



Guidelines for the Development of Surfboarding Activities in Phang Nga from the Perspectives of Stakeholders Involved in Surfboarding Activity Management in Phang Nga

Pongsakorn Ketprapakorn^{1*}, Kanokkarn Kaewnuch²

¹Doctor of Philosophy (Integrated Tourism and Hospitality Management), National Institute of Development Administration: Bangkok, Thailand

²Graduate School of Tourism Management, National Institute of Development Administration: Bangkok, Thailand

*corresponding Author: gotketprapakorn@gmail.com

Abstract

This qualitative study explored experiential marketing, tourist satisfaction, and revisit intention among Thai surfboard tourists in Phang Nga Province, and identified development guidelines from stakeholders' perspectives. Twenty purposively selected stakeholders involved in surfboard activity management participated in in-depth interviews, with data analyzed through content analysis.

Results show that sustainable surfboard tourism development hinges on integrating five experiential marketing dimensions connection with nature and society, emotional and cognitive engagement, memory creation and sharing, learning and social interaction, and relaxation intertwined with Phang Nga's local identity alongside tourist satisfaction shaped by activity quality, well-equipped facilities, and clean, safe environments. Together, these elements foster revisit intention, reflected in word-of-mouth recommendations and repeat visits. Realizing this vision demands collaboration among private operators, government agencies, educational institutions, and local communities to deliver economic gains, social value, and environmental sustainability ultimately positioning Phang Nga as Thailand's premier surfboard tourism destination.

Keyword: Experiential Marketing, Satisfaction, Revisit Intention

Introduction

The tourism sector constitutes a fundamental pillar of the global economic architecture. As documented in the UNWTO Tourism Highlights (2020), international tourism positioned itself as the third highest-value export category worldwide, generating an estimated USD 1.7 trillion in receipts, equivalent to approximately 7% of aggregate global export value. In consonance with this trajectory, Thailand's National Tourism Development Plan No. 3 (B.E. 2566–2570), under Strategic Pillar 2, articulates a comprehensive framework for cultivating high-quality tourism industry foundations — encompassing physical infrastructure, service facilities, human capital competency enhancement, and the modernization of regulatory instruments in accordance with internationally recognized standards. Within this strategic context, the Ministry of Tourism and Sports has designated Sport Tourism as one of seven high-potential tourism typologies for Thailand. Projections by research consultancy Technavio estimated the global sport tourism market valuation at USD 5.7 trillion in 2021, reflecting a compound annual growth rate of 32%. Concurrently, sport tourism consumption expenditure within Thailand reached THB 177,550 million in 2018, constituting 12.65% of total national tourism receipts. In alignment with these imperatives, the Sports Authority of Thailand formulated its Corporate Strategic Plan (B.E. 2566–2570) with the overarching objective of catalyzing sport-related activities as a sustainable generator of both economic value and social capital at the national level (Ministry of Tourism and Sports, 2023).

Phang Nga Province occupies the fifth position in terms of tourism revenue among the southern provinces of Thailand, distinguished by its substantial diversity across cultural heritage tourism, marine tourism, and internationally acclaimed ecotourism assets, including the Similan Islands and Surin Islands National Parks. Khao Lak Beach, situated within the jurisdiction of Khao Lak–Lam Ru National Park, has emerged as a prominent destination for both domestic and international tourist populations and constitutes a significant locus of surfing activity, a sport that has experienced sustained augmentation in popularity (Strategic Planning and Development Information Division, 2018). Notwithstanding this trajectory, empirical data from the Phang Nga Surfboard Club (2024) reveal a progressive contraction in surfing activity participation, declining markedly from 380 registered participants in 2022 to a mere 98 participants in 2024 — a trend indicative of structural deficiencies in sport tourism area governance that necessitate systematic remediation. The Phang Nga Provincial Development Plan (B.E. 2566–2570) articulates a provincial vision of positioning the territory as "A Leading Ecological Tourism City with Sustainable Agriculture and Stable Quality of Life," with strategic prioritization directed toward augmenting tourism destination competitiveness and cultivating sport participation across all demographic strata in pursuit of public health advancement and athletic excellence (Phang Nga Provincial Administrative Organization, 2021).

