kapa et al., 2022), few studies have mentioned the individual competency elements that influence tourists' intention or their tourism experiences. Thirdly, although evidence reveals the influence of tour guide performance on tourist's revisit intention (Hermanto et al., 2023), few studies have verified the specific details of their roles with regard to which tour guide's attributes influenced tourist's intention to revisit the tourism destinations. Lastly, another research gap that needs further exploration is the mediating factors (e.g., memorable tourist experience) that could promote tourists' revisit intention. This important issue necessitates investigation of the relationship between tourists' perceived tour guide attributes and their revisit intentions, because it greatly affects the behavioral intentions of tourists. Thus, understanding the important role of tourist experiences will provide some valuable insight for tour guides who directly interact with the tourists to allow them to enhance their attributes more efficiently and provide better services to foreign tourists. In this study, the theoretical lens for research is consumer behavior theory based on the stimulus-organism-response (S-O-R) model developed by Mehrabian & Russell (1974). This model supports the explanation of foreign tourists' revisit intentions (Response Behaviors: R) which will be predicted by perceived tour guide attributes (Stimulus: S) and memorable tourist experience (Organism: O).

The objectives of this research were to 1) examine the influence of perceived tour guide attributes on tourists' memorable experience, 2) examine the influence of perceived tour guide attributes on tourists' revisit intention, and 3) investigate the mediation of revisit intention by the memorability of tourist experiences and the relation to perceived tour guide attributes. With respect to the research contribution, we expect that the results of our study will provide additional evidence to support the important roles of tour guides through uncovering previously unknown tour guide attributes that encourage memorable tourist experiences during foreign tourists' travels the area so they can be enhanced. Thus, our results are also expected to offer more understanding about tour guide attributes and memorable tourist experiences which may influence tourists' revisit intention to Thailand's Andaman Coast in the future.

In this study, tourist behavior is the crucial focal point. The research model was established using consumer behavior theory as the essential base for the stimulus-organism-response (S-O-R) model developed by Mehrabian & Russell (1974). The S-O-R model has been adopted in tourism studies in various contexts regarding the state of tourist's internal, organismic, and affective aspects. Organism State (O) is influenced by the Stimulus State (S) from environments, which in turn leads to their response behaviors (Response State, R) (Bai & Lai, 2025; Jiang et al., 2024; Tuu et al., 2024). In other words, stimulus and tourist behavior are linked by the mediating role of their emotions (organismic component). Applying this previous model to the research model in this study, tour guide attributes can be seen as a stimulus, memorable tourism experience as an organism variable that is affected by the stimulus, and tourist's revisit intentions as a response.

That is foreign tourists who have experienced or received services from tour guides with good attributes (Stimulus) will be positive towards their memorable tourism experiences (Organism), and, ultimately, tend to visit the destination again (Response). From a statistical viewpoint, this study used the S-O-R model to address the gap in the literature by deploying memorable tourism experiences as a mediator to examine the influence of tour guide attributes on revisit intention as it applies to foreign tourists who travelled in destinations along Thailand's Andaman Coast.

Tour guides are defined as members of the hospitality and tourism industry who are granted a professional certificate to show visitors or tourists around places of interest (Rini & Firdaus, 2022). Kassawneh et al. (2019) argued that tour guides require the qualifications of moral, intellectual, and professional competence to provide memorable experiences to tourists because they are de facto ambassadors of their countries, companies, and destinations. Tour guides not only play an important role in providing tourist experiences to consumers, they also function as narrators of tales while transiting an area, providing concise knowledge about the scenery, panoramas, local people, the best spots for photographs, and the regions visited during an excursion (Látková et al., 2020; Syakier & Hanafiah, 2022). Previous studies revealed several attributes of tour guides depending on the research's context. For example, a study by Huang et al. (2010) explored perspectives of tour guide's performance, including professional competence, interpersonal skills and organization, empathy, and problem-solving, which had an effect on tourist satisfaction. Additionally, Eren et al. (2025) aimed to study how tour guides' ethical behavior affects tourist satisfaction. Thus, based on the literature review, this research focused five attributes required by tour guides working in the area along the Andaman Coast in Thailand because they are crucial factors in explaining foreign tourists' behavioral intentions and tourist experiences, including 1) professional competence, 2) positive attitude, 3) good personality, 4) interpersonal and communication skills, and 5) problem-solving.

One core issue scholars delve into is tourism experiences. Thus, the notion of memorable tourist experiences has arisen from the theory of maximization of benefits. Memorable experiences for tourism clients are events they actively remember and recall after returning to their normal lives (Zhang et al., 2018). Some scholars have stressed that identifying and understanding which elements of these experiences strongly affect clients, especially those which spur the recall of their experiences and emotions, is crucial for marketing (Kim & Ritchie, 2014). For instance, Mgxeke et al. (2017) pointed out that generating memorable experiences for tourists is a critical aspect of generating receipts for cultural heritage sites. In particular, regarding the tour guide perspective, studies showed that tour guide's services are key elements to creating memorable tourist experiences for the tourists (Eylül Koç & Ulema, 2024; Kapa et al., 2022). Kapa et al. (2022) stated that the skill sets perceived by tourist guides as the most important in their professional practice to create a memorable tourist experience include moral, professional, and intellectual skills. In addition, Hurombo (2016) studied which key tour guide competences co-create memorable tourism experiences, which were determined to be emotional intelligence, cultural intelligence, and personality traits. According to this previous literature, we can suppose that tour guides' attributes would enhance foreign tourists' memorable tourist experiences depending on each attribute's context. Considering all the literature about the effect of tour guide attributes that can potentially lead to tourist's memorable tourist experiences, the following sub hypotheses are proposed:

H1A: Tour guides' professional competence positively influences foreign tourists' memorable tourist experiences.

H1B: Tour guides' positive attitudes positively influence foreign tourists' memorable tourist experiences.

H1C: Tour guides' good personality positively influences foreign tourists' memorable tourist experiences.

H1D: Tour guides' interpersonal and communication skills positively influence foreign tourists' memorable tourist experiences.

H1E: Tour guides' problem-solving positively influences foreign tourists' memorable tourist experiences.

Intention is an aspect of tourist behavior which has been studied and measured in a plethora of contexts: positive statements, revisiting, recommendations, expenditures on the products and services, and repurchasing by clients (Zeithaml et al., 1996). Revisiting intent refers to the possibility of a client coming back after their first visit. Furthermore, repeat customers enhance the cost-effectiveness and profitability of a destination. In this study, revisit intention measures foreign tourists' future behavior when they perceive tour guide attributes that may directly affect their revisit intention. The S-O-R model was applied to analyze foreign tourists' revisit intentions as predicted by the stimulus of their perceived tour guide attributes as an organism with a memorable tourism experience. This model proposes that foreign tourists who have perceived or received services from tour guides having good attributes will be positive towards their memorable tourism experiences and, ultimately, will tend to visit the destination again. In particular, studies have shown that the attributes of tour guides tended to affect the behavioral intentions of tourists (Eylül Koç & Ulema, 2024; Hermanto et al., 2023; Syakier & Hanafiah, 2022). Luo et al. (2025) stated that a tour guide's professional competences, including knowledge, response to questions, and attitude, had a positive influence on tourist's behavioral intentions. Additionally, previous studies revealed tour guide attributes, such as professional skills, communication competences, and personal traits, influenced tourist's behavioral intentions (Al Jahwari et al., 2017; Chang, 2014; Lin et al., 2017; Tu et al., 2020). Based on the S-O-R model and the related empirical evidence, the following hypotheses are presented:

H2A: Tour guides' professional competence positively influences foreign tourists' revisit intention.

