

# Impact of Tourist Experiences in Tour Packages on Intention to Repeat

Deepak Tripathi<sup>1</sup>; Dr. Prashant Kumar Singh<sup>2</sup>  
 Research Scholar<sup>1</sup>; Assistant Professor<sup>2</sup>  
 IGNTU, Amarkantak, (M.P.)

**Abstract:-** This study quantitatively examines to identify the relationship between the overall tour package experience and repeat visitation and to analyse how specific components of a tour package influence tourists' intentions to revisit. Data were collected via a structured questionnaire from 653 tourists who had previously travelled with tour packages, focusing on experience, perceived value, and overall experience. Statistical analyses, including correlation, regression, and factor analysis, revealed a significant relationship between tour package experience and intention to revisit. Key predictors of repeat visitation included the quality of accommodation, various activities, customer service, and perceived value. Correlation analysis showed that educational level, aesthetic appreciation, and prior experiences significantly influence repeat visit intentions. The regression model highlighted the positive impact of education ( $\beta = .339$ ,  $p < .000$ ), aesthetics ( $\beta = .434$ ,  $p < .000$ ), and repeat experiences ( $\beta = .114$ ,  $p < .002$ ) on the overall tour package experience, whereas entertainment and escapism had a negative impact. Factor analysis indicated that the tourist experience is multifaceted, with educational, aesthetic, and experiential factors contributing uniquely to overall satisfaction and repeat visitation. Tour operators and destination managers should enhance their packages' educational and aesthetic aspects while ensuring high customer service and value for money to foster customer loyalty and encourage repeat visitation. This research provides valuable insights into the critical components of tour packages that drive repeat visitation and underscores the significance of comprehensive packages in promoting sustainable tourism development. Future research could explore the impact of digital and personalised tour packages on repeat visitation.

**Keywords:-** Package Tour, Tour Operator, Tourist Experience.

## I. INTRODUCTION

In the contemporary globalised world, travel has become a significant aspect of life for millions. Whether undertaken for leisure, business, or educational purposes, travel transcends the simple act of moving from one place to another. It becomes a journey of discovery, personal growth, and transformation. Central to this transformative process are tour packages and tourist experiences, which revolutionise how people explore new destinations and influence their

decision to revisit those places (Kitjaroenchai, 2018). Tour packages offer flexible itineraries that cater to diverse preferences, enhancing the overall travel experience. These packages, which often include accommodation, transportation, and guided tours, provide a hassle-free approach to exploring new destinations. By leveraging the expertise of travel professionals, tourists can maximise their experiences through curated packages based on popular attractions, cultural highlights, and local insights (Oliveria & Panyik, 2015).

Modern tour packages offer convenience and efficiency, providing travellers with comprehensive experiences, including transportation, accommodation, meals, and guided tours (Holla, 2019). These packages are often segmented into different types based on themes such as adventure, culture, relaxation, or gastronomy, allowing travellers to choose packages that align with their interests (Solas, 2023; Mappingure, 2018). This segmentation enhances the tourist experience and fosters loyalty by meeting specific market segment needs (Lee et al., 2018).

Tour packages are instrumental in transforming travel into a journey of discovery, enabling individuals to immerse themselves in new cultures, landscapes, and adventures. They offer unique experiences at various global destinations, providing structured itineraries with opportunities for personal exploration and adventure (Morgan, 2010). These packages promise unique experiences, lasting memories, and a deeper understanding of the world, making travel an unforgettable journey of discovery and connection (Doorly, 2020). The trend of service customisation for package-tour services allows tourists to specify the product or service characteristics they desire. This customisation is crucial as tourists often seek to visit as many exciting places as possible while enjoying comfort, scenic beauty, and experienced tour guides (Buhalis & Foerste, 2015). Tour packages provide a convenient and enriching way to explore diverse global destinations. They ensure that tourists experience a well-rounded trip with structured activities and leisure time.