A determinant factor underpinning the development of sustainable sport tourism in Phang Nga Province is Experiential Marketing — a strategic paradigm oriented toward engendering differentiation and distinctiveness through multidimensional sensory and cognitive stimulation encompassing the dimensions of Sense, Feel, Think, Act, and Relate — with the overarching objective of eliciting distinctive experiential responses and generating substantive added value within the tourist's consumption experience (Alagoz & Ekici, 2014; Yan, 2020; Risitano, 2022). When tourists attain a sufficient degree of satisfaction from experiential encounters, such affective states precipitate the formation of destination loyalty, the crystallization of revisit intention, and the spontaneous dissemination of positive word-of-mouth communication. Notably, word-of-mouth marketing has been estimated to generate up to USD 6 trillion in annual consumer expenditure, and brands possessing the capacity to engender authentic emotional resonance among consumers demonstrate a threefold probability of eliciting word-of-mouth referrals relative to conventional brand communication strategies (Nithichaowakon, 2022). Predicated upon these considerations, the present investigation focuses on examining the efficacy of sport tourism area management and the perception of experiential marketing in Phang Nga Province, with the dual objectives of enhancing sport tourism competitiveness and cultivating enduring tourist loyalty — outcomes anticipated to contribute to sustainable revenue generation and sustained long-term economic development for the province (Prentice, 2001; Khotimah, 2016; Thanasiri, 2024).

Research Objectives

1. To examine the factors of experiential marketing, tourist satisfaction, and revisit intention among Thai tourists participating in surfboard activities in Phang Nga Province.
2. To explore guidelines for the development of surfboard activities in Phang Nga Province from the perspectives of stakeholders involved in organizing surfboard activities in Phang Nga Province.

Literature Review

Concepts and Theories of Experiential Marketing Perception

Experiential marketing perception refers to the cognitive and affective processes through which consumers interpret and assign meaning to brand-driven sensory and participatory encounters. Schmitt (1999) introduced the foundational framework of experiential marketing through his Strategic Experiential Modules (SEMs), identifying five dimensions—sense, feel, think, act, and relate—as the core mechanisms by which marketers create holistic consumer experiences that transcend functional product attributes. Building on this, Pine and Gilmore (1998) conceptualized the "experience economy," arguing that staged, memorable experiences constitute a distinct economic offering capable of generating deeper consumer engagement and perceived value than goods or services alone. Lemon and Verhoef (2016) substantially advanced the conceptual field by mapping the customer experience across the full customer journey—comprising pre-purchase, purchase, and post-purchase phases—establishing a dynamic and longitudinal framework for understanding how consumers perceive and process experiential encounters across multiple brand touchpoints. Homburg, Jozić, and Kuehn (2017) further proposed a comprehensive customer experience management framework, demonstrating that organizations adopting deliberate and strategically coordinated approaches to designing customer experiences generate significantly higher levels of perceived experiential quality and consumer satisfaction. Brakus, Schmitt, and Zarantonello (2009) empirically validated the brand experience construct, confirming that sensory, affective, intellectual, and behavioral dimensions of experience exert significant influence on consumer satisfaction and brand loyalty. Solomon (2020) grounded these marketing constructs within psychological theory, affirming that experiential perception is an active interpretive process shaped by individual cognitive schemas, motivational states, and situational contexts that collectively determine the subjective meaning consumers derive from brand and service interactions. Collectively, these theoretical frameworks establish that experiential marketing perception is not a passive reception of stimuli but a multidimensional, dynamically constructed process that profoundly shapes consumer attitudes, satisfaction, and behavioral intentions.

