

## Does destination quality influences SPA tourist's delight: A gender based moderated mediated model

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### Abstract

By using a moderated mediation model, this study investigated the underlying mechanisms between destination quality and visitor satisfaction. Furthermore, this study explores the moderating effect of gender on the relationship between wellness spa destination quality and tourist delight, wellness spa destination quality and tourist satisfaction, tourist satisfaction and tourist delight. Finally, it investigates the moderating effect of gender on the indirect process of destination quality on tourist delight via tourist satisfaction. Data has been collected using a cross-sectional survey from 385 spa tourist from India. The findings demonstrated that visitor satisfaction acted as a mediating factor between destination quality and visitor delight, with gender acting as a moderating factor.

**Keywords:** SPA tourism, tourist satisfaction, tourist delight, moderated mediation, India

### Introduction:

Spa is the acronym of the Latin phrase "salus per aquam," which means "health by water." In modern times, spa means an establishment that offers many health and beauty treatments using massaging equipment, baths, Jacuzzis, saunas, etc., but not surgery. It usually refers to a business establishment that offers people therapeutic treatment through water – or hydrotherapy. The term spa is associated with water treatment, which is also known as "Balneotherapy." Spa towns or spa resorts typically offer various health treatments. The believers in the curative powers of mineral waters have contributed to making the spa a popular tourist destination. Spa tourism is different from medical or health tourism, both conceptually and in practice. The former has mainly entertainment value with plenty of leisure while the latter is purely medical, and rest is secondary. Spa tourism helps in providing a healthy body and mind by accommodating massages and other therapies that promote a sense of overall well-being. Physical benefits include detoxification of the body, increased blood circulation, improved flexibility, and greater resistance to ailments. Mental benefits include improved focus, reduced stress, and rejuvenated emotions. Hence, it is a place where one can enjoy natural therapies with a sense of leisure and recreation. India's spa industry is in a healthy shape and continues to attract a growing number of visitors from across the globe. Initiatives like the Ministry of Tourism's medical visa scheme have acted as an attractive incentive and have helped in further bolstering the influx of tourists into India.

Research on Spa tourism globally seem to come more from the business sources and industry than from the Academic research (M. Smith et al., 2020). In the study done by Hashemi et al., (2015), spa is described as either a water based or a non-water based activity that offers variety of treatments for beauty, relaxation and health and wellness spa tourism refers to individual tourists travelling to specific destinations to experience mental and physical health, relaxation and well-being (Han, Kiatkawsin, Jung, et al., 2017). Activities related to spa and wellness have become part of a normal vacation or holiday (Brymer & Lacaze, 2013) and thus it can be stated that the activities of wellness spa is a vacationer's behavior and it is also stated that the tourists who prefer wellness spa not only focus on health but also traditional destinations (Han, Kiatkawsin, Kim, et al., 2017). Prior Literature has explored various factors influencing the destination quality like customer service (Chen et al., 2013), customer treatment (Majeed et al., 2022), Service quality (Thal & Hudson, 2019) Motivation (Dimitrovski et al., 2021) and customer attitude (Meera & Vinodan, 2019). The majority of the studies around spa tourism was carried out in various destinations like Zimbabwe (Manhas et al., 2020), Thailand (Han et al., 2017; Pinthong, 2021), Hungary (Smith et al., 2021; Strack et al., 2021), Czech Republic (Becková et al., 2021; Boleloucka et al., 2021; Kraftová et al., 2021), Spain (Navarrete et al., 2020), Poland (Dryglas, 2020), Switzerland (Fickel et al., 2019), Australia (Imison & Schweinsberg, 2013) and China (Su et al., 2021) Germany (Majeed et al., 2022), Australia (Voigt et al., 2011), Turkey (Giritlioglu et al., 2014), India (Meera & Vinodan, 2019), China (Majeed et al., 2022) etc. However, studies which explored the service quality and tourist delight based on destination attributes, is still limited in the context of spa tourism.