H2B: Tour guides' positive attitudes positively influence foreign tourists' revisit intention.

H2C: Tour guides' good personality positively influences foreign tourists' revisit intention.

H2D: Tour guides' interpersonal and communication skills positively influence foreign tourists' revisit intention.

H2E: Tour guides' problem-solving positively influences foreign tourists' revisit intention.

In addition to the direct influence of tour guide attributes on tourists' revisit intention, this research proposes that the effect could be mediated by the memorable tourism experiences of tourists based on the phenomenon of the S-O-R model. When foreign tourists experience tourism guiding services from a tour guide having high levels of desirable

attributes, they tend to have more memorable tourist experiences during a trip, thereby encouraging them to be more likely to revisit the destinations. Previous work has determined that two types of tourist-to-tourist interactions (tourist-to-companion and tourist-to-stranger interactions) may affect behavioral intention through the mediating effect of memorable tourism experiences (Zhou et al., 2023). Additionally, Mittal et al. (2022) also indicated that memorable tourism experiences mediate the interactions of social return and behavioral intentions.

Drawing upon these interactions, the next hypotheses postulate that memorable tourist experiences likely mediates the theoretic connection between tour guide attributes and revisit intention as follows:

H3: Memorable tourist experiences positively influence foreign tourists' revisit intention.

H4: Memorable tourist experiences mediate the positive association between a tour guide's attributes and foreign tourists' revisit intention.

The resulting conceptual model is presented in Figure 1.

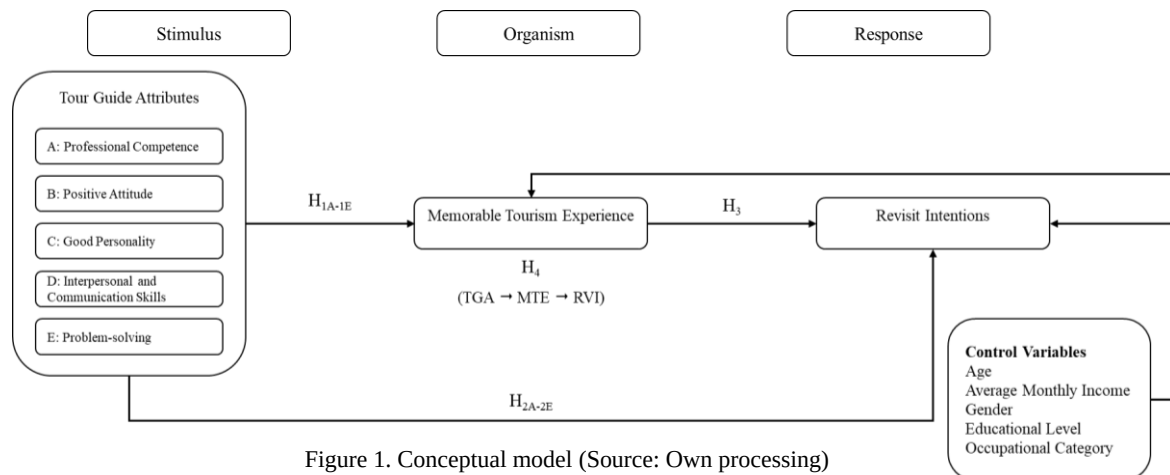


Figure 1. Conceptual model (Source: Own processing)

MATERIALS AND METHODS

Study Area

In this study, we concentrated on foreign tourists traveling in destinations along the Andaman Coast areas for the following three reasons: 1) the Andaman Coast area is a major economic powerhouse for tourism, driving significant revenue, creating jobs, and developing infrastructure within local areas; 2) this area is rich in tourism resources and boasts a diversity of natural and cultural charms which attracts millions of international and domestic tourists to destinations like Phuket, Krabi, and the Andaman Islands; 3) this area is the main workspace for tour guides, who give guided tours for numerous tourists, specifically the many foreign tourists visiting the area. Thus, for operationalizing this study, major tourism areas along the Andaman coast provinces, including Phuket, Phang Nga, Krabi, Trang, Satun, and Ranong, were selected as the study area.

Participants and Sampling

This research obtained data from foreign tourists traveling in destinations along the Andaman Coast in Thailand based on the following criteria: (a) aged over 18-years-old, (b) have experienced local tour guide services in the Andaman Coast region, (c) having complete consciousness and being able to convey meaning clearly using the English language, and (d) who were willing to respond the questionnaire voluntarily. Although the total number of foreign tourists visiting the six provinces along Thailand's Andaman Coast between January and September in 2024 was estimated to be 11,943,040 (Ministry of Tourism & Sport, 2024), there were no accurate statistics regarding the size of the target population based on the criteria. Thus, determining an accurate sample size was impossible. Due to this, the sample size in this study was calculated using Cochran's formula, " $n = z^2/4e^2$ " (n =sample size, z = z value at 95 reliability level (1.96), e =acceptable sampling error (0.05)), to achieve a 95 percent confidence level (Cochran, 1953). As a result, the calculated required minimum sample size in this research was 384 participants. Therefore, a total sample size of 400 participants was settled on as the data pool for the analysis. The affordability, ease of use, and propriety of convenience sampling method led to it being chosen to obtain data from foreign tourists traveling in the destinations of interest.

Instruments

The questionnaire had four sections. The initial section contained questions about the respondents' demographics. The second section consisted of items exploring perceived tour guide attributes. The third one contained questions measuring tourists' revisit intention. The last portion consisted of items assessing tourists' memorable tourist experiences.

Tour guide attributes were measured using a five-point Likert scale (range 1 (least) to 5 (most)) indicating the level at which the respondents perceived the attributes of the local tour guides they had interacted with when traveling in destinations along Thailand's Andaman Coast. This instrument was operationalized as a reflective construct adapted from previous studies (Huang et al., 2010; Syakier & Hanafiah, 2022), which was separated into five dimensions including professional competence (PC—6 items), positive attitude (PA—3 items), good personality (GP—3 items), interpersonal and communication skills (IC—4 items), and problem-solving (PS—4 items) reflecting the context of the attributes of tour

guides along Thailand's Andaman Coast. In turn, these dimensions were used for hypotheses testing. Revisit intention consisted of five items which referred to the respondents' opinions about the level of intention to revisit the six provinces along Thailand's Andaman Coast, which were measured using a five-point Likert scale (range 1 (least) to 5 (most)).