Concepts and Theories of Satisfaction

Satisfaction, as a central construct in consumer behavior and organizational research, is broadly defined as a consumer's evaluative judgment resulting from the comparison between pre-consumption expectations and perceived post-consumption performance. Oliver (1980) established the foundational expectancy-disconfirmation theory, positing that satisfaction arises when perceived product or service performance meets or exceeds consumer expectations, whereas dissatisfaction occurs when performance falls below expectations; this paradigm has remained the most widely cited and empirically supported framework in satisfaction research. Expanding this perspective, Oliver (1997) later conceptualized satisfaction as a pleasurable fulfillment response, emphasizing its hedonic and affective dimensions alongside purely cognitive evaluative processes, thereby acknowledging that satisfaction encompasses both emotional and rational components. Parasuraman, Zeithaml, and Berry (1988) further contributed to satisfaction theory through the development of the SERVQUAL model, which identifies five service quality dimensions—tangibility, reliability, responsiveness, assurance, and empathy—as primary antecedents of consumer satisfaction in service contexts. From a cognitive appraisal perspective, Scherer (2009) argued that emotional outcomes such as satisfaction are mediated by individuals' multilevel appraisal processes, wherein stimuli are evaluated against personal goals, standards, and coping potential, underscoring the subjective and context-dependent nature of satisfaction as an affective construct. Prayag, Hosany, Muskat, and Del Chiappa (2017) extended the satisfaction literature within a tourism context by demonstrating that tourists' positive

emotional experiences significantly mediate the relationship between destination image perceptions and overall satisfaction, affirming the central role of affective processing in satisfaction formation. Rather and Camilleri (2019) further established that service quality and consumer-brand value congruity are significant determinants of satisfaction in hospitality settings, with satisfaction subsequently functioning as a critical mediator of brand loyalty and advocacy behavioral intentions. Fornell, Morgeson, and Hult (2016) demonstrated through longitudinal analysis of customer satisfaction data that cumulative satisfaction—reflecting overall experience across multiple interactions—generates measurable economic value and constitutes a stronger predictor of consumer retention and organizational performance than transaction-specific evaluations alone. Collectively, these theoretical frameworks affirm that satisfaction is a multidimensional, dynamically constructed judgment influenced by cognitive expectations, affective responses, service quality perceptions, and personal values, all of which carry significant implications for consumer retention and organizational performance.

Concepts and Theories of Revisit Intention

Revisit intention refers to an individual's subjective probability and motivational readiness to return to a previously visited destination, service environment, or experiential setting, and is widely regarded as a critical behavioral outcome variable in tourism, hospitality, and consumer behavior research. The theoretical foundation of revisit intention is most prominently rooted in Ajzen's (1991) Theory of Planned Behavior (TPB), which posits that behavioral intentions—including the intention to revisit—are shaped by three determinants: attitude toward the behavior, subjective norms, and perceived behavioral control, collectively forming a cognitive-motivational pathway that predicts actual behavior. Zeithaml, Berry, and Parasuraman (1996) demonstrated that service quality perceptions directly and positively influence behavioral intentions, including revisit intention, through a hierarchical model in which favorable service evaluations cultivate loyalty-oriented behaviors such as return patronage and positive word-of-mouth recommendation. Stylos, Vassiliadis, Bellou, and Andronikidis (2016) established that destination images—comprising cognitive, affective, and conative components—alongside personal normative beliefs, are significant predictors of tourists' revisit intention, affirming the centrality of image perception in shaping future behavioral dispositions toward a destination. Stylos, Bellou, Andronikidis, and Vassiliadis (2017) further elaborated this relationship by demonstrating that place attachment mediates the influence of destination image on revisit intention, suggesting that emotional bonds formed during visitation constitute a critical mechanism linking perceptual evaluations to future behavioral commitment toward a destination. Han and Hyun (2018) contributed an important motivational dimension by demonstrating that traveler motivations, overall satisfaction, and degree of involvement with the travel experience jointly determine loyalty formation and revisit intention, underscoring the interplay of affective and cognitive antecedents in the revisit decision process. Tan and Wu (2016) highlighted the moderating role of destination familiarity, finding that consumers with greater prior experiential knowledge apply more refined and experientially anchored evaluative criteria when forming revisit intentions compared to those with limited prior exposure. Rather (2020) introduced a contemporary perspective by examining revisit intention within a crisis context, demonstrating that customer engagement and co-creation behaviors significantly attenuate the negative effects of perceived risk on revisit intention, affirming the resilience-building role of experiential engagement in sustaining destination loyalty. Collectively, these theoretical perspectives affirm that revisit intention is a complex, multidimensionally determined construct shaped by attitudinal evaluations, perceived quality, satisfaction judgments, image perceptions, motivational forces, and prior experiential familiarity, all of which carry substantial implications for destination management and service loyalty strategies.