Earlier research studies have identified quality as a strategic factor in attaining profit in service organization (Babakus and Boller, 1992). Despite the fact that service quality is critical for competitive advantage, very few research have been undertaken to determine how service quality elicits tourist delight in the context of spas. Although several studies have been undertaken on the impact of service quality on consumer post-purchase behavior, the majority of these studies have been conducted in the contexts of restaurants and hotels. The importance of service quality and its effects on post purchase behavior has not been well documented in the context of Indian spas. Since, destination quality is a significant factor in customer experience, there is a need to understand spa goers' perception of service quality. To bridge this gap, this study provides a integrative approach to understand the effects of perceived destination quality on tourist delight through tourist satisfaction. In particular the objective was to explore the process by which spa goers form perception of destination quality, and the way these perceptions affect tourist satisfaction and delight. So, the purpose of this chapter is to study the direct influence of perceived destination quality on tourists' delight mediated via tourist satisfaction. It also aims to investigate how tourist gender affected their perceptions on destination quality, satisfaction and delight.

### **Literature Review:**

Tourism can create many job opportunities and bring in substantial revenue with corrective action and minimal resource use. Changing the manner of economic development, altering the industrial structure, and increasing domestic demand all depend on promoting the development of tourism. The preference for choosing a tourist place has a direct impact on the growth trend of

outbound tourism. Many academics today have conducted various levels of research on the selection of tourist destinations and have arrived at contradictory conclusions. Most of the scholars have explored the variables like SQ, Satisfaction, Value, and loyalty etc. Numerous models have been put out and empirically examined in a variety of industries, including tourism. According to conventional wisdom, excellent customer service and the satisfaction that follows customer recommendations, repeat business, and favourable word-of-mouth reviews, all of which have a beneficial impact on the financial success of suppliers to the travel and hospitality sector. Tourist satisfaction is one of the essential components of effective destination marketing since it affects travellers' destination choice and behavioral intentions (Yoon & Uysal, 2005). In the middle of the 1980s, the instrument that is most frequently used to assess service quality was created (Parasuraman, Zeithaml, & Berry, 1988). Various researchers evaluated perceived quality in terms of delivering services (such as friendliness, civility, efficiency, dependability, and personnel competency) and its impact in the tourism industry. The connections between visitor satisfaction, perceived destination quality, and behaviour evaluations of services are primarily based on a cognitive processing mechanism and its motivation (Vida & Reardon, 2008). For example, Yoon and Uysal (2005) showed that "push motivations," which are linked to tourists' instincts, impulses, and feelings, have a direct impact on their loyalty to a place, but "pull motivation," which is motivated by a place's features, has a direct impact on tourists' contentment.

Customer delight is well known in the tourism industry and is typically associated with feelings of arousal, joy, and pleasure that can be heightened by surprise (Torres et al., 2014). Hedonic emotions are intimately related to customer delight that further drives cheerfulness and excitement which is often being used as a promotional objective to create awareness and attraction of a place (Higgins, 1997). These highly arousing emotions are the main antecedents to customer delight (Chitturi et al., 2007, 2008). In the hotel industry, and specially referring to the Spa services, satisfying customer's needs is regarded a crucial service feature for arousing customer delight (Torres & Kline, 2013). More precisely, engagement, courtesy, professionalism, and the ability to solve problems favorably affect tourist delight (Torres et al., 2014; Torres & Kline, 2013). Hence, customer delight represents a highly-aroused pleasure and satisfaction drawn from a tourist destination having a dedicated spa service meant for tourists across demography (Torres et al., 2014). It is wise to keep in mind that creating delight for customers raises their expectations for the future, making it harder for the business to provide joy in a subsequent transaction (Arnold et al. 2005). The literature has questioned the strength and intensity of the relationship between tourist delight and destination profitability.