These items were adapted from previous studies (Peng et al., 2023). Memorable tourist experiences were measured using the scale of Peng et al. (2023), which consists of 4 items using a five-point Likert scale, ranging from 1 (least) to 5 (most), to indicate the extent to which the respondents gained memorable tourist experiences from their hired tour guides.

This study controlled for gender, age, educational level, average monthly income, and occupational category, as these variables may affect tourist experiences (Saidon et al., 2024). Gender was measured by a categorical variable whereby male = 1 and female = 2. Age was measured in years. Educational level was measured as an ordinal variable ("below bachelor degree" = 1; "bachelor degree" = 2; and "above bachelor degree" = 3). Average monthly income was measured in Thai baht. Occupational category was measured by a categorical variable ("student" = 1; "civil servant" = 2; "private employee" = 3; "independent worker" = 4; "self-employed" = 5; "unemployed" = 6; and "retired" = 7).

Data Collection and Methods of Analysis

Study approval was obtained from the Human Research Ethics Committee of the University of the Chamber of Commerce and given a certificate of approval (number UTCCEC/Exemp042/2024) on August 20, 2024. Thereafter, data was collected between October 2024 and February 2025 via questionnaire survey. Before collecting the data from the target respondents, they were asked screening questions regarding the four research criteria to ensure that they met the criteria to be in the study. Then, the participants were allowed to make inquiries before data collection and advised of their right to withdraw without giving a reason at any time prior to signing the consent form. Following the signing of the consent forms, the tourists handed their questionnaires over directly to the researchers upon completing the survey.

In total, seven-hundred and forty-nine foreign tourists traveling in destinations along Thailand's Andaman Coast were invited to be voluntary respondents. Three-hundred and forty-nine invited targets rejected to be the respondents (examples of rejection reasons; "It's my vacation period", "I have no time", "Not use English", or "Never used tour guide service"). The researchers collected completely filled-in surveys and counted them each day until the predetermined number was reached. Ultimately, four-hundred completely filled-in surveys which could be used for data analysis were obtained.

After surveying the questionnaires filled-out by the foreign tourists, the researchers tried to assess the effect of the tour guide's attributes influence on foreign tourists' memorable tourism experiences on their behavioral intentions to return to the destination. The independent variable effects on the dependent variable were used for confirmatory factor analysis (CFA) to validate measurement models and the SmartPLS algorithm was used to conduct partial least squares structural modeling (PLS-SEM) to analyze the data and complete research objectives (Hair Jr et al., 2020). In this study, the tour guide attributes were the independent variable, while memorable tourism experience was the mediator between tour guide attributes and tourists' revisit intention (dependent variable). The PLS-SEM technique contains multiple statistical tools, such as factor loading analysis, path analysis, and composite reliability (Suthatorn & Charoensukmongkol, 2022). PLS-SEM generates more robust outputs than other SEM estimations because it reduces bias associated with non-normal data (Hair et al., 2017).

Additionally, it is excellent at estimating models with a mediating variable. Thus, these advantages make PLS-SEM the ideal choice for the conceptual model of this study, which contains a mediating variable that influences multiple constructs. When performing PLS assessment, Variance Accounted For (VAF) is the most important index depicting the levels of the mediating effects on the main relationship and the threshold following value of the VAF (VAF>0.8 refers to Full Mediation, $0.2 \leq \text{VAF} \leq 0.8$ refers to Partial Mediation, and VAF<0.2 refers to No Mediation) (Fornell & Larcker, 1981).

RESULTS AND DISCUSSION

Table 1 contains the respondents' demographic profile.

Table 1. Demographic characteristics of the sample

Variable	Items	Frequency	Percentage	Variable	Items	Frequency	Percentage
Age (in years)	Mean: 28.64/ S.D.: 9.29			Occupational Category	Student	97	24.3
Average monthly income (baht)	Mean: 136,375/ S.D.: 267,338				Civil Servant	23	5.8
Gender	Male	202	50.5		Private Employee	159	39.8
	Female	198	49.5		Independent		
Educational Level	Below Bachelor' degree	130	32.5		Worker	21	5.3
	Bachelor' degree	154	38.5		Self-employed	58	14.5
	Above Bachelor' degree	116	29.0		Unemployed	36	9.0
				Retired	6	1.5	

Measurement Model Assessment

Prior to structural model assessment, it is necessary to test the quality of the data to evaluate the study's internal consistency. For this assessment, the structural analysis algorithm in SmartPLS was used, and analysis was conducted in three phases, as follows: 1) fitting the measurement model, 2) fitting structural model, and 3) fitting the overall model (Ahmed Kamel, 2021). First, reliability and validity were analyzed to evaluate the quality of the convergent validity of the measurement model. Cronbach's alpha coefficients were chosen to measure reliability, which required a minimum threshold of 0.70. The analysis revealed that all alpha-values were above 0.70. Additionally, assessment of the Composite Reliability (CR) revealed significance levels of at least 0.70, meeting the acceptability level for convergent validity (Hair et

al., 2017). Thus, the results shown in the measures section confirmed that all latent variables passed the minimum requirements. Thus, the reliability of the model was satisfied. Secondly, the quality of the convergence validity was evaluated by confirming whether all variables had factor loadings above the minimum requirement of 0.5 (Hair et al., 2017). The discriminant validity was confirmed comparing whether the value of Average Variance Extracted (AVE) was higher than 0.5 and the square root of the AVE of a specific variable was greater than other related correlations (Fornell & Larcker, 1981) as shown in Table 2. Finally, a full collinearity assessment was analyzed using full variance inflation factors (VIF) to confirm the correlations among independent variables were not too high (Petter et al., 2007). The full VIF values, which must not exceed 3.3, were between 1.309 and 2.630, indicating no issues with multicollinearity and common method bias (CMB).

Table 2. Convergent Validity and Reliability of Tour Guide Attributes, Memorable Tourism Experience, and Tourist Revisit Intentions

Tour Guide Attributes					Cronbach's α	AVE	CR
Variables		Label	Mean	Loadings			
PC	PC_1	A sense of responsibility	3.96	0.838	0.728	0.614	0.904
	PC_2	Knowledgeable	4.11	0.847			
	PC_3	Honest and trustworthy	4.34	0.836			
	PC_4	Punctual	4.18	0.721			
	PC_5	Pays attention to details during tours	4.13	0.718			
	PC_6	Good at time management	4.14	0.729			
PA	PA_1	Friendly	4.40	0.804	0.864	0.662	0.854
	PA_2	Service mind	4.48	0.817			
	PA_3	Positive attitude	4.21	0.819			
GP	GP_1	Good personality	3.47	0.860	0.812	0.692	0.871
	GP_2	Polite and courteous	3.67	0.852			
	GP_3	Neat and appropriate grooming	3.03	0.781			
IC	IC_1	Good human relations	3.94	0.745	0.801	0.626	0.869
	IC_2	Good communication and presentation	3.58	0.839			
	IC_3	Understood customers' cultures	3.89	0.762			
	IC_4	Able to collaborate with other	3.77	0.815			
PS	PS_1	Able to solve problems	3.15	0.841	0.746	0.683	0.896
	PS_2	Emotional intelligence	3.65	0.838			
	PS_3	Able to organize tour-related activities	3.93	0.769			
	PS_4	Able to cope with unexpected situations	3.68	0.854			
RVI	RVI_1	I will revisit tourist destinations	4.17	0.625	0.830	0.540	0.853
	RVI_2	Revisiting would be worthwhile	4.42	0.719			
	RVI_3	I would revisit this place in the future	4.02	0.708			
	RVI_4	I would return to tourist destinations	4.30	0.789			
	RVI_5	The likelihood of my return is high	4.30	0.817			
MTE	MTE_1	I had a once-in-a-lifetime experience	4.09	0.627	0.779	0.549	0.828
	MTE_2	I had a unique experience	3.89	0.737			
	MTE_3	My trip was different from previous trips	3.48	0.794			
	MTE_4	I experienced something new	3.90	0.792			

