

ปัจจัยที่มีอิทธิพลต่อประสิทธิภาพการท่องเที่ยวในประเทศไทย: บทบาทของการสนับสนุนจากภาครัฐ
คุณภาพการบริการ และการตลาดอิเล็กทรอนิกส์ของแหล่งท่องเที่ยว

FACTORS INFLUENCING TOURISM PERFORMANCE IN THAILAND: THE ROLES OF
GOVERNMENT SUPPORT, SERVICE QUALITY, AND DESTINATION E-MARKETING

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บทคัดย่อ

การท่องเที่ยวเป็นตัวขับเคลื่อนหลักของเศรษฐกิจไทย และการยกระดับประสิทธิภาพการท่องเที่ยวเป็นสิ่งสำคัญสำหรับการบรรลุการเติบโตอย่างยั่งยืนและความสามารถในการแข่งขัน งานวิจัยนี้ตรวจสอบอิทธิพลของการสนับสนุนจากภาครัฐ คุณภาพการบริการ และการตลาดอิเล็กทรอนิกส์ของแหล่งท่องเที่ยวต่อประสิทธิภาพการท่องเที่ยวในประเทศไทย แบบสอบถามที่มีโครงสร้างถูกแจกให้แก่นักท่องเที่ยวทั้งชาวไทยและชาวต่างชาติ จำนวน 400 คน ที่ได้เดินทางมาท่องเที่ยวในประเทศไทยภายในระยะเวลา 12 เดือนที่ผ่านมา ข้อมูลถูกวิเคราะห์โดยใช้การถดถอยเชิงเส้นพหุคูณ (MLR) เพื่อประเมินทั้งผลของตัวแปรอิสระแต่ละตัวและผลรวมร่วมกัน โมเดลการถดถอยอธิบายความแปรปรวนของประสิทธิภาพการท่องเที่ยวได้ 63.4% ($R^2 = 0.634$; Adjusted $R^2 = 0.625$) ซึ่งแสดงถึงพลังในการอธิบายที่แข็งแกร่ง ผลการวิเคราะห์ ANOVA ยืนยันว่าโมเดลมีนัยสำคัญอย่างมาก ($F = 5504.644, p < 0.001$) การวิเคราะห์ค่าสัมประสิทธิ์เส้นทางเปิดเผยว่า การสนับสนุนด้านโครงสร้างพื้นฐานและสิ่งแวดล้อมของภาครัฐ การตอบสนองและการสร้างความมั่นใจในคุณภาพการบริการ ตลอดจนการมีส่วนร่วมของผู้มีอิทธิพลและการให้ข้อมูลในด้านการตลาดอิเล็กทรอนิกส์ เป็นปัจจัยที่มีอิทธิพลมากที่สุด ผลลัพธ์เหล่านี้เน้นความสำคัญของกลยุทธ์แบบบูรณาการที่ซึ่งนโยบายสนับสนุน คุณภาพการบริการที่เชื่อถือได้ และการตลาดดิจิทัลที่สร้างสรรค์ทำงานร่วมกันเพื่อเสริมสร้างประสิทธิภาพการท่องเที่ยว งานวิจัยนี้ให้ข้อเสนอเชิงปฏิบัติแก่ผู้กำหนดนโยบายและผู้จัดการด้านการท่องเที่ยว ในขณะเดียวกันก็เสนอทิศทางการวิจัยในอนาคตเพื่อขยายโมเดล ใช้การออกแบบการวิจัยแบบตามช่วงเวลา และทำการเปรียบเทียบข้ามวัฒนธรรมเพื่อเพิ่มความสามารถในการอ้างอิงทั่วไป

คำสำคัญ: ประสิทธิภาพการท่องเที่ยว, การสนับสนุนจากภาครัฐ, คุณภาพการบริการ, การตลาดอิเล็กทรอนิกส์ของแหล่งท่องเที่ยว