Contrarily, another study found that customer delight produces better rates of client retention than customer satisfaction (Ngobo 1999). Despite the aforementioned disagreement in the literature, customer delight has a significant positive impact on W-O-M behaviour (Berman 2005; Torres and Kline 2006). According to Heskett (2002), a delighted customer can produce the lifetime value of up to 11 merely loyal consumers, mostly because of good W-O-M. Situational factors also affects customer delight. In tourism context, since both satisfaction and delight hinge on consumer's perception of the original experience and expectations, it is very much possible that antecedent to customer delight will obviously vary across travel situation and service

specifications. Customer expectations are characterised as internal benchmarks or criteria that customers use to evaluate the quality of the services they receive (McDougall and Levesque 1998). Advertising messages, prior experience, individual needs, W-O-M (Parasuraman, Zeithaml, and Berry 1985), the service provider's brand image (Gronroos 1984), and promises made by the service provider are only a few examples of the elements that influence expectations and arouse delight upon satisfaction of those expectations (Zeithaml, Berry, and Parasuraman 1993). A variety of survey-based studies analyse the significance of hotel and destination qualities to various customer categories using this pioneering consumer expectations study as a foundation (Dolnicar, 2002).

Today's spas come in a variety of shapes and sizes due to the expanding market interest in health and fitness. Based on the amenities and services offered, the international Spa Association (ISPA) has established six main categories for spa facilities. These include mineral springs spas, resort and hotel spas, day spas, club spas, destination spas, and spas in cruise ships (the international Spa Association, 2017). Due to the fact that spa goods and services are frequently incorporated into a customer's resort or hotel stay, the resort/hotel spa, the fastest expanding and most lucrative segment of the global spa market, is included under the hospitality industry's purview (GWIa, 2017 p.68). As a service provider, Spas sell an experience wherein services served as the stage and goods as props, to connect and engage customers (Pine and Gilmore, 1999, p. 11). The primary function of a spa is to provide customers with a stress-relieving and well-being experience that awakens their five senses (Cohen, 2008). Every aspect of the spa experience (such as the level of service and the effectiveness of the treatments) can be influenced by consumer experiences (Bjurstam and Cohen, 2010). Thus we can hypothesize that destination qualities based on the attributes of the Spa service positively creates customer delight.

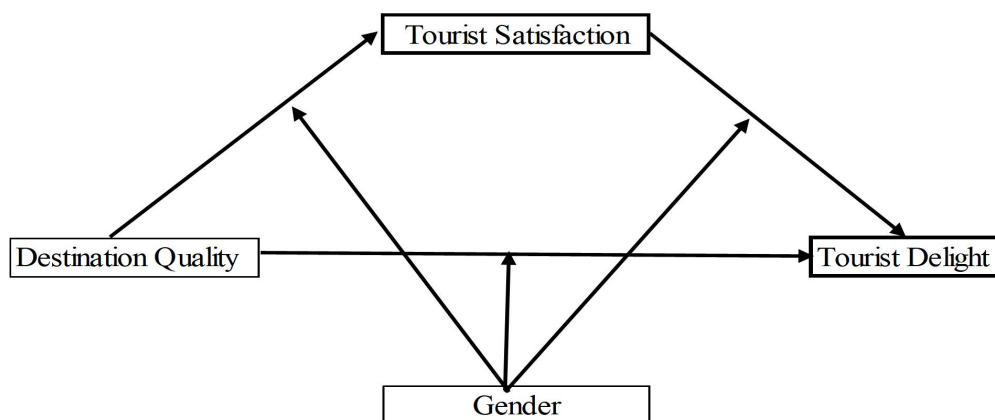
#### *H1: Destination Quality positively influences Tourist Delight*

It has also been observed that consumer loyalty in form of repeat visits and recommendation rises dramatically when there is a transition from satisfaction to delight. According to some research, the loyalty curve levels off when satisfaction is met but rises sharply if delight is achieved (Coyne 1989; Oliva, Oliver, and Macmillan 1992; Dick and Basu 1994). Although a spa can offer a variety of services, its most distinguishing feature is that it serves as a "place for emotional sensitization" (Lempa, 2002, p.58). Spa businesses have devoted a major portion of their efforts to designing, constructing, and enhancing their surroundings in a way that produces a more enticing ambiance in order to obtain a distinct advantage. In order to elicit happy emotions in its patrons, spa owners make significant investments in the creation of environmental sensory stimuli such background music, aroma, mood lighting, soft fabrics, fragrant flowers, and physical architecture. Previous studies have emphasised the importance of emotions in hedonic services like entertainment and leisure (e.g. Mattila and Enz, 2002; Jani and Han, 2015; Ali et al., 2016) and linked with customer delight. Hence, we can propose that satisfaction mediates the path from destination quality to customer delight.