The global tourism industry has experienced rapid growth, significantly contributing to the world's economy. According to the World Travel & Tourism Council (WTTC, 2020), the tourism industry accounted for 10.2% of the world's GDP in 2019. The United Nations World Tourism Organization (UNWTO, 2020) reported that international tourist arrivals reached 1.4 billion in 2019, representing a 4% growth rate compared to the previous year. India, in

particular, has emerged as a significant player in the global tourism industry, with the Ministry of Tourism (2020) reporting that the country received 10.9 million foreign tourist arrivals in 2019. The growth of the tourism industry is driven mainly by the increasing demand for unique and memorable experiences among tourists. A key factor influencing tourist experiences is the tour package, which has become famous for travellers seeking convenience and value for money. A tour package typically includes a combination of transportation, accommodation, and activities carefully curated to provide an immersive experience of a destination. According to a survey by the Indian Association of Tour Operators (2019), 75% of tourists prefer to book a tour package when travelling abroad.

The concept of tourist experience has gained significant attention in recent years, with researchers highlighting its importance in shaping tourist behaviour and loyalty. A positive tourist experience can lead to repeat visitation as tourists seek to relive the memories of their previous trip. Conversely, a negative experience can result in a loss of repeat business and negative word-of-mouth (Bigne et al., 2001). Understanding the impact of tour packages on the tourist experience is crucial for tourism stakeholders seeking to increase repeat visitation and customer loyalty.

## II. LITERATURE REVIEW

The literature review on the impact of tour packages on tourist experience and repeat visitation highlights several critical themes and findings from various studies. This synthesis will delve into crucial aspects, including the role of tour packages, the influence of customer perceived value, the importance of tour operators, and the interplay between tourist experiences and behavioural intentions.

Tour packages are designed to offer convenience and comprehensive travel experiences by bundling transportation, accommodation, meals, and guided tours. Solihin et al. (2024) emphasised the meticulous planning, implementation, and evaluation stages necessary to create competitive tour packages. The study revealed that understanding the target market and conducting field surveys are crucial for designing successful tour packages. Ridwan et al. (2024) focused on educational and conservation-based marine tourism packages, highlighting that integrating local attractions and activities can provide meaningful experiences and contribute to environmental sustainability. These findings suggest that well-designed tour packages can enhance the tourist experience by offering structured yet flexible itineraries that meet diverse tourist needs.

Customer Perceived Value (CPV) plays a significant role in enhancing customer satisfaction and influencing purchase intentions. Untari et al. (2024) explored the impact of CPV in the religious tourism sector, finding that CPV positively influences customer satisfaction and purchase intention. The study used a quantitative research approach and the Partial Least Square (PLS) method to analyse data from tourists who experienced religious tour packages. This underscores the importance of creating value for customers through personalised and well-curated tour packages, which can lead to higher satisfaction and repeat visitation.

Tour operators are pivotal in ensuring the quality and consistency of tour packages, thereby enhancing the overall tourist experience. They act as intermediaries between tourists and service providers, orchestrating a seamless travel experience. The literature highlights the role of tour operators in curating personalised services, innovating in tour design, and providing value-added experiences. Studies by Aini et al. (2024) and Hwang et al. (2023) examined the role of tour operators in educational tourism and the senior tourist market, respectively. These studies found that tour operators who integrate sustainable practices and innovative designs in their packages can significantly enhance tourist satisfaction and loyalty. Additionally, Ji et al. (2023) emphasised the influence of tour operators in managing tourist congestion and promoting sustainable tourism practices, highlighting the need for proactive management and diversification of tourist offerings.

The relationship between tourist experiences and their behavioural intentions, such as repeat visitation, is well-documented in the literature. Positive tourist experiences, influenced by the quality of services, destination attributes, and personal interactions, are critical determinants of customer loyalty and word-of-mouth promotion. Studies by Solihin et al. (2024) and Ridwan et al. (2024) found that well-designed tour packages catering to specific interests and incorporating local culture can significantly enhance the tourist experience. Furthermore, Untari et al. (2024) highlighted that enhancing CPV through personalised services can boost customer satisfaction and repeat visitation.

The co-creation of experiences, where tourists actively participate in shaping their travel experiences, has emerged as a significant trend. This approach shifts the focus from passive consumption to active engagement, thereby enhancing the overall value of the experience. However, there remains a gap in the literature regarding specific strategies and interventions that tour operators can employ to improve the tourist experience within the context of package tours.