Methodology

This study employed a qualitative research design, utilizing an interview instrument through in-depth interviews conducted with 20 stakeholders involved in organizing surfboard activities in Phang Nga Province, selected through purposive sampling. The research instrument developed by the researcher was subjected to content validation by academic experts who assessed the completeness of information, appropriateness of content, and linguistic accuracy, following which the interview guide was refined to ensure greater comprehensiveness. The Index of Item Objective Congruence (IOC) technique was subsequently applied to examine the degree of alignment between individual interview items and the stated research objectives, thereby establishing content validity and evaluating the appropriateness of language and wording. Data were analyzed through the application of content analysis technique in conjunction with typological analysis for data classification and categorization, with findings presented in descriptive narrative form.

Results

The findings, which revealed statistically significant causal relationships among experiential marketing, tourist satisfaction, and revisit intention, indicate that stakeholders involved in organizing surfboard activities in Phang Nga Province must engage in systematic strategic planning and development to achieve competitive advantage and long-term sustainability, as elaborated in the following propositions.

- 1) Operators should design activities that enable tourists to appreciate and understand the natural beauty of the Andaman coastline—encompassing waves, scenic landscapes, and marine ecosystems—while integrating local community engagement so that tourists may learn about the way of life, indigenous knowledge, and cultural heritage of Phang Nga's inhabitants. The organization of environmentally responsible activities, such as beach

clean-up campaigns, coral reef conservation education, or the promotion of eco-friendly equipment use, will cultivate profound meaning and emotional connectivity between tourists and the destination. Furthermore, encouraging tourist participation in community-based activities—such as traditional fishing practices, local market visits, or involvement in cultural festivals and ceremonies—will create a meaningful social dimension that elevates the tourism experience beyond mere leisure and recreation.

2) With respect to the cultivation of emotional and cognitive experiences through surfboard activities, which constitute the core of sports tourism, operators should design experiences that stimulate excitement, challenge, and a sense of achievement among tourists across all skill levels—from beginners who require a sense of safety and strong encouragement, to intermediate and advanced practitioners who seek challenge and skill advancement. The provision of diversified skill-level-based activities—such as safety-focused introductory courses for novices, practice zones with appropriate wave and wind conditions for intermediate learners, or competitive events and specialized sessions for professional participants—will effectively address the distinct needs of each cohort and generate emotionally appropriate experiences. The integration of technology to augment the experiential quality, including action cameras for capturing significant moments, progress-tracking applications, or real-time wind and wave condition data systems, will further enhance positive perceptions and deepen participants' sense of engagement with the activity.