Hypotheses Testing Results

The PLS algorithm was employed with 300 iterations and bootstrapping conducted 5,000 times to evaluate the path coefficients of the latent constructs and assess their significance (Hair et al., 2019).

As Table 3 shows, the significance of the path coefficient, T-statistics, p-value, f^2 , R^2 , and Q^2 were measured. The values of 0.01, 0.25, and 0.36 for R^2 indicate weak, moderate, and strong model explanatory power, respectively. Additionally, the values of 0.02, 0.15 and 0.35 for f^2 are considered as small, medium, and large impact, respectively, for a specific predictor construct on an endogenous construct. While, Q^2 values higher than 0.00, 0.25 and 0.50 depict small, medium and large predictive relevance of the PLS path model, respectively (Chin et al., 2020).

According to thresholds, the results indicate that the model demonstrates a moderate level of explanatory power regarding memorable tourism experience ($R^2 = 0.302$), while it exhibits an explanatory power that surpasses the "strong" classification for revisit intention ($R^2 = 0.395$). Additionally, the findings illustrate the proposed model exhibits a greater level of predictive accuracy at small power for tourists' memorable tourism experiences ($Q^2 = 0.214$) and a value approaching medium power for their revisit intentions ($Q^2 = 0.274$). In respect to the influences of tour guide attributes on memorable tourism experiences ($H_{1A} - H_{1E}$) and revisit intention ($H_{2A} - H_{2E}$), all hypotheses were checked with the path coefficients, the significance level, and effect size (f^2). As Table 3 presents, positive attitude ($\beta = 0.136$, $p < .01$; $f^2 = .042$), good personality ($\beta = 0.097$, $p < .01$; $f^2 = .062$), interpersonal and communication skills ($\beta = 0.277$, $p < .00$; $f^2 = .084$), and problem-solving ($\beta = 0.225$, $p < .00$; $f^2 = .056$) significantly and positively influenced memorable tourism experiences. Thus, H_{1B} , H_{1C} , H_{1D} , and H_{1E} are supported. Whereas, tour guide's professional competence was not significantly related to memorable tourism experiences ($\beta = 0.012$, $p = .57$; $f^2 = .00$). Thus, H_{1A} is not supported. Additionally, all control variables were not significantly related to memorable tourism experiences in this model. From the perspective of revisit intention, professional competence ($\beta = 0.181$, $p < .00$; $f^2 = .04$), positive attitude ($\beta = 0.328$, $p < .00$; $f^2 = .081$), interpersonal and communication skills ($\beta = 0.164$, $p < .00$; $f^2 = .05$), and problem-solving ($\beta = 0.189$, $p < .00$; $f^2 = .074$) significantly and positively affected revisit intention. Thus, H_{2A} , H_{2B} , H_{2D} , and H_{2E} are supported. However, a tour guide's good personality

was not significantly related to revisit intention ($\beta = 0.016$, $p = .91$; $f^2 = .00$). Thus, H_{2C} is not supported. Additionally, memorable tourism experiences significantly and positively influenced revisit intention ($\beta = 0.139$, $p < .00$; $f^2 = .063$). Thus, H_3 is supported. Furthermore, age and gender (female) were related to revisit intention in this model.

Table 3. Summary of the research hypotheses based on tour guide attributes
(Notes: Control Variables were estimated as standardized coefficients)

Hypo	Constructs	β	T	P	f^2	R^2	Q^2	Results
Dependent Variable: Memorable Tourism Experience						0.302	0.214	
H_{1A}	Professional Competence	0.012	0.249	0.57	0.000			rejected
H_{1B}	Positive Attitude	0.136	2.806	0.01	0.042			accepted
H_{1C}	Good Personality	0.097	2.009	0.01	0.062			accepted
H_{1D}	Interpersonal and Communication	0.277	4.953	0.00	0.084			accepted
H_{1E}	Problem-solving	0.225	4.135	0.00	0.056			accepted
Control Variables	Age	-0.094	-1.644	0.10	0.000			rejected
	Average Monthly Income	0.043	0.818	0.41	0.000			rejected
	Gender (M=1, F=2)	0.057	1.041	0.30	0.000			rejected
	Educational Level	-0.052	-0.943	0.35	0.000			rejected
	Occupational Category	0.013	0.243	0.81	0.000			rejected
Dependent Variable: Revisit Intention						0.395	0.274	
H_{2A}	Professional Competence	0.181	4.162	0.00	0.040			accepted
H_{2B}	Positive Attitude	0.328	7.191	0.00	0.081			accepted
H_{2C}	Good Personality	0.016	0.349	0.91	0.000			rejected
H_{2D}	Interpersonal and Communication	0.164	3.503	0.00	0.050			accepted
H_{2E}	Problem-solving	0.189	4.213	0.00	0.074			accepted
H_3	Memorable Tourism Experience	0.139	2.824	0.00	0.063			accepted
Control Variables	Age	-0.170	-3.350	0.01	0.020			accepted
	Average Monthly Income	0.015	0.031	0.75	0.000			rejected
	Gender (M=1, F=2)	0.098	2.037	0.05	0.010			accepted
	Educational Level	-0.079	-1.636	0.10	0.000			rejected
	Occupational Category	0.093	1.926	0.10	0.000			rejected

In this study, mediating effects were tested after 5,000 bootstraps. Total effects, indirect effects, and direct effects were employed to investigate the mediating effects among the constructs. Initially, a fundamental prerequisite for the substantive presence of a mediating effect was the significance of the total effects and indirect effects. A mediator was classified as a “full mediator” when the direct effects were insignificant; conversely, it was regarded as a “partial mediator” when they were significant. Finally, when both the indirect and direct effects were important, mediation was classified as “complementary mediation” if they aligned in the same direction, or as “competitive mediation” if they diverged in different directions (Hair et al., 2021). Based on Table 4, tourists’ memorable tourism experiences have a complementary partial mediating effect (positive effect) on the path from tour guide attributes on their revisit intention ($\beta = 0.124$, $p < .01$; VAF = 0.6479). Additionally, the value of VAF was 64.79%, which means the effect levels of the mediating effects on the main relationship as the partial mediating effects. Thus, H_4 is supported.