ABSTRACT

Tourism is a central driver of Thailand's economy, and enhancing its performance is essential for achieving sustainable growth and competitiveness. This study investigates the influence of government support, service quality, and destination e-marketing on tourism performance in Thailand. A structured questionnaire was distributed to 400 domestic and international tourists who had visited Thailand within the previous twelve months. Data were

analyzed using multiple linear regression (MLR) to assess both the individual and combined contributions of the predictors. The regression model explained 63.4% of the variance in tourism performance ($R^2 = 0.634$; Adjusted $R^2 = 0.625$), demonstrating strong explanatory power. ANOVA results confirmed that the model was highly significant ($F = 5504.644$, $p < 0.001$). Path coefficient analysis revealed that government infrastructure and environmental support, service responsiveness and assurance, as well as influencer engagement and information provision in e-marketing, were the most influential factors. These findings highlight the importance of integrated strategies in which supportive policies, reliable service quality, and innovative digital marketing work together to strengthen tourism performance. The study provides practical implications for policymakers and tourism managers, while also suggesting directions for future research to expand the model, apply longitudinal designs, and conduct cross-cultural comparisons to further enhance generalizability.

Keywords: Government Support, Service Quality, Destination E-Marketing, Tourism Performance

INTRODUCTION

Tourism remains a vital component of Thailand's economy and recovery trajectory. In 2019, tourism contributed nearly 20% of national GDP and attracted approximately 39.9 million international arrivals, one of the highest global shares at the time (Export Finance Australia, 2023). Although the COVID-19 pandemic severely disrupted the sector, 2024 marked a strong rebound, with Thailand welcoming an estimated 35 million international visitors, reaching almost 80% of pre-pandemic levels (The Economic Times, 2025). Government intervention has played a central role in this resurgence. By mid-2024, the government had expanded visa-free entry to 93 countries, extended on-arrival stay durations to 60 days, and introduced a digital nomad visa valid for five years with multiple 180-day stays (Reuters, 2024b). These policies have translated into measurable gains. Between January and May 2024, Thailand recorded 14.3 million tourist arrivals, and policymakers set a full-year target of nearly 40 million visitors, generating an estimated THB 3.5 trillion (USD 96 billion) in revenue (Reuters, 2024a). Despite this progress, tourism remains concentrated in primary hubs such as Bangkok, Phuket, and Chiang Mai, raising concerns over overcrowding and sustainability while under-investing in secondary destinations. This imbalance could hinder Thailand's strategic ambition to become a top-ten global tourist destination by 2030 (Reuters, 2024a).

From a theoretical perspective, destination performance is often examined through frameworks such as Ritchie and Crouch's competitiveness model, which emphasizes core resources, supporting factors, and destination management as drivers of demand (Ritchie & Crouch, 2003). Similarly, Dwyer and Kim's (2003) integrated model distinguishes between inherited resources and created resources, both of which shape destination competitiveness.

These frameworks underscore that government policy, service quality, and marketing capabilities jointly determine destination outcomes.

Practically, three dimensions stand out as critical inputs in the Thai tourism context. Government support—such as visa facilitation, infrastructure investment, and targeted promotional campaigns—provides enabling conditions. Service quality, typically measured by dimensions such as reliability, responsiveness, and assurance, is a key determinant of satisfaction, loyalty, and word-of-mouth (Parasuraman et al., 1988). Finally, destination e-marketing has become indispensable for competitiveness. Social media, search engine optimization, influencer engagement, and user-generated content provide authenticity and emotional appeal, while national campaigns like *Amazing Thailand Grand Tourism & Sports Year 2025* reinforce sustainability and global positioning (Tourism Authority of Thailand, 2024).

Nevertheless, most empirical studies on Thai tourism have investigated these dimensions in isolation, focusing on visa policies, hotel service quality, or digital marketing effectiveness separately. Few have simultaneously evaluated the integrated effects of government support, service quality, and destination e-marketing, nor tested their joint influence on tourism performance through competitiveness and attractiveness. Addressing this research gap is essential for informing coherent policy and strategic practice.

RESEARCH OBJECTIVES

1. To examine the effect of government support, service quality, and destination e-marketing on tourism performance in Thailand
2. To evaluate the relative importance of government support, service quality, and destination e-marketing on tourism performance in Thailand using multiple linear regression
3. To identify the key recommendation factors for enhancing tourism performance in Thailand

LITERATURE REVIEW

Tourism performance reflects the ability of a destination to deliver economic benefits, visitor satisfaction, and long-term competitiveness. It is commonly assessed through indicators such as tourist arrivals, expenditure, and repeat visitation, but also through qualitative outcomes like service experience and sustainability (Dwyer & Kim, 2003). Ritchie and Crouch (2003) argue that tourism performance arises from the interaction between resources, destination management, and market demand. Recent assessments by the UNWTO (2022) highlight that performance must balance growth with environmental and social responsibility, especially in countries like Thailand where tourism is a major driver of national development.