3) Concerning the creation of memory-making and sharing experiences within surfboard activities, in the contemporary digital era wherein the sharing of experiences through social media platforms constitutes an intrinsic dimension of tourist behavior, operators should design distinctive highlights and memorable moments conducive to photography and videography. These may include the establishment of aesthetically designed photography zones, the creation of signature surfboard maneuvers emblematic of Phang Nga, the organization of romantically atmospheric sunset surfing sessions, or the facilitation of celebratory moments such as commemorating a novice's first successful ride. Additionally, the provision of supporting infrastructure for content creation—including mobile charging stations, high-speed Wi-Fi connectivity, and professional photography services—is essential. The development of destination-specific hashtags and the active encouragement of tourists to share their experiences across social media platforms will generate effective brand awareness and electronic word-of-mouth marketing, while the cultivation of an online community of surfboard enthusiasts in Phang Nga will serve to sustain relational attachment and stimulate repeat visitation.

4) Regarding the facilitation of learning experiences and social connectivity within surfboard activities, operators should develop well-structured and high-quality instructional curricula delivered by certified instructors with demonstrated expertise in both technical proficiency and communicative competence. The production of instructional manuals and learning materials in both Thai and English, alongside the provision of education on water safety protocols, maritime regulations, and surfboard etiquette, will establish a solid foundational knowledge base for participants. Equally significant is the creation of opportunities for social connectivity among tourists themselves and between tourists and local community members—through group activities, post-surfing social spaces, beach social gatherings, or facilitated experiential exchange and peer learning. The establishment of a robust social network will engender among tourists a genuine sense of belonging to the Phang Nga surfboard community, thereby generating intrinsic motivation to return and reconnect with fellow participants and instructors.

5) With respect to the cultivation of relaxation experiences and the distinctive identity of surfboard activities, while surfing demands considerable physical energy and mental concentration, it simultaneously functions as a profoundly restorative activity conducive to psychological relaxation and escape from the stressors of everyday life. Operators should therefore cultivate a tranquil and restorative environment through the provision of shaded beachfront relaxation areas, post-activity massage and spa services, or complementary yoga and mindfulness sessions designed to promote holistic physical and mental well-being. The development of a distinctive and recognizable identity for Phang Nga as a surfboard tourism destination is equally strategic—such as the construction of a Phang Nga-specific theme or aesthetic that differentiates it from other surfboard destinations in Thailand, including the integration of Moken cultural heritage, an emphasis on serenity and authentic natural immersion over commercial vibrancy, or the cultivation of a sustainability and environmental stewardship identity. Strategic brand development and communication that authentically reflects these distinctive characteristics will enhance Phang Nga's salience and memorability in the perceptual landscape of prospective tourists.

6) The cultivation of multidimensional tourist satisfaction represents the foundational prerequisite for generating revisit intention. Operators must prioritize service quality across every stage of the tourist journey—from initial inquiry and reservation processes, through warm and professional reception, to the provision of safe and technologically current surfboard equipment, the expertise and professionalism of instructors and support staff, rigorous safety supervision particularly for beginners and young participants, individualized skill-appropriate guidance and personalized recommendations, and systematic post-service feedback collection. The implementation of regular service quality evaluation systems and a commitment to continuous quality improvement will enable operators to sustain operational standards and progressively enhance service excellence over time.

7) When tourists achieve multidimensional satisfaction, this culminates in revisit intention manifested through both word-of-mouth advocacy and actual return visitation. Encouraging satisfied tourists to disseminate their positive experiences across multiple channels—including online reviews, social media sharing, and interpersonal recommendations to friends and family—constitutes a highly effective and cost-efficient marketing strategy.

Operators may further incentivize such behaviors through the provision of preferential discounts and exclusive privileges for return visits or successful referrals, the establishment of membership programs or cumulative loyalty reward schemes, the systematic dissemination of news and special event information to existing clientele, and the cultivation of long-term relational bonds through consistent and personalized communication, all of which collectively serve to consolidate the customer base and stimulate sustained repeat patronage.

