Dissertation Title	Travel Experience in Wellness Tourism Affecting Tourist Satisfaction and Loyalty: A Moderating Effect of Nationality
Keyword	Travel Experience, Wellness Tourism, Tourist Satisfaction, Tourist Loyalty
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ABSTRACT

This research explores the impact of travel experiences in wellness tourism on tourist satisfaction and loyalty, focusing on the moderating effect of nationality. The study employs a mixed-methods approach, combining qualitative and quantitative research to analyze the factors influencing wellness tourism in Thailand. Through in-depth interviews and a comprehensive survey, the research identifies vital factors such as resting and relaxation, beauty and physical appearance, personal development, nature and outdoor activities, socialization, novelty, healthy diet, safety and security, physical environment, and service quality, which significantly affect tourist satisfaction and loyalty. The qualitative phase involved interviews with 24 participants, including government representatives, wellness tourism entrepreneurs, and tourists, to understand their experiences and motivations. The quantitative phase utilized a structured questionnaire distributed to 427 tourists engaged in wellness tourism in major wellness destinations in Thailand such as Bangkok, Chiangmai, Chiang Rai, Prachuap Khiri Khan, Phuket, Chonburi, and Surat Thani. The data were analyzed using structural equation modeling to assess the relationships between the identified factors and the resulting satisfaction and loyalty. The findings reveal that specific experiences, particularly those related to relaxation, healthy diet, and high-quality services, are critical in enhancing tourist satisfaction and encouraging loyalty. Moreover, the study highlights the importance of considering the cultural and national differences in shaping these experiences.

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This research contributes to the theoretical understanding of wellness tourism by integrating these diverse factors. It provides practical insights for policymakers and service providers in designing and promoting wellness tourism offerings that meet the evolving needs of both local and international tourists.

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