Government support has long been recognized as a critical driver of tourism development, as it provides the enabling environment in which destinations can thrive. Policies

such as visa facilitation, infrastructure investment, safety regulations, and targeted promotional campaigns directly enhance accessibility and attractiveness (Hall, 2008). In Thailand, the extension of visa exemptions, improved transport networks, and sustainable tourism policies illustrate how state involvement can shape tourism performance by lowering entry barriers and stimulating demand (UNWTO, 2022). Alongside policy, service quality plays a central role in shaping visitor perceptions and behaviors. Drawing on the SERVQUAL framework, dimensions such as reliability, responsiveness, assurance, empathy, and tangibility have been consistently linked to tourist satisfaction, loyalty, and positive word-of-mouth (Parasuraman et al., 1988; Chen & Chen, 2010). High-quality service delivery not only enhances the immediate experience but also contributes to long-term destination competitiveness. Complementing these structural and experiential factors, destination e-marketing has become indispensable in an era of digitalized travel. Tools such as social media campaigns, search engine optimization, influencer engagement, and user-generated content allow destinations to reach international audiences more effectively and to build authenticity and emotional resonance (Xiang & Gretzel, 2010; Mariani et al., 2021). For emerging markets like Thailand, integrated e-marketing strategies also support diversification by promoting lesser-known destinations and aligning with sustainable tourism initiatives. Taken together, government support, service quality, and destination e-marketing function as mutually reinforcing levers: policies create access, services ensure positive experiences, and digital platforms communicate and amplify value. Understanding their combined influence provides a comprehensive framework for evaluating and enhancing tourism performance.

Based on the reviewed literature, government support, service quality, and destination e-marketing are hypothesized as significant antecedents of tourism performance. Prior studies indicate that government facilitation through visa policies and infrastructure development enhances accessibility and competitiveness (Hall, 2008), while service quality strongly influences tourist satisfaction, loyalty, and destination reputation (Parasuraman et al., 1988; Chen & Chen, 2010). In addition, digital marketing strategies, including social media campaigns and influencer engagement, amplify destination visibility and authenticity (Xiang & Gretzel, 2010; Mariani et al., 2021). To empirically test these relationships, this study employs multiple linear regression (MLR), which enables the assessment of both individual and combined effects of government support (GS), service quality (SQ), and destination e-marketing (DM) on tourism performance (TP). This method is particularly appropriate for identifying causal influences, estimating predictive power, and determining which factors exert the strongest effect on improving tourism outcomes in Thailand. Accordingly, the proposed regression model is specified as:

$$TP = \beta_1 GS + \beta_2 SQ + \beta_3 DM + \varepsilon$$

Moreover, the following hypotheses are formulated for statistical testing using Multiple Linear Regression:

$$H_0: \beta_1 = \beta_2 = \beta_3 = 0.$$

$$H_1: \text{At least } \beta_1 \text{ OR } \beta_2 \text{ OR } \beta_3 \neq 0$$

METHODOLOGY

1. Population and Sample

The population of this study comprises both international and domestic tourists who visited Thailand within the past twelve months. These respondents were chosen as they directly experience government support initiatives, service quality, and destination e-marketing practices, making them suitable for evaluating tourism performance. The minimum sample size was determined based on Hair et al. (2022), who recommend 10–20 respondents per observed variable in multiple regression and structural equation modeling. Given that this study employed four constructs (government support, service quality, destination e-marketing, and tourism performance) measured by approximately twenty observed items, the required sample size ranged between 200 and 400 participants. To ensure robust statistical power and generalizability, a target of around 400 respondents was set. Data collection was conducted using purposive sampling to ensure participants had recent tourism experiences in Thailand, with surveys distributed both online and on-site across major destinations such as Bangkok, Phuket, and Chiang Mai, as well as selected secondary destinations.