All relevant stakeholders should assume integrated and collaborative roles in the development of surfboard activities. Private sector operators must demonstrate unwavering commitment to elevating service quality and continuously innovating their service offerings. Local and national government agencies should provide support in the areas of infrastructure development, the establishment of appropriate safety and quality standards and regulatory frameworks, provincial and national-level destination marketing, and the facilitation of business licensing and operational procedures. Academic institutions and research organizations can contribute through the development of instructor and staff training curricula, the conduct of research aimed at advancing activity and service quality, and the generation of new bodies of knowledge that benefit the broader industry. Local communities should actively participate in the conservation of cultural heritage and natural environments, assume ownership and employment roles within the tourism industry, and preserve the distinctive identity and way of life that serve as authentic attractions for visitors.

In the long term, the systematic development of surfboard activities in accordance with the guidelines will yield substantive benefits across economic, social, and environmental dimensions for Phang Nga Province. Economically, this development will generate income and employment opportunities for local communities, facilitate income distribution across ancillary sectors including accommodation, food and beverage, transportation, and souvenir retailing, and create novel entrepreneurial opportunities. Socially, it will foster skills development and knowledge enhancement among community members, cultivate pride in local cultural identity and heritage, promote cultural exchange between tourists and host communities, and contribute to the overall improvement of residents' quality of life. Environmentally, sustainable and responsible tourism practices will contribute to the conservation of natural resources and biodiversity, foster environmental consciousness among both tourists and local communities, and generate incentives for sustained environmental stewardship as the foundational resource base of the tourism industry. The successful development of surfboard activities in Phang Nga has the potential to serve as a replicable model for other tourism destinations throughout Thailand and the Southeast Asian region, and to elevate Thailand's international standing as a world-class destination for water sports tourism.

Therefore, the sustainable development of surfboard activities in Phang Nga Province requires the integrated application of five experiential marketing dimensions—namely, connectivity with nature and society, emotional and cognitive experience, memory creation and sharing, learning and social connectivity, and relaxation alongside the distinctive identity of Phang Nga—in conjunction with the cultivation of multidimensional tourist satisfaction encompassing surfboard activity quality, comprehensive and standardized facilities, and clean and safe service environments. These integrated elements collectively generate revisit intention manifested through word-of-mouth recommendation and actual return visitation. Such development necessitates collaborative engagement from all relevant stakeholders, including private sector operators, government agencies, educational institutions, and local communities, to produce positive outcomes across three dimensions: the economic dimension through income generation and employment creation; the social dimension through skills development and pride in local cultural heritage; and the environmental dimension through sustainable and responsible tourism practices—all in pursuit of the overarching goal of elevating Phang Nga Province to the status of a leading surfboard tourism destination in Thailand.

Discussion

1) The finding that operators should design activities enabling tourists to experience the natural beauty of the coastline and engage with local community ways of life is consistent with the conceptual framework of Schmitt (1999), whose Strategic Experiential Modules (SEMs) posit that effective experiential marketing must stimulate the sense and relate dimensions—encompassing sensory perception and social and cultural connectivity—in order to construct identity-laden meaning for tourists. This finding further aligns with the conceptual proposition of Pine and Gilmore (1998), who argue that intentionally designed and participatorily meaningful experiences generate value that transcends conventional goods and services, particularly when tourists are authentically connected with the way of life, indigenous wisdom, and natural environment of local communities.

2) The finding that surfboard experience design should stimulate excitement, challenge, and a sense of achievement across all skill levels is consistent with the framework proposed by Lemon and Verhoef (2016), who assert that the customer experience encompasses the entire journey from pre-service through post-service stages, and that the quality of each individual touchpoint contributes cumulatively to the overall experiential perception. This finding also aligns with the perspective of Homburg, Jozić, and Kuehnl (2017), who emphasize that organizations adopting strategically coordinated and multidimensional approaches to customer experience design generate significantly higher levels of perceived experiential quality. The differentiation of activities by skill level and the integration of technology to enrich experience thus constitute design principles that are evidently congruent with this theoretical framework.