In this study, the robustness analysis was checked to ensure the structural model results’ robustness in terms of nonlinear effects in a PLS-SEM framework, especially in a tourism study, by considering the quadratic effects (Sarstedt et al., 2020). The results confirmed the interaction terms’ effects were not significant which confirms the linear effect’s robustness.

Table 4. Summary of the Research Hypotheses based on Mediating Effects
(Abbreviations: RVI=Revisit intention, TGA=Tour guide attribute, MTE=Memorable tourist experience)

Path	Effect	Estimate	Bootstrap 5,000 Times			Percentile 95%		R^2	Conclusion
			S.E.	T	P	Low	Up		
H_4: TGA → MTE → RVI	Direct	0.533	0.04	4.08	0.00	0.35	0.58	0.32	Complementary Partial Mediation
	Indirect	0.124	0.02	3.27	0.01	0.09	0.15		
	Total	0.656	0.05	4.66	0.00	0.61	0.72		

CONCLUSION

There are many aspects of the area along Thailand’s Andaman Coast, such as natural beauty, emerald waters, and world-class beaches, which can attract foreign tourists return to these destinations after their first visit. Previous studies show that there are several points influencing foreign tourists’ revisit intention, such as destination images, brand attributes, service quality, attraction, and product travel (Intuluck et al., 2024; Soonsan et al., 2025; Thaothampitak & Wongsuwatt, 2022). Despite several projects that have studied factors enhancing tourists’ revisit intention to the Andaman Coast destinations, the crucial elements related to foreign tourists’ perceptions of tour guide roles and attributes has been neglected in this context. This research studied the attributes of tour guides working along Thailand’s Andaman Coast. Five tour guide attributes which were deemed important with regard to providing services from foreign tourists’ perspectives, namely professional competence, positive attitude, good personality, interpersonal and communication skills, and problem-solving, were revealed. These results seem to be partly consistent with prior studies demonstrating the competencies of tour guides in South Africa and exploring their attributes, including moral qualities, professional qualities, and intellectual qualities (Kapa et al., 2022).

The results obtained from the model estimations confirm the positive influence of tour guide attributes on foreign tourists' memorable tourist experiences. The findings suggest that the better a tour guide's attributes were perceived by foreign tourists, the greater their memorable tourist experiences they gained from the trip were. This aligns with the findings of Eylül Koç & Ulema (2024) which revealed that the performance of tourist guides influences the memorable tourism experiences of foreign tourists who participated in guided tours in the Cappadocia region.

Additionally, this study found evidence that foreign tourists reported having more memorable tourist experiences when the tour guides who provided them service had higher attribute levels related to positive attitude, good personality, interpersonal and communication skills, and problem-solving. This is likely because these tour guide attributes are determinants for tourists in setting their expectations and creating the desired memorable tourist experiences.

This aligns with the findings of Çapar & Atçı (2023) which revealed that the organized interpretation of the performance of tour guides influences memorable tourism experiences. In the model's estimation, the results also confirm the positive influence of tour guide attributes on foreign tourists' revisit intention. The findings suggested that foreign tourists who perceived tour guides as possessing higher levels of the listed attributes were more likely to revisit tourism destinations in the area because tour guides are influential throughout all the points of tourists' experiences, whether in regard to a particular destination or in a group tour scenario. This association between tour guide's attributes and revisit intention adds further support to previous studies which have shown attributes such as the guide's roles (Ahmed Kamel, 2021), tour guide's performance (Hermanto et al., 2023), and tour guide's ethical behavior (Eren et al., 2025) are key factors in increasing the intention of tourists to revisit tourism destinations. However, additional empirical evidence from the findings of this study increase the insight into the attributes of tour guides which enhance the revisit intention of foreign tourists, including professional competence, positive attitude, interpersonal and communication skills, and problem-solving.

The current results show that the link between tour guide attributes and foreign tourists' revisit intention in the context of Thailand's Andaman Coast can be mediated by memorable tourist experiences. This finding shows that foreign tourists who perceive their tour guides as having high levels of the studied attributes are more likely to gain high levels of memorable tourist experiences from a trip. Subsequently, increasing how memorable foreign tourists' experiences are leads to increases in their intentions to revisit destinations along Thailand's Andaman Coast. This suggests that one reason the attributes of tour guides encourage foreign tourists who traveled to the Andaman Coast to further their intentions to revisit is due to the ability of the tour guides to provide a more memorable tourist experience for them. The mediating role of memorable tourist experiences is consistent with prior research showing that memorable tourist experiences mediated the relationship between the tour guide's performance and sustainable behavior (Aideed et al., 2024). Additionally, this mediating role is consistent with prior research showing that, in other contexts, memorable tourist experiences mediated the relationships between destination image and intention to recommend (Çevrimkaya & Zengin, 2023), and also mediated the relationships between cultural heritage rejuvenation, experience quality, and revisiting intention (Zhou et al., 2023). Therefore, our findings reveal that a significant influence exists among the tour guide attributes, foreign tourist's memorable experiences, and revisit intention to these destinations along Thailand's Andaman Coast.

This study's theoretical contributions create a more intimate look into the roles played by tour guides' attributes and their influence on foreign tourists' memorable tourist experiences and revisit intention. The findings confirm the concepts of the S-O-R model, wherein the influences of tour guide attributes as a stimulus, memorable tourism experience as an organism variable that is affected by the stimulus, and the tourist's revisit intentions as a response. The findings confirm that foreign tourists who have experienced or received services from tour guide's with good attributes will feel positive towards their memorable tourism experiences and, ultimately, tend to visit the destination along Thailand's Andaman Coast again. In addition, the results are consistent with the concept of the Memorable Tourism Experience (MTE), which refers to the memories of visitors arising from an individual evaluation of the tourism experience (Kim et al., 2012), particularly the feelings and emotions they experienced during their tourism activities (Lee, 2015). Thus, these results support the MTE concept that foreign tourists' experiences during a tourism activity arise from how they perceive the tour guide's attributes.

By simultaneously incorporating both approach and motivation mechanisms, this study provides a more comprehensive theoretical account of foreign tourists' behavioral intentions. This theoretical insight contributes to understanding the contextual boundary conditions of the process models in tourism. The relative dominance of approach mechanisms may depend on contextual factors, such as the tour guide's professional competencies (it is not the stimulus for tourists' experiences, but it is the stimulus for their revisit intention) such as being knowledgeable, having time management skills, and taking responsibility, and the tour guide's having a good personality (which is a stimulus for the tourists' experiences, but not for their revisit intention) such as being polite, courteous, and appropriately groomed. Therefore, this research contributes to understanding the theories by clarifying which mechanisms of the S-O-R concept can explain the behavioral intentions of foreign tourists experiencing services from tour guides that have both direct and indirect effects on memorable travel experiences. This, in turn, reveals which stimuli directly affect tourist responses without going through the organism mechanism according to the S-O-R concept. This is an important reason why memorable travel experiences only play a role as a partial mediating variable. This contribution makes recommendations for future research: such as exploring the role of tour guide attributes in relation to generating subsequent tourist behavioral responses, such as satisfaction, social engagement, electronic word-of-mouth, and willingness to pay, and taking these cause and effect relationships into consideration. This recommendation is essential to generate a more complete understanding of the boundary conditions that act as enabling, or inhibiting, factors regarding the effectiveness of tour guides in creating the performance outcomes that they demonstrate.