### III. CONCEPTUAL MODEL

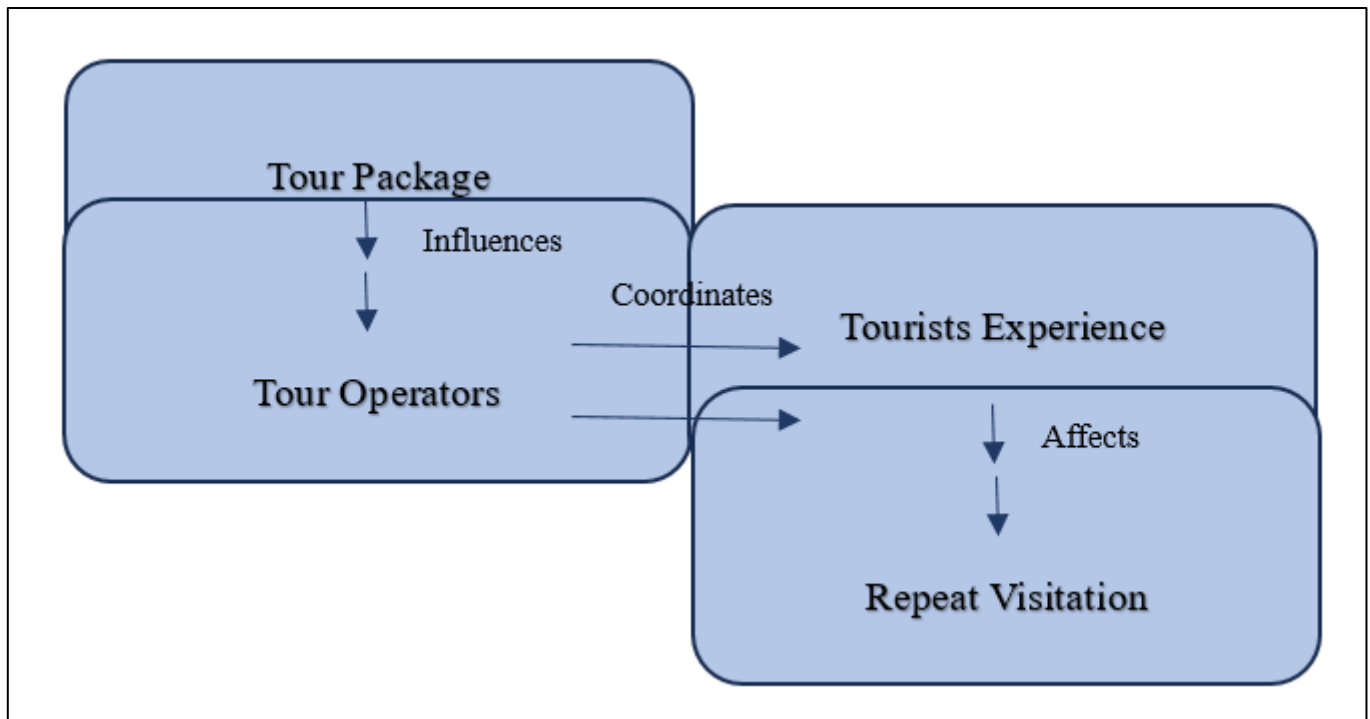


Fig 1: Conceptual Framework of Tourist Experience and Repeat Visitation in Tour Packages  
Source: Compilation from Different Sources

This figure 1 illustrates the conceptual model highlighting the relationship between the elements of tour packages and their impact on tourist experiences and the intention to revisit.

The conceptual framework of this study aims to elucidate how tour packages influence tourist experiences and their subsequent intention to revisit a destination. This framework synthesises various theoretical perspectives and empirical findings to articulate the relationships between different elements of a tour package and tourist behaviour. The primary components of a tour package include transportation, accommodation, meals, and guided tours, which are offered at an inclusive price. Literature suggests that these components collectively provide convenience, cost savings, and a structured itinerary for tourists, each playing a vital role in shaping the overall tourist experience (Solihin et al., 2024). The process involves meticulous planning, implementation, and evaluation, with the planning phase focusing on destination exploration, itinerary creation, and resource preparation, the implementation phase on the actual delivery of the package, and the evaluation phase on reviewing the package based on market segmentation, target market, and positioning (Ridwan et al., 2024).