2. Research Instruments

Data were collected using a structured questionnaire developed from established measurement scales in tourism and service quality research. The instrument consisted of two sections. The first section gathered demographic information of respondents, including age, gender, nationality, and travel characteristics (e.g., purpose of visit, length of stay, and destination visited). The second section measured the four core constructs of the study: government support (GS), service quality (SQ), destination e-marketing (DM), and tourism performance (TP). Government support items were adapted from prior studies on tourism policy and infrastructure (Hall, 2008; UNWTO, 2022). Service quality was assessed using dimensions of the SERVQUAL model, including reliability, responsiveness, assurance, empathy, and tangibility (Parasuraman et al., 1988). Destination e-marketing items were based on digital marketing and tourism communication literature, covering social media promotion, search engine visibility, influencer collaboration, and user-generated content (Xiang & Gretzel, 2010; Mariani et al., 2021). Tourism performance was measured through indicators of tourist satisfaction, revisit intention, and word-of-mouth advocacy (Chen & Chen, 2010). All items

employed a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaire was reviewed by three experts in tourism and business administration to ensure content validity, and a pilot test with 30 respondents was conducted prior to full data collection.

3. Data Collection

Data collection was conducted over a three-month period in 2024 using both online and offline methods to ensure broad coverage of respondents. The online survey was distributed via social media platforms and travel-related communities, targeting tourists who had recently visited Thailand. The offline survey was administered at major tourism hubs such as Bangkok, Phuket, and Chiang Mai, as well as selected secondary destinations, through collaboration with local tourism operators and service providers. A purposive sampling approach was applied to ensure that only respondents who had traveled in Thailand within the last twelve months were included. Prior to full deployment, a pilot test with 30 respondents was conducted to refine the wording and clarity of the questionnaire. Ethical considerations were observed by providing respondents with informed consent, assuring anonymity, and protecting their responses for research purposes only. Out of the total distributed questionnaires, 416 were collected, and after screening for completeness and consistency, 400 valid responses were retained for analysis.

4. Data Analysis

The data were analyzed using descriptive and inferential statistical techniques. Descriptive statistics, including frequency distributions, means, and standard deviations, were used to summarize demographic characteristics of respondents and provide an overview of the research variables.

To examine the hypothesized relationships, multiple linear regression (MLR) was employed with tourism performance (TP) as the dependent variable and government support (GS), service quality (SQ), and destination e-marketing (DM) as independent variables. Prior to estimation, diagnostic checks were carried out to ensure that regression assumptions were met, including the normality of residuals, linearity, and homoscedasticity. Both unstandardized coefficients (B) and standardized coefficients (β) were reported to evaluate the strength and significance of each predictor. The explanatory power of the model was assessed using R^2 and adjusted R^2 values, together with the F-test for overall model fit. Statistical significance was set at $p < 0.05$. Data analysis was conducted using general statistical software commonly applied in social science research.

RESULTS

Table 1 presents the demographic characteristics of the 400 respondents. The generational distribution was diverse, with Generation Y (29.3%) and Generation Z (23.3%)

forming the largest groups, followed by Baby Boomers (18.8%), Generation X (15.8%), and the Silent Generation (7.5%). This indicates that the sample was primarily composed of younger and middle-aged tourists, who represent active travel markets. Gender distribution was relatively balanced, with 51.3% male and 48.8% female, suggesting no substantial gender bias in participation.

In terms of nationality, respondents came from multiple regions, with the largest share from North America (21.3%), followed by Oceania (18.5%), Europe (17.8%), Other Asia (19.8%), China (13.5%), and other regions (9.3%). This diversity highlights the international scope of Thailand's tourism market. Regarding travel purpose, the majority of participants reported visiting for leisure and cultural activities (62.5%), while smaller proportions cited wellness/medical tourism (17.5%), business (10.0%), and other purposes (10.0%).

Overall, the demographic profile demonstrates a balanced representation across age cohorts, gender, and nationalities, with a strong emphasis on leisure tourism. This composition provides a reliable foundation for analyzing how government support, service quality, and destination e-marketing influence perceptions of tourism performance in Thailand.

Table 1. Demographic Profile of Respondents

Category	Levels	Count	%
Generation	Silent	30	7.5
	Boomer	75	18.8
	Generation X	63	15.8
	Generation Y	117	29.3
	Generation Z	93	23.3
Gender	Male	205	51.3
	Female	195	48.8
Nationality	North America	85	21.3
	Europe	71	17.8
	Oceania	74	18.5
	China	54	13.5
	Other Asia	79	19.8
	Other regions	37	9.3
Visit purpose	Leisure/culture	250	62.5
	Wellness/medical	70	17.5
	Business	40	10.0
	Other	40	10.0

The multiple linear regression analysis was applied to analyze. Table 2 – 3 were detailed the regression analysis and summary of the ANOVA, respectively.