#### *H2: Tourist Satisfaction mediates the influence of Destination Quality on Tourist Delight*

The concept of a spa treatment still conjures up images of femininity in the world of self-care and pampering (Bredlöv, 2017). We frequently see a stunning woman unwinding on massage tables when we think of facemasks and oils. We rarely see guys enjoying these amenities, not even on social media. The However, the reality is that guys are increasingly requesting spa services that are specifically catered to them. Over the past few years, the percentage of men visiting spas has increased from 31% to 47%, according to the International Spa Association. Male customers in India and across the globe are becoming more aware of the necessity to groom themselves in order to keep up with global trends and lead healthy lives. The increased disposable income and exposure to global grooming and fashion trends brought about by India's expanding role in the global economy, increased international travel, and blending of traditional and Western culture are the main causes of the changing grooming habits of Indian men (Koksai, 2014). Male consumers are becoming more and more aware that a spa is a lifestyle option with advantages for their physical and emotional wellness, not merely a place to be pampered. It's no longer just about going for relaxation; it's now part of the wellness routine. A typical Indian man now loves to attend Spas and Salons to relax and de-stress himself (Smith & Puczkó, 2015). Traditionally, men would only go to saloons for haircuts or a fast shave. One of the fastest-growing customer demographics in the spa sector is guys. Spa treatments are becoming essential for aspirational young professionals due to their increasingly demanding lifestyle and external constraints. Today's spas make every effort to establish a gender-neutral environment. Concern over closeness, worry about body parts, or discomfort entering what has traditionally been seen as a women's setting are common barriers for men. Men worry about how they look; perhaps they feel self-conscious about their protruding feet or tummy. Hence, based on the above propositions and the growing demand for gender neutral Spas, we can draw a hypothesis to check whether gender has a moderating effect on the relationship between destination quality and customer delight via tourist satisfaction.

H3: Gender moderates the indirect relationship between perceived destination quality and tourist delight via tourist satisfaction. Specifically, the indirect relationship between destination quality and tourist delight would be much stronger for females than males.



**Figure 1:** Conceptual Framework

### **Methodology:**

This research has adopted cross-sectional design and survey methodology. A survey was conducted to get required information from the target groups with a structured research questionnaire. Due to the time and cost constraint data were collected from 391 spa tourist in India. The availability of different types spas and the accessibility of various customers are the twin factors responsible for the selection of India as the study area. A covering letter stating the purpose of the study followed by the questionnaire was attached. A request was also made to complete the questionnaire with an assurance that the response given would remain strictly confidential.

### **Sampling Procedure:**

The prime purpose of this survey is to identify the impact of perceived destination quality on customer satisfaction and delight. The target of this survey focused the tourist who visited India. A Non-probability sampling technique, convenience sampling was adopted to collect information from tourists (Jalilvand et al., 2012). The primary data were collected through a structured research questionnaire. Totally 400 questionnaires were distributed, and 390 were collected back, out of which 385 were found complete and usable.

### **MEASURES**

The questionnaire comprises of precisely crafted written questions to be delivered to a selected group of respondent in order to gather data for survey research. The questionnaires comprised both statement type and optional type, given in Likert's 5-point scale mode. A self-administered questionnaire was filled by the respondents. Accordingly, questions were answered for the identified key factors in the following sections respectively. Section A: Destination quality, Tourist Satisfaction, Tourist Delight Section B: Demographic Information.

**Perceived Destination quality:** Destination Quality is defined "to the patron overall impression regarding the comparative superiority (or inferiority) of the company's product/services and its attributes (Bitner and Hubert, 1994) " and measured using the scale adopted from Han, H et al (2017) containing five items.

**Tourist Satisfaction:** Tourist satisfaction is defined "as the customer judgement/ evaluation of their emotional responses rendered that their experiences with the product/services and its performance are as good as they anticipated (Hunt, 1997)" and measured using the scale adopted from Sun et al (2013) containing three items.