Recommendations for Management

This research offers several suggestions with respect to managerial issues that may help tour guides, tour operators,

travel agencies, and tourist destinations boost foreign tourists' memorable tourist experiences and revisit intention in the context of the Andaman area. Considering the finding that tour guide's attributes boost tourists' memorable experiences which, in turn, raises their intention to revisit destinations along the Andaman Coast Provinces and to use the same tour guide services again, this research suggests that management of tour operations, travel agencies, and tourist destinations should provide training related to the five key attributes for their tour guides, or at least encourage them to practice enhancing each attribute regularly, to enhance their potential regarding their career. In particular, one of the most important techniques for tourism job training that should be provided to tour guides is a soft skills training program.

Soft skills have been statistically proven to improve the performance of tourism and hospitality workers along Thailand's Andaman Coast (Wongsuwatt et al., 2024). Nevertheless, it is crucial for management to understand that the improvement of tour guides from the training will not help the businesses to grow effectively if improvement of the attributes is not consistent with tourists' expectations. Therefore, it is crucial for management to be aware of what key tour guide attributes enhance foreign tourists' memorable tourist experiences and their revisit intention, such as positive attitude, interpersonal and communication skills, and problem-solving. As for recommendations for tour guides, based on the empirical evidence obtained from this study, they should strive to develop the five components of the key attributes foreign tourists desire in tourist guides: professional competence, positive attitude, personality, interpersonal and communication skills, and problem-solving. Moreover, these tour guide attributes are significantly and positively related factors that enhance foreign tourists' memorable tourist experiences and their revisit intention. Thus, firstly, tour guides should evaluate themselves regarding their current levels in each of these attributes to determine whether they sufficiently meet the expectations of foreign tourists, or not. Secondly, tour guides should improve their positive attitude attributes, such as working with a service mind, which are the strongest booster of foreign tourists' revisit intention. Thirdly, tour guides should be outstanding in interpersonal and communication skills, which are the leading attribute associated with creating more memorable tourist experiences for foreign tourists during their trip, such as having good presentation skills or understanding the cultures of their customers. Lastly, tour guides should continuously develop key attributes regarding responsibility related to tour guiding which will help them to cope effectively with emergencies and challenges from changes in the future.

Limitations and Recommendations for Future Research

While several significant contributions to the field have been generated by this study, there are some limitations that need to be acknowledged. Firstly, the study used a cross-sectional design for data collection, so we are unable to draw causal inferences. Thus, we can merely proffer insights on the associations among the variables, but not directionality. Secondly, the research only focused on the area along the Andaman Coast in Thailand. Although this area was chosen due to its great importance to the tourism sector and the large number of foreign tourists, there is still a need to widen the research area and increase the number of participants in order to assure the generalizability of the results.

In order to confirm and increase generalizability of the results from our study, we suggest future studies implement our model with samples of foreign tourists in other areas. Finally, we suggest future scholars assess different moderating variables and conduct a moderation analysis to better understand the conditions of the relationships between constructs, for example by exploring demographic variables, or the locations of the destinations.

Author Contributions: Conceptualization, Y.K. and W.T.; methodology, Y.K. and W.T.; software, Y.K. and W.T.; validation, Y.K. and W.T.; formal analysis, Y.K. and W.T.; investigation, Y.K. and W.T.; data curation, Y.K. and W.T.; writing - original draft preparation, Y.K. and W.T.; writing - review and editing, Y.K. and W.T.; visualization, Y.K. and W.T.; supervision, Y.K. and W.T.; project administration, Y.K. and W.T. All authors have read and agreed to the published version of the manuscript.

Funding: Not applicable

Institutional Review Board Statement: The study was conducted in accordance with the Declaration of Helsinki, and approved by the Human Research Ethics Committee of the University of the Chamber of Commerce (protocol code UTCCEC/Exemp042/2024 and date of approval on August 20, 2024).

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study. Participants were informed about the study's purpose and their right to withdraw at any time, and anonymity was strongly maintained.

Data Availability Statement: The data presented in this study are available on request from the corresponding author.

Acknowledgements: Not applicable

Conflicts of Interest: The authors declare no conflict of interest

Use of Generative AI: Not applicable

REFERENCES

- Abdul-Rahman, M. N., Hassan, T. H., Abdou, A. H., Abdelmoaty, M. A., Saleh, M. I., & Salem, A. E. (2023). Responding to tourists' intentions to revisit medical destinations in the post-COVID-19 era through the promotion of their clinical trust and well-being. *Sustainability*, 15(3), 2399. <https://doi.org/10.3390/su15032399>
- Ahmed Kamel, N. (2021). Role of tour guides in tourism promotion and impact on destination image and tourist revisit intention in Egypt: a PLS-SEM model. *Journal of Association of Arab Universities for Tourism and Hospitality*, 20(1), 78-110. <https://dx.doi.org/10.21608/jaauth.2021.58545.1121>