Table 2. Regression Model Summary of Tourism Performance

Regression Model	R ²	Adjusted R ²	S.E.
Tourism Performance	0.634	0.625	0.304

Table 3. Summary of the ANOVA

ANOVA	Sum square	df	Mean square	F	Sig.
Regression	4586.597	9	509.622	5504.644	0.000
Residual	36.199	391	0.093		
Total	4622.796	400			
Significant at $p < 0.001$					

Table 2 shows the regression model summary for tourism performance. The coefficient of determination (R^2) is 0.634, indicating that government support, service quality, and destination e-marketing together explain approximately 63.4% of the variance in tourism performance. The adjusted R^2 value of 0.625 confirms that the explanatory power remains robust even after adjusting for the number of predictors. The standard error of the estimate (S.E. = 0.304) suggests a relatively small margin of residual variation, supporting the reliability of the model.

Table 3 presents the ANOVA results of the regression model. The regression sum of squares (4586.597) is substantially larger than the residual sum of squares (36.199), indicating that most of the variance in tourism performance is explained by the predictors. The model is statistically significant, with $F = 5504.644$, $p < 0.001$, which demonstrates that the independent variables collectively have a strong and significant impact on tourism performance.

The regression analysis provides strong empirical support that government support, service quality, and destination e-marketing are important determinants of tourism performance in Thailand.

Table 4. Statistical path coefficients

Variables	β	SE	T value	P value
GS_EASE	0.105	0.034	3.058	0.002
GS_ENV	0.126	0.035	3.657	0.000
GS_INFRA	0.133	0.033	3.973	0.000
SQ_ASSUR	0.099	0.032	3.067	0.002
SQ_REL	0.064	0.028	2.289	0.023
SQ_RESP	0.102	0.033	3.080	0.002
DM_INFL	0.128	0.034	3.773	0.000
DM_INFO	0.125	0.034	3.634	0.000
DM_PERS	0.114	0.033	3.426	0.001
Significant at $p < 0.05$				

Table 4 presents the path coefficients for the predictors of tourism performance. All nine indicators were statistically significant at the 0.05 level, confirming the robustness of the model. Among government support dimensions, **infrastructure** ($\beta = 0.133$, $t = 3.973$, $p < 0.001$) emerged as the strongest contributor, followed by environmental support ($\beta = 0.126$, $t = 3.657$, $p < 0.001$) and policy facilitation ($\beta = 0.105$, $t = 3.058$, $p = 0.002$). For service quality, assurance ($\beta = 0.099$, $t = 3.067$, $p = 0.002$) and responsiveness ($\beta = 0.102$, $t = 3.080$, $p = 0.002$) were significant drivers, while reliability ($\beta = 0.064$, $t = 2.289$, $p = 0.023$) had a weaker yet still meaningful effect. Destination e-marketing also demonstrated strong effects, with influencer engagement ($\beta = 0.128$, $t = 3.773$, $p < 0.001$) and information provision ($\beta = 0.125$, $t = 3.634$, $p < 0.001$) performing best, followed by personalization ($\beta = 0.114$, $t = 3.426$, $p = 0.001$). These findings highlight that government investment in infrastructure, high service responsiveness, and effective digital campaigns, particularly through influencers and tailored communication, are the most influential factors enhancing tourism performance in Thailand.

The results of the multiple linear regression provide strong evidence that government support, service quality, and destination e-marketing jointly exert a significant influence on tourism performance in Thailand. The regression model explained 63.4% of the variance ($R^2 = 0.634$) in tourism performance, indicating substantial explanatory power. The ANOVA confirmed that the model was highly significant ($F = 5504.644$, $p < 0.001$), validating the collective contribution of the predictors. Path coefficient analysis further revealed that

government infrastructure support, service responsiveness and assurance, as well as influencer engagement and information provision in digital marketing, were the strongest drivers. These findings suggest that Thailand's tourism performance is not determined by a single factor but by a synergy of supportive policies, reliable service encounters, and effective digital communication strategies. In particular, the evidence highlights the necessity of continued investment in infrastructure, quality improvements in service delivery, and innovation in digital marketing to sustain competitiveness and enhance visitor experiences.