**Tourist Delight:** Tourist delight is conceptualized "as an emotional response, which results from surprising and positive levels of performance" and measured using the scale adopted from Finn (2005) containing Three items.

### **Analysis:**

In order to test the construct reliability and validity, confirmatory factor analysis (CFA) was carried out. CFA is used to test a measurement model; wherein there is a former empirical or theoretical

base specifying the number of latent or unobserved factors and their relationship with the observed items. CFA was conducted for the study variables and it revealed a three-factor solution. The recommended cut-off value for interpreting all the indices as mentioned above was taken from (Tohidinia & Haghighi, 2011, Ryu et al., 2003; Lin, 2007) as the reference value for this research. According to these authors, the recommended cut-off value of the absolute fit measures such as  $\chi^2/df$  value  $\leq 3$  indicate a good fit. However, if the value  $\leq 5$  is considered as acceptable fit as because the chi-square test is sensitive to sample size, the ratio of chi-square to degrees of freedom ( $\chi^2/df = 3.373$ ) for this research is still fell within the suggested value of 5 or below (e.g. Bollen, 1989; Piquero & Rosay, 1998; Smith & Patterson, 1985, Li-Chun Hsu, Kai-Yu Wang & Wen-Hai Chih, 2013).

The goodness of fit index (GFI) value  $\geq 0.90$  indicates good fit; RMSEA  $\leq 0.08$  indicate a good fit. RMR one of the absolute measures of fit index values close to zero signifies a perfect model fit but a value of  $\leq 0.08$  is considered as a good fit. The recommended cut-off value for Incremental fit measures such as NFI, AGFI, and CFI the value  $\geq 0.90$  indicate a good fit, however for AGFI if the value is  $\geq 0.80$  is considered as an acceptable fit index and similarly the recommended cut-off value of Parsimonious fit measures are said to be higher the value better the model fit. Only items that showed factor loadings  $\geq .40$  in the corresponding factor were accepted. The results of confirmatory factor analysis confirms that all the fit indices are within the cut off limit and its confirms there is no reliability and validity issues.

**Table 1: Descriptive Statistics**

Constructs	Mean	SD	CR	AVE	Destination Quality	Tourist Satisfaction	Tourist Loyalty
Destination Quality	4.3039	.85306	0.993	0.964	<b>0.982</b>		
Tourist Satisfaction	3.7455	.99529	0.962	0.894	.229**	<b>0.946</b>	
Tourist Loyalty	3.8372	.77321	0.972	0.92	.298**	.593**	<b>0.959</b>

Note: Diagonals in the bold are square root of AVE.

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Statistical Analysis:

We first conducted descriptive statistics and correlation analysis with SPSS 21. We further examined study hypothesis using Hayes Process macro (2022), which allows to estimate direct, indirect and total effects in simple mediation and moderation model. The PROCESS model 4 and 59 macro was used to test the mediator and moderator model (Hayes, 2022). The number of bootstraps was set to 5,000 at a 95% confidence interval was specified for each of the models. Bias-corrected bootstrap confidence intervals were utilized to assess significance for each of the indirect effects. Confidence intervals excluding zero specify significance of effects or comparisons. Each model was analyzed with 5,000 bootstraps samples at 95% confidence interval. Each indirect effect was evaluated using bias-corrected bootstrap confidence intervals. Excluding zero from confidence intervals specifies the significance of effects.

**Results:****Preliminary Analysis:**

Mean, Standard Deviation and correlation for all the study variables are presented in Table 1. The results showed that perceived destination quality was positively associated with tourist satisfaction ( $r=.229$ ,  $p<.001$ ) and delight ( $r=.298$ ,  $p<.001$ ). In similar vein, destination satisfaction was positively correlated with tourist delight ( $r=.593$ ,  $p<.001$ ).

**Hypothesis Testing:**

We expect destination quality will influence tourist delight. To examine the first hypothesis, this study employed hierarchical regression analysis. Results revealed that perceived destination quality positively predicted tourist delight ( $\beta = .229$ ,  $p<.001$ ), which supports hypothesis 1.