3) The finding that the creation of distinctive highlights and memorable moments to promote social media sharing is consistent with the empirical evidence presented by Brakus, Schmitt, and Zarantonello (2009), who demonstrated that the sensory, affective, intellectual, and behavioral dimensions of brand experience collectively

influence consumer satisfaction and brand loyalty. The deliberate creation of memorable moments—such as sunset surfing sessions or the celebration of a novice's first successful ride—constitutes a powerful activation of the emotional and behavioral dimensions of experience. This finding further aligns with the perspective of Solomon (2020), who maintains that experiential perception constitutes an active interpretive process driven by personal motivation, such that experiences designed to stimulate interpretation and sharing sustainably reinforce both brand attachment and place attachment.

4) The finding that the creation of social connectivity opportunities between tourists and local communities is significant for generating revisit motivation is consistent with the theoretical position advanced by Prayag, Hosany, Muskat, and Del Chiappa (2017), who demonstrated that positive emotional experiences function as a mediating mechanism between destination image perceptions and overall satisfaction. The social networks formed during surfboard activities and associated post-activity social engagements generate positive affective states that further strengthen tourists' positive satisfaction evaluations.

5) The finding that the development of a distinctive identity for Phang Nga as a surfboard destination integrating Moken cultural heritage and environmental sustainability is consistent with the framework of Stylos, Vassiliadis, Bellou, and Andronikidis (2016), who established that destination image—comprising cognitive, affective, and conative components—constitutes a significant predictor of tourist revisit intention. The deliberate construction of a clear and distinctive destination image thus serves as a powerful strategic instrument for differentiation and for cultivating sustained tourist engagement and repeat visitation.

6) The finding that multidimensional tourist satisfaction throughout the entire service journey—from reservation to post-service stages—constitutes a critical determinant of revisit intention is consistent with the Expectancy-Disconfirmation Theory proposed by Oliver (1980), which posits that satisfaction arises when perceived service performance meets or surpasses consumer expectations. This finding also aligns with the position of Rather and Camilleri (2019), who demonstrated that service quality and consumer-brand value congruity are significant determinants of satisfaction, with satisfaction subsequently functioning as a critical mediator of brand loyalty and advocacy behavioral intentions.

7) The finding that multidimensional tourist satisfaction leads to both revisit intention and word-of-mouth advocacy across multiple channels is consistent with the behavioral consequences model advanced by Zeithaml, Berry, and Parasuraman (1996), which demonstrates that positive service quality perceptions stimulate loyalty-oriented behaviors including return patronage, positive referral behavior, and favorable reviews. This finding further aligns with the perspective of Rather (2020), who demonstrated that customer engagement and co-creation behaviors play a significant role in sustaining revisit intention over time. The implementation of membership systems, loyalty reward programs, and personalized communication strategies therefore constitutes a set of strategic approaches fully congruent with the theoretical framework.

Policy Recommendations

Relevant agencies should prioritize the strategic deployment of digital media as a mechanism for post-experience engagement — particularly through digital marketing strategies capable of extending tourists' experiential encounters beyond the temporal boundaries of the travel period itself. This may be achieved through the dissemination of high-value content, such as sharing photographs and video footage from activities in which tourists have participated, or by offering exclusive incentives and discounted rates for future activity participation, thereby sustaining tourist engagement and reinforcing revisit intention. Additionally, agencies should promote the adoption of experiential marketing strategies explicitly designed to create meaningful experiences that are responsive to tourist expectations, with the objective of increasing tourist return rates — an outcome directly attributable to the demonstrably significant impact of experiential marketing on revisit intention.

Recommendations for Future Research

Future studies should incorporate comparative analyses between Phang Nga Province and geographically and culturally proximate destinations — such as Phuket and Krabi — which differ with respect to marketing conditions and tourism activity management approaches. Such comparative investigation would yield deeper understanding of how variations in geographic context and activity characteristics differentially influence tourist satisfaction and revisit intention. Systematic comparison of destination-specific characteristics — encompassing cultural, environmental, and managerial dimensions — would further enrich the scholarly contribution and enhance the transferability of findings to analogous contexts.

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