- Aideed, H., Elbaz, A. M., Salem, I. E., Hussein, H., & Elzek, Y. (2024). The power of professionalism: Enhancing tour guide impact on visitors' experience and satisfaction to foster visitor sustainable behaviour. *Tourism and Hospitality Research*, 782. <https://doi.org/10.1177/14673584251350782>
- Al Jahwari, D. S., Sirakaya-Turk, E., & Tanrisever, C. (2017). Efficacy of the theory of communication competence and personality traits in predicting tour guides' income. *Journal of Human Resources in Hospitality & Tourism*, 16(2), 109-136. <https://doi.org/10.1080/15332845.2016.1202725>
- Bai, Y., & Lai, I. K. W. (2025). A Three-Stage Organism Structure of the Stimulus–Organism–Response (S–O–R) Framework in Tourism Research. *International Journal of Tourism Research*, 27(5), e70123. <https://doi.org/10.1002/jtr.70123>
- Çapar, G., & Atçı, D. (2023). The effect of interpretation performance of tour guides on memorable tour experiences and behavioural intentions. *Journal of Eurasia Tourism Research*, 4(1), 1-14. <https://izlik.org/JA82YH98DA>
- Çevrimkaya, M., & Zengin, B. (2023). The mediating role of memorable tourism experience on tourist behavior: A perspective on organized tours. *Tourism & management studies*, 19(2), 61-72.
- Chang, K. C. (2014). Examining the effect of tour guide performance, tourist trust, tourist satisfaction, and flow experience on tourists' shopping behavior. *Asia Pacific Journal of Tourism Research*, 19(2), 219-247. <https://doi.org/10.1080/10941665.2012.739189>
- Cheng, Y.-S., Kuo, N.-T., Chang, K.-C., & Chen, C.-H. (2019). How a tour guide interpretation service creates intention to revisit for tourists from mainland China: the mediating effect of perceived value. *Journal of China Tourism Research*, 15(1), 84-104. <https://doi.org/10.1080/19388160.2018.1517067>
- Chin, W., Cheah, J. H., Liu, Y., Ting, H., Lim, X. J., & Cham, T. H. (2020). Demystifying the role of causal-predictive modeling using partial least squares structural equation modeling in information systems research. *Industrial Management & Data Systems*, 120(12), 2161-2209. <https://doi.org/10.1108/IMDS-10-2019-0529>
- Cochran, W. G. (1953). Matching in analytical studies. *American Journal of Public Health and the Nations Health*, 43(6_Pt_1), 684-691. https://doi.org/10.2105/AJPH.43.6_Pt_1.684
- Eren, A. S., Dedeoğlu, B. B., & Okumus, F. (2025). Does tour guides' ethical behavior matter for tourists' revisit and recommendation intentions? Examining with a gender perspective. *Tourism Review*, 80 (5), 1017–1033. <https://doi.org/10.1108/TR-10-2023-0708>
- Eylül Koç, D., & Ulema, Ş. (2024). The Effect of Tourist Guide Performance on Memorable Tourism Experiences and Revisit Intention. In *Future Tourism Trends 1: Tourism in the Changing World* 145-170. Emerald Publishing Limited, Leeds, England. <https://doi.org/10.1108/978-1-83753-244-520241011>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50. <https://doi.org/10.1177/002224378101800104>
- Hair Jr., J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101-110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123. <https://doi.org/10.1504/IJMDA.2017.087624>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hermanto, B., Suryanto, S., & Tahir, R. (2023). Exploring the drivers of tourists'revisit intention: Does digital payment adoption and tour guide performance matters?. *GeoJournal of Tourism and Geosites*, 46(1), 124-134. <https://doi.org/10.30892/gtg.46114-1008>
- Huang, S., Hsu, C. H., & Chan, A. (2010). Tour guide performance and tourist satisfaction: A study of the package tours in Shanghai. *Journal of Hospitality & Tourism Research*, 34(1), 3-33. <https://doi.org/10.1177/1096348009349815>
- Hurombo, B. (2016). *Assessing key tour guide competences to co-create memorable tourism experiences* (Doctoral dissertation, North-West University, Potchefstroom Campus), South Africa.
- Intuluck, W., Tadawattawit, S., Srisakun, C., & Rattanataworn, P. (2024). Exploring the Impact of Brand Attributes on Tourism Revisit Intentions: The Mediating Effects of Perceived Value, Brand Awareness, and Brand Loyalty in Phuket, Thailand. *Thammasat Review*, 27(2), 269-288. https://doi.nrct.go.th/ListDoi/listDetail?Resolve_DOI=10.14456/tureview.2024.24
- Jamaliah, M. M., Mgonja, J. T., Alazaizah, M. M., & Powell, R. B. (2024). How does interpretive tour guiding promote tourists' pro-environmental behaviour? Evidence from Tanzania. *Tourism Recreation Research*, 49(2), 329-343. <https://doi.org/10.1080/02508281.2021.1992953>
- Jiang, S., Zhang, Z., Xu, H., & Pan, Y. (2024). What influences users' continuous behavioral intention in cultural heritage virtual tourism: Integrating experience economy theory and stimulus–organism–response (SOR) model. *Sustainability*, 16(23), 10231. <https://doi.org/10.3390/su162310231>
- Kapa, M. G., de Crom, E. P., & Hermann, U. P. (2022). An Exploration of Tourist Guides' Competencies To Create Memorable Tourist Experiences. *GeoJournal of Tourism and Geosites*, 44(4), 1350-1358. <https://doi.org/10.30892/gtg.44421-953>
- Kassawneh, M. S., Al Makhadmeh, I. M., Shatnawi, H. S., & Al Najdawi, B. M. (2019). The impact of behaviors and skills of tour guides in guiding tourist groups. *African Journal of Hospitality, Tourism and Leisure*, 8(1), 1-13.
- Kim, J. H., & Ritchie, J. B. (2014). Cross-cultural validation of a memorable tourism experience scale (MTES). *Journal of Travel Research*, 53(3), 323-335. <https://doi.org/10.1177/0047287513496468>
- Kim, J. H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel research*, 51(1), 12-25. <https://doi.org/10.1177/0047287510385467>
- Kim, M. J., Hall, C. M., Chung, N., Kim, M., & Sohn, K. (2024). What makes tourists use public transport? Value-belief-norm theory, environmental, social, and governance factors, and the sustainable development goals. *Journal of Travel Research*, 63(6), 1426-1441. <https://doi.org/10.1177/00472875231191708>
- Látková, P., Jordan, E., Vogt, C., Everette, M., & Aquino, C. (2020). Tour guides' roles and their perceptions of tourism development in Cuba. In *Tourism Planning & Development*, 15(3), 347-363.
- Lee, Y. J. (2015). Creating memorable experiences in a reuse heritage site. *Annals of Tourism Research*, 55, 155-170. <https://doi.org/10.1016/j.annals.2015.09.009>
- Lin, Y. C., Lin, M. L., & Chen, Y. C. (2017). How tour guides' professional competencies influence on service quality of tour guiding and tourist satisfaction: An exploratory research. *International Journal of Human Resource Studies*, 7(1), 1-19. <http://dx.doi.org/10.5296/ijhrs.v7i1.10602>
- Luo, Y., Wu, D., Zhang, H., Cheng, W. L., & Lin, M. (2025). The Impact of Tour Guides' Professional Competencies on Tourist Behavioral Intention: The Case of Daily Group Tours of Senior Tourists in Hangzhou, China. *Journal of China Tourism Research*, 1–23. <https://doi.org/10.1080/19388160.2025.2525891>