In hypothesis 2, the present study assumed and tourist satisfaction would mediate the relationship between perceived destination quality and tourist delight. To examine the second hypothesis, the current study employed four step procedure mediation analysis using Hayes process macro (model 4). Mediation analysis revealed that, perceived destination quality positively predicted tourist delight ( $\beta = .154$ ,  $p<.001$ ). In second step, perceived destination quality positively predicted tourist satisfaction ( $\beta = .267$ ,  $p<.001$ ). In the third step, after controlled for destination quality, tourist satisfaction positively predicted tourist delight ( $\beta = .430$ ,  $p<.001$ ). At last, the indirect effect of destination quality on tourist delight via tourist satisfaction was significant  $ab = 0.115$ ,  $SE = 0.036$ ,  $95\% CI = [0.04, 0.19]$ , which supports Hypothesis 2.

Table 2

Testing the mediation effect of Destination quality on Tourist Delight.

Predictors	Model 2 (Tourist Satisfaction)		Model 3 (Tourist Delight)	
	$\beta$	t	$\beta$	t
Destination Quality	0.267***	4.6	0.154***	4.12
Tourist Satisfaction			0.43***	13.39
R <sup>2</sup>	0.0525		0.3798***	
F	21.22		116.95	

Note: N = 384. Each column is a regression model that predicts the criterion at the top of the column

\*\*\*  $p < 0.001$ .

In hypothesis 3, the present study assumed that gender moderates the indirect relationship between destination quality and tourist delight. To estimate the moderated mediation hypothesis, this study employed Hayes process macro (model 59). This study predicted the moderating effect of gender on: the relationship between destination quality and tourist delight; the relationship between destination quality and tourist satisfaction; the relationship between tourist satisfaction and tourist delight. Moderated mediation was established if either or both of two patterns existed (Hayes, 2017): the path between destination quality and tourist satisfaction was moderated by gender, and/or the path between tourist satisfaction and tourist delight was moderated by gender.



Table 3

Testing the Moderated mediation effect of Destination quality on Tourist Delight.

Predictors	Tourist Satisfaction			Tourist Delight		
	$\beta$	LLCI	ULCI	$\beta$	LLCI	ULCI
Constant	-0.0042	-0.0997	0.0912	3.8386***	3.7803	3.897
Destination Quality	0.278***	0.1659	0.3902	0.1267***	0.055	0.1984
Satisfaction				0.407***	0.3449	0.4692
Gender	0.018***	-0.1723	0.2097	0.2292***	0.1125	0.3459
DQ*Gender	-0.4603***	-0.6844	-0.2361	0.0748***	-0.0681	0.2178
Satisfaction*Gender				-0.3253***	-0.45	-0.2005
R2	0.0915			R2	0.44	
F	12.187			F	59.73	

Note: N = 384. \*\*\* p &lt; 0.001.

Each column is a regression model that predicts the criterion at the top of the column

As shown in Table 2, there was a significant main effect of destination quality on tourist delight, ( $\beta = 0.126$ ,  $p < 0.01$ ), and this effect was not moderated by gender. Furthermore, results showed that the main effect of destination quality on tourist satisfaction was significant, ( $\beta = 0.278$ ,  $p < 0.01$ ),  $p < 0.001$ , and this effect was moderated by gender ( $\beta = -0.460$ ,  $p < 0.01$ ). Finally, as hypotheses indicated that there was a significant main effect of tourist satisfaction on tourist delight, ( $\beta = 0.407$ ,  $p < 0.01$ ), and more importantly, this effect was moderated by gender ( $\beta = -0.325$ ,  $p < 0.01$ ). The conditional indirect effect of destination quality on tourist delight via tourist satisfaction was significant for both males ( $\beta = 0.284$ ,  $p < 0.01$ ) and females ( $\beta = 0.511$ ,  $p < 0.01$ ). Furthermore, the results confirmed that the difference between conditional indirect effects was significant (index of moderated mediation =  $-0.273$ ,  $CL[-0.398, -0.135]$ , supporting H3. These results confirm findings from previous research (Chen et al., 2011; Zabkar et al., 2010). For descriptive purposes, this study plotted the direct and indirect effect between gender and conditional effects.