Tour operators function as intermediaries between tourists and service providers, orchestrating seamless travel experiences beyond logistical arrangements to include personalised services, innovative tour designs, and value-added experiences. Effective tour operators ensure quality and consistency in service delivery, which is crucial for tourist satisfaction and repeat business (Carey et al., 1997).

The role of tour operators also extends to fostering positive economic, socio-cultural, and environmental impacts through sustainable tourism practices (Wearing & McDonald, 2002). The concept of tourist experience encompasses the overall impression and satisfaction derived from a travel journey, influenced by the quality of services, destination attributes, and personal interactions. Positive tourist experiences, which include emotional, cognitive, and sensory dimensions, are critical determinants of customer loyalty and word-of-mouth promotion, essential for the sustainable growth of the tourism industry (Otto & Ritchie, 1996; Bigne et al., 2001). Recent studies emphasise the co-creation of experiences, where tourists actively participate in shaping their travel experiences, thus enhancing the overall value of the experience (Tussyadiah, 2014; Neuhofer, 2014). Understanding the impact of tour packages on repeat visitation involves examining various factors, including the quality of accommodation, variety of activities, level of customer service, and perceived value of the package, with perceived value significantly influencing customer satisfaction and purchase intentions (Untari et al., 2024). Incorporating educational and conservation-based activities within tour packages contributes to meaningful and sustainable tourism experiences, encouraging repeat visits (Ridwan et al., 2024). This framework is informed by expectancy theory, resource-based theory, and service-dominant logic, which highlight the importance of meeting or exceeding tourists' expectations, leveraging resources, and co-creating value to enhance tourist experiences (Andereck et al., 2012; Della Corte, 2012; Potgieter et al., 2012).

#### IV. PROBLEM STATEMENT

The competitive nature of the tourism industry necessitates that tour operators continuously innovate and improve their offerings to meet the evolving expectations of tourists. Repeat visitation, in particular, is a vital indicator of tourist loyalty and a key driver of sustainable tourism growth. Understanding the factors influencing repeat visitation can help tour operators design more effective packages and foster long-term customer relationships.

##### A. Objectives of the Study

- To identify the relationship between the overall tourist experience in package tours and the repetition of tourists.
- To analyse the impact of the tour package on intentions of repetition.

##### B. Hypotheses of the Study

- H<sub>01</sub>: There is no significant relationship between the overall tour package and the repetition of tourists
- H<sub>02</sub>: There is no significant impact between the tour package and intentions of repetition.

#### V. RESEARCH METHODOLOGY

The study employs a quantitative research methodology to investigate the impact of tour packages on tourists' experiences and repeat visitation. A probability sampling technique, specifically random sampling, was used to ensure that every individual in the population had an equal chance of

being selected, thus obtaining a representative sample. Data were collected via a structured questionnaire distributed to 653 tourists who had previously travelled with tour packages, capturing information on various aspects of the tour package, including satisfaction, perceived value, overall experience, and intentions to revisit. The data were analysed using correlation, regression, and factor analysis. Correlation analysis explored the relationships between the overall tour package experience and tourists' behavioural intentions to repeat visits. Regression analysis assessed the impact of various factors on the overall tour package experience, revealing that factors such as education, aesthetics, and repeat experiences positively impacted the overall experience. At the same time, entertainment and escapism had negative impacts. Factor analysis identified seven factors—Quality of Accommodation, Variety of Activities, Level of Customer Service, Perceived Value, Educational and Conservation Activities, Entertainment, and Escapism—explaining 80.31% of the total variance in tourists' experiences.

##### A. Analysis and Result of the Study

The sample's demographic characteristics were analysed in Table 1 to understand their potential impact on tourists' experiences and repeat visitation intentions. Among the 653 respondents, the distribution across various demographic factors was examined, including age, gender, educational level, and prior travel experiences. The analysis revealed diverse backgrounds among the respondents, which provided a comprehensive understanding of how different demographic factors influence the overall tourist experience and their intention to revisit.