- Lyu, J., Li, Y., Mao, Z., & Huang, H. (2023). The effect of innovation on tourists' revisit intention toward tourism destinations. *Tourism Review*, 78(1), 142-158. <https://doi.org/10.1108/TR-05-2022-0258>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.
- Mgxeakwa, B. B., Scholtz, M., & Saayman, M. (2017). Creating a memorable experience for Nelson Mandela heritage site visitors. *African Journal of Hospitality, Tourism and Leisure*, 6(1), 1-16.
- Ministry of Tourism & Sport. (2024, October 24). *Domestic Tourism Statistics (Classify by region and province 2024)*. Tourism Statistics 2024. <https://www.mots.go.th/news/category/760> (accessed October 14, 2024).
- Mirzaei, R., Sadin, M., & Pedram, M. (2023). Tourism and COVID-19: changes in travel patterns and tourists' behavior in Iran. *Journal of Tourism Futures*, 9(1), 49-61. <https://doi.org/10.1108/JTF-01-2021-0017>
- Mittal, A., Bhandari, H., & Chand, P. K. (2022). Anticipated positive evaluation of social media posts: social return, revisit intention, recommend intention and mediating role of memorable tourism experience. *International Journal of Culture, Tourism and Hospitality Research*, 16(1), 193-206. <https://doi.org/10.1108/IJCTHR-12-2020-0287>
- Peng, J., Yang, X., Fu, S., & Huan, T.-C. T. (2023). Exploring the influence of tourists' happiness on revisit intention in the context of Traditional Chinese Medicine cultural tourism. *Tourism Management*, 94, 104647. <https://doi.org/10.1016/j.tourman.2022.104647>
- Pereira, A. M. (2015). Tour guides and destination image: Evidence from Portugal. *Journal of Tourism and Hospitality Management*, 3(7-8), 129-150. <https://doi.org/10.17265/2328-2169/2015.08.001>
- Petter, S., Straub, D., & Rai, A. (2007). Specifying formative constructs in information systems research. *MIS quarterly*, 623-656. <https://doi.org/10.2307/25148814>
- Pongsakornrungrasit, P., & Pongsakornrungrasit, S. (2023). Mindful tourism: nothing left behind—creating a circular economy society for the tourism industry of Krabi, Thailand. *Journal of Tourism Futures*, 9(3), 366-380. <https://doi.org/10.1108/JTF-01-2021-0001>
- Pu, P., Cheng, L., Samarathunga, W., & Wall, G. (2023). Tour guides' sustainable tourism practices in host-guest interactions: when Tibet meets the west. *Tourism Review*, 78(3), 808-833. <https://doi.org/10.1108/TR-04-2022-0182>
- Ren, L., Wong, C. U. I., Ma, C., & Feng, Y. (2024). Changing roles of tour guides: From “agent to serve” to “agent of change”. *Tourist Studies*, 24(1), 55-74. <https://doi.org/10.1177/14687976231200909>
- Ren, M., Park, S., Xu, Y., Huang, X., Zou, L., Wong, M. S., & Koh, S.-Y. (2022). Impact of the COVID-19 pandemic on travel behavior: A case study of domestic inbound travelers in Jeju, Korea. *Tourism Management*, 92, 104533. <https://doi.org/10.1016/j.tourman.2022.104533>
- Rini, N. A., & Firdaus, L. A. (2022). Evaluation of tour guide communication in providing guiding to foreigners as tourists. *International Journal of Travel, Hospitality and Events*, 1(3), 190-201. <https://doi.org/10.56743/ijthe.v1i3.169>
- Saidon, J., Atory, N. A. A., Hashim, H., Musa, R., Abas, M. K. M., Husin, L. I. A., Yusof, A. N. M., & Murad, F. A. (2024). Exploring Gender Differences in Shaping Total Tourism Experience Quality among Eco-Tourists. *Information Management and Business Review*, 16(3S (I) a), 475-489. [http://dx.doi.org/10.22610/imbr.v16i3S\(I\)a.4170](http://dx.doi.org/10.22610/imbr.v16i3S(I)a.4170)
- Sarstedt, M., Ringle, C. M., Cheah, J. H., Ting, H., Moisesescu, O. I., & Radomir, L. (2020). Structural model robustness checks in PLS-SEM. *Tourism Economics*, 26(4), 531-554. <https://doi.org/10.1177/1354816618823921>
- Shang, K., Fan, D. X., & Buhalis, D. (2023). Tour guides' self-efficacy and resilience capability building through sharing economy platforms. *International Journal of Contemporary Hospitality Management*, 35(4), 1562-1583. <https://doi.org/10.1108/IJCHM-01-2022-0071>
- Soonsan, N., Jumani, Z. A., Thongmun, S., & Sangthong, S. (2025). The Indonesian youth tourist motivation intention to visit Phuket: a post Covid-19 study with the moderating role of health risk using SPSS PROCESS macro (Model 1). *Journal of Islamic Marketing*, 16(1), 141-165. <https://doi.org/10.1108/JIMA-11-2022-0305>
- Suthatorn, P., & Charoensukmongkol, P. (2022). Effects of trust in organizations and trait mindfulness on optimism and perceived stress of flight attendants during the COVID-19 pandemic. *Personnel Review*, 52(3), 882-899. <https://doi.org/10.1108/PR-06-2021-0396>
- Syakier, W. A., & Hanafiah, M. H. (2022). Tour guide performances, tourist satisfaction and behavioural intentions: a study on tours in Kuala Lumpur city centre. *Journal of Quality Assurance in Hospitality & Tourism*, 23(3), 597-614. <https://doi.org/10.1080/1528008X.2021.1891599>
- Thaothampitak, W., & Wongsuwatt, S. (2022). The effect of e-WOM on foreign students' travel intention related to visiting tourism destinations along Thailand's Andaman coast in the wake of the COVID-19 pandemic: Mediating roles of destination image. *Journal of Community Development Research (Humanities and Social Sciences)*, 15(1), 62-75. <https://doi.org/10.14456/jcdr-hs.2022.6>
- Thaothampitak, W., Wongsuwatt, S., & Choibamroong, T. (2023). The influence of key success factors on business growth for tourism business along Thailand's Andaman coast: moderating role of location. *Tourism and hospitality management*, 29(2), 195-206. <https://doi.org/10.20867/thm.29.2.4>
- Tu, H., Guo, W., Xiao, X., & Yan, M. (2020). The relationship between tour guide humor and tourists' behavior intention: A cross-level analysis. *Journal of Travel Research*, 59(8), 1478-1492. <https://doi.org/10.1177/0047287519883033>
- Tam, L. D., Tuu, H. H., & Cong, L. C. (2024). The effect of social media marketing on tourist loyalty: A mediation-moderation analysis in the tourism sector under the stimulus-organism-response model. *Journal of Tourism and Services*, 15(29), 294-319. <https://doi.org/10.29036/jots.v15i29.914>
- Uddin, H., Ahammed, S., Rana, M. M., & Majumder, S. C. (2024). Investigating the relationship between environmental quality and tourism industry in Thailand. *Environment, Development and Sustainability*, 26(5), 12339-12365. <https://doi.org/10.1007/s10668-023-03801-0>
- Wongsuwatt, S., Jantamaneechot, T., & Thaothampitak, W. (2024). The Influence of Soft Skills and Perceived Job Security on the Job Performance of Tourism and Hospitality Workers Along Thailand's Andaman Coast: Mediating Role of Employee Engagement. *Journal of Community Development Research (Humanities and Social Sciences)*, 17(1), 1-16. <https://doi.org/10.14456/jcdr-hs.2024.1>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31-46. <https://doi.org/10.1177/002224299606000203>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of destination marketing & management*, 8, 326-336. <https://doi.org/10.1016/j.jdmm.2017.06.004>
- Zhou, G., Liu, Y., Hu, J., & Cao, X. (2023). The effect of tourist-to-tourist interaction on tourists' behavior: The mediating effects of positive emotions and memorable tourism experiences. *Journal of Hospitality and Tourism Management*, 55, 161-168. <https://doi.org/10.1016/j.jhtm.2023.03.005>
- Zhou, Q., Pu, Y., & Su, C. (2023). The mediating roles of memorable tourism experiences and destination image in the correlation between cultural heritage rejuvenation experience quality and revisiting intention. *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1313-1329. <https://doi.org/10.1108/APJML-11-2021-0829>