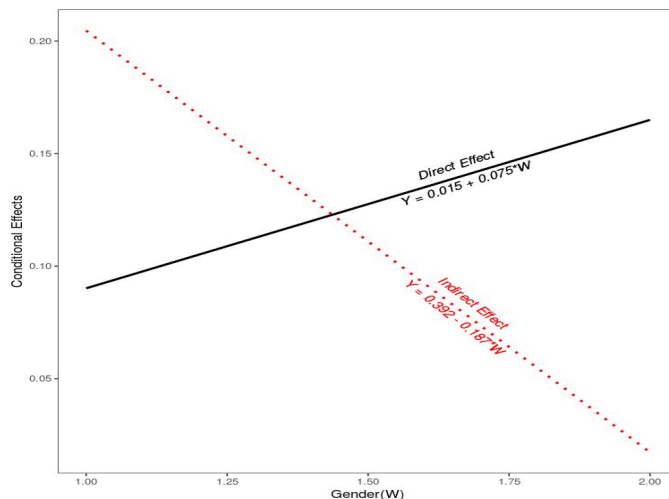


Figure 2: Direct and indirect effects

### **Discussion:**

By using a moderated mediation model, this study investigated the underlying mechanisms between destination quality and visitor satisfaction. The findings demonstrated that visitor satisfaction acted as a mediating factor between destination quality and visitor delight, with gender acting as a moderating factor. In conclusion, the current study suggests that destination quality may have an impact on spa tourists. The mediation analysis also suggests that one potential underlying mechanism in this relationship is tourist satisfaction. The indirect effect of destination quality on tourist delight via tourist satisfaction is further moderated by tourist gender.

### **Managerial and Practical Implications:**

The results of this study offer some significant managerial implications for decision makers who involved in strategic planning and managing tourism destinations. This study found that tourist who developed favorable opinion of Indian destination spa were more likely to experience greater satisfaction and which in turn exhibits more delight. These results suggest that spa owners and service providers should make an effort to maintain the standard of quality that spa visitors expect, since this may help to improve the reputation of these destination spa. This would be encouraging for India's spa tourism industry's steady and prudent growth. This study found gender moderated the indirect effect of destination quality on tourist delight via satisfaction. This finding have significant implications for spa tourism destinations. This difference may indicate that spa visitors have different wants and expectations, as well as varied post-experience behaviours.

These disparities pose significant challenges for decision markers, as they would need to have a thorough understanding of the characteristics of male and female needs. Only then will they be able to develop and carry out marketing plans and tourism initiatives that are specifically targeted at these target audiences (Chi, 2012; Mendes et al., 2010). This research emphasizes the significance of destination quality to attracts tourists. So, the service provider and government should carry out lot of promotional activities and IMC campaigns to spread positive word of mouth about spa destination and its services. Further, the government should step up inspection and control to eliminate overcharging, deceptive marketing, and solicitation, all of which have the potential to damage India's reputation as a destination for spa travelers. Secondly to enhance the tourist satisfaction service quality of spa services needs to be enhanced and service provider should focus on supplementary tourism products such as, healing, beauty etc.

### **Limitations and Future Research:**

Like other studies in the field of destination marketing, this research also had some limitations which need to be addressed. First, this study focused only on the SPA as a destination, which could limit generalization of the findings to the entire tourism industry. Replication of research in other context would help the results be more applicable to a wider range of travelers. Second, the data source of the study was obtained from only in selected spa destination; this could limit and vary in the perception level of domestic and international tourist. Future studies should extend the data sources to validate the proposed model. Third, the adoption of convenience sample method for data collection. Future studies should use probability sampling techniques like stratified sampling etc. Finally, this research undertook a

cross-sectional survey, where the relationship destination quality, tourist satisfaction and delight were measured at the same point in time. In the future, similar research should be conducted longitudinally so that the true causal links can be accurately represented among the constructs.

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