Table 1: Tourist Demographic Factors

Demographic Factor	Categories	Frequency	Percentage (%)
Gender	Male	467	71.5
	Female	186	28.5
Marital Status	Single	289	44.3
	Married	364	55.7
Age	21-30	304	46.6
	31-40	198	30.3
	41-60	113	17.3
	Above 60	38	5.8
Education Level	Primary	45	6.9
	High School	156	23.9
	Graduation	289	44.3
	Master & PhD	163	25.0
Monthly Income	Below 50000	298	45.6
	50001-80000	225	34.5
	Above 80000	130	19.9
Employment	Salaried	372	57.0
	Business	281	43.0

Source: Computed from Primary Data

##### B. Tests of Normality

The normality of the data was assessed using the Kolmogorov-Smirnov and Shapiro-Wilk tests (Table 2). The results in Figure 1.2 (a, b, c) indicated that the data for the "overall tour package experience" variable was normally distributed, as evidenced by the non-significant p-values

(Kolmogorov-Smirnov:  $p = .082$ ; Shapiro-Wilk:  $p = .107$ ) (Genceli, 2007). This normal assumption allowed parametric statistical techniques to be applied in subsequent analyses. Figure 2,3,4 shows an equal data distribution with Histogram, Q-Q plot and Boxplots.

Table 2: Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
TTET	.033	653	.082	.996	653	.107

a. Lilliefors Significance Correction  
 Source: Computed from Primary Data

The initial graph (Figure 2) depicts an ideal bell-shaped curve, which is often referred to as normally distributed. Filliben (1975) suggested that the Q-Q plot is an essential graphical tool for assessing how a population's distribution deviates from normality. Lodder & Hieftje (1988) discovered that normal Q-Q graphs compare the quantiles of a dataset's distribution against those of a normal distribution. Sun & Genton (2011) stated that the box plot is a conventional way

to summarise a dataset's distribution, with boxes marking the upper and lower quartiles and the interquartile range indicating the middle 50% of the distribution. Figure 2 shows an ideal bell-shaped curve suggesting normal distribution of the data, accompanied by Figure 3, 2 Q-Q plot of Package tourist experience, and Figure 4, a box plot. This graph demonstrates how the data spans the upper and lower quartile ranges, equally divided through the box plot.