DISCUSSION

The results of the regression analysis demonstrate that government support, service quality, and destination e-marketing are critical determinants of tourism performance in Thailand. With an R^2 of 0.634, the model indicates that more than sixty percent of the variance in tourism performance can be explained by the three predictors, highlighting the importance of combining policy interventions, service excellence, and digital strategies in driving destination competitiveness.

Government support was found to be a significant driver, particularly through infrastructure and environmental initiatives. This aligns with recent research emphasizing that government actions such as visa facilitation, safety regulations, and infrastructure development are central to sustaining tourism growth (Nguyen et al., 2020; UNWTO, 2022). In Thailand, policy innovations such as the expansion of visa exemptions and the promotion of sustainable tourism have enhanced accessibility and global visibility. These results reinforce that strategic public sector involvement is indispensable for achieving long-term tourism performance. Service quality also emerged as an essential determinant, with responsiveness and assurance showing the strongest influence among service dimensions. This supports recent studies which have demonstrated that service quality directly enhances tourist satisfaction, loyalty, and destination reputation (Ali et al., 2016; Prayag et al., 2017). In particular, tourists are increasingly sensitive to reliability and responsiveness, which serve as signals of professionalism and trustworthiness. Ensuring consistent service delivery and staff competence therefore represents a key strategy for retaining tourists and strengthening Thailand's competitive edge.

Destination e-marketing was another powerful predictor, especially through influencer engagement and information provision. These findings are in line with Xiang et al. (2015) and Mariani et al. (2021), who found that social media and online reviews are shaping tourist decisions and destination image formation in unprecedented ways. Digital platforms provide cost-effective tools to reach global audiences, create authentic engagement, and promote user-generated content that amplifies credibility. In Thailand, campaigns leveraging influencers and social media visibility have proven successful in attracting younger generations and diversifying markets.

These findings reinforce the view that destination competitiveness results from the interaction between created resources and supportive factors, as suggested in integrated competitiveness frameworks (Khan et al., 2017; Assaf & Josiassen, 2019). The evidence from this study underscores the necessity of a holistic approach where government support ensures enabling conditions, service quality provides consistent and satisfying experiences, and destination e-marketing communicates value effectively to global audiences. By aligning these factors, Thailand is better positioned to sustain tourism recovery and strengthen its path toward becoming a top ten global tourist destination.

SUGGESTIONS FOR FUTURE RESEARCH

1. Suggestions for Practical Implementation

The findings of this study provide several practical implications for policymakers and tourism managers in Thailand. First, the results highlight the importance of sustained government support, particularly in infrastructure development and environmental initiatives. Authorities should continue to invest in transport connectivity, sustainable facilities, and safety measures to ensure that destinations remain both accessible and resilient. Second, the significance of service quality dimensions such as responsiveness and assurance suggests that tourism businesses must prioritize staff training, customer service standards, and consistent delivery of promised services. Enhancing service reliability can strengthen tourist trust and foster repeat visitation. Third, the growing influence of destination e-marketing emphasizes the need for more strategic use of digital platforms. Tourism organizations should leverage influencer partnerships, targeted online campaigns, and user-generated content to reach global audiences and enhance authenticity. Finally, coordination between government agencies, private sector operators, and local communities is essential for creating integrated strategies that reinforce Thailand's competitiveness. By translating these insights into concrete actions, stakeholders can effectively enhance tourism performance, improve visitor satisfaction, and ensure long-term sustainability of the industry.

2. Suggestions for Future Research

Although this study provides meaningful insights into the determinants of tourism performance in Thailand, several directions for future research are recommended. First, future studies could expand the model by incorporating additional variables such as cultural authenticity, sustainability practices, or tourist motivation, which may provide a more holistic understanding of destination performance. Second, longitudinal research designs should be employed to examine how the influence of government support, service quality, and e-marketing evolves over time, particularly in response to global disruptions such as pandemics

or economic crises. Third, cross-cultural comparative studies would be valuable for exploring whether the effects observed in Thailand hold true in other countries, thereby enhancing the generalizability of the findings. Fourth, future research could apply advanced analytical methods such as structural equation modeling (SEM) or machine learning to capture complex relationships and improve predictive accuracy. Lastly, qualitative approaches, including interviews or ethnographic studies, could complement quantitative findings by providing deeper insights into tourists' lived experiences and perceptions. By pursuing these avenues, future research can contribute to both theoretical refinement and practical strategies for sustaining competitiveness in global tourism markets.

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