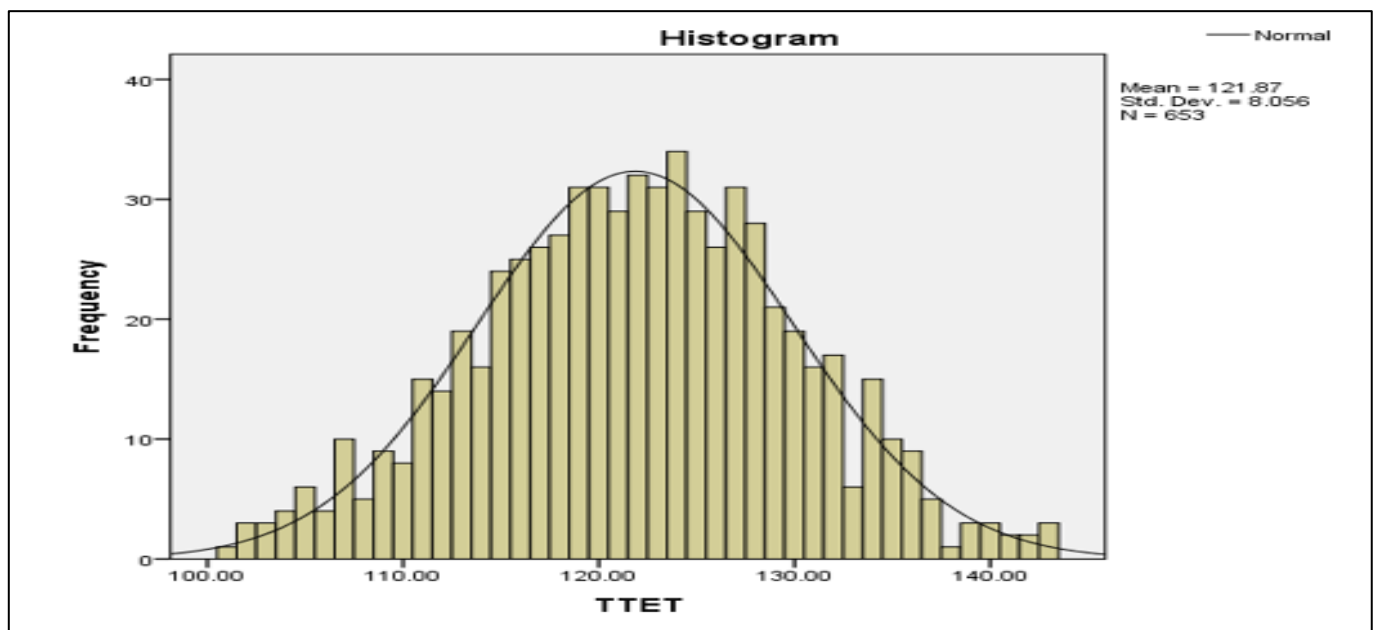


Fig 2: Histogram

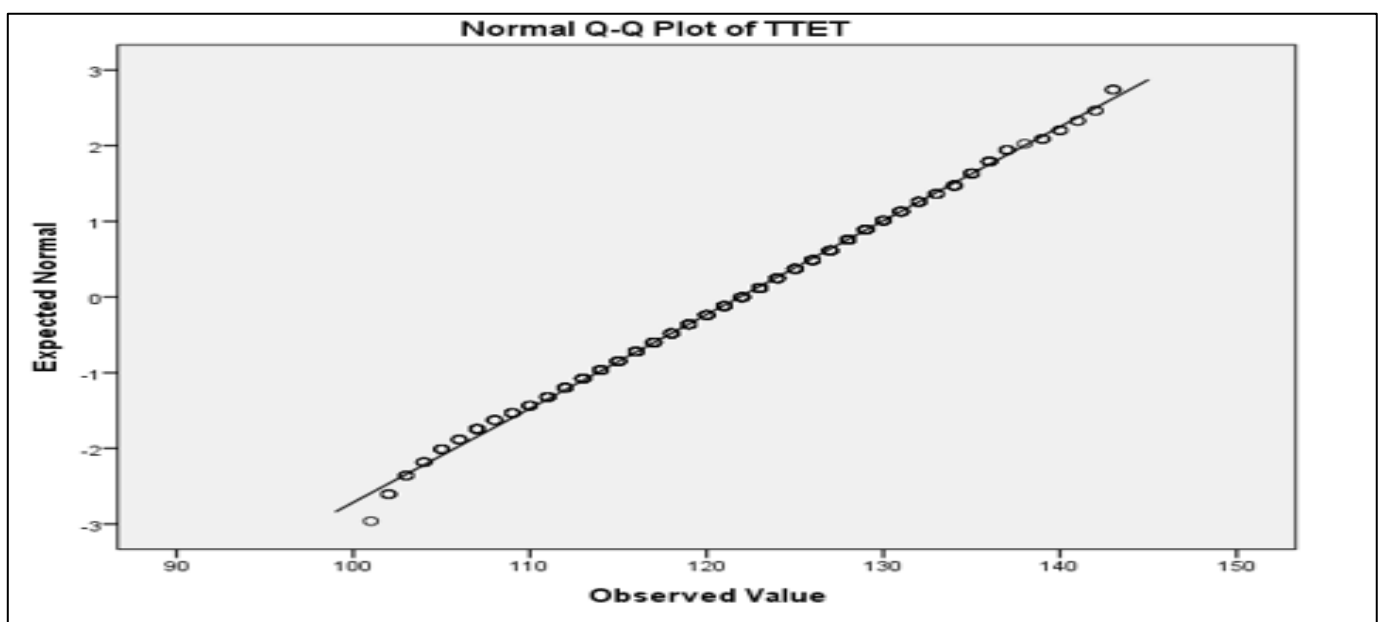


Fig 3: Q-Q Plot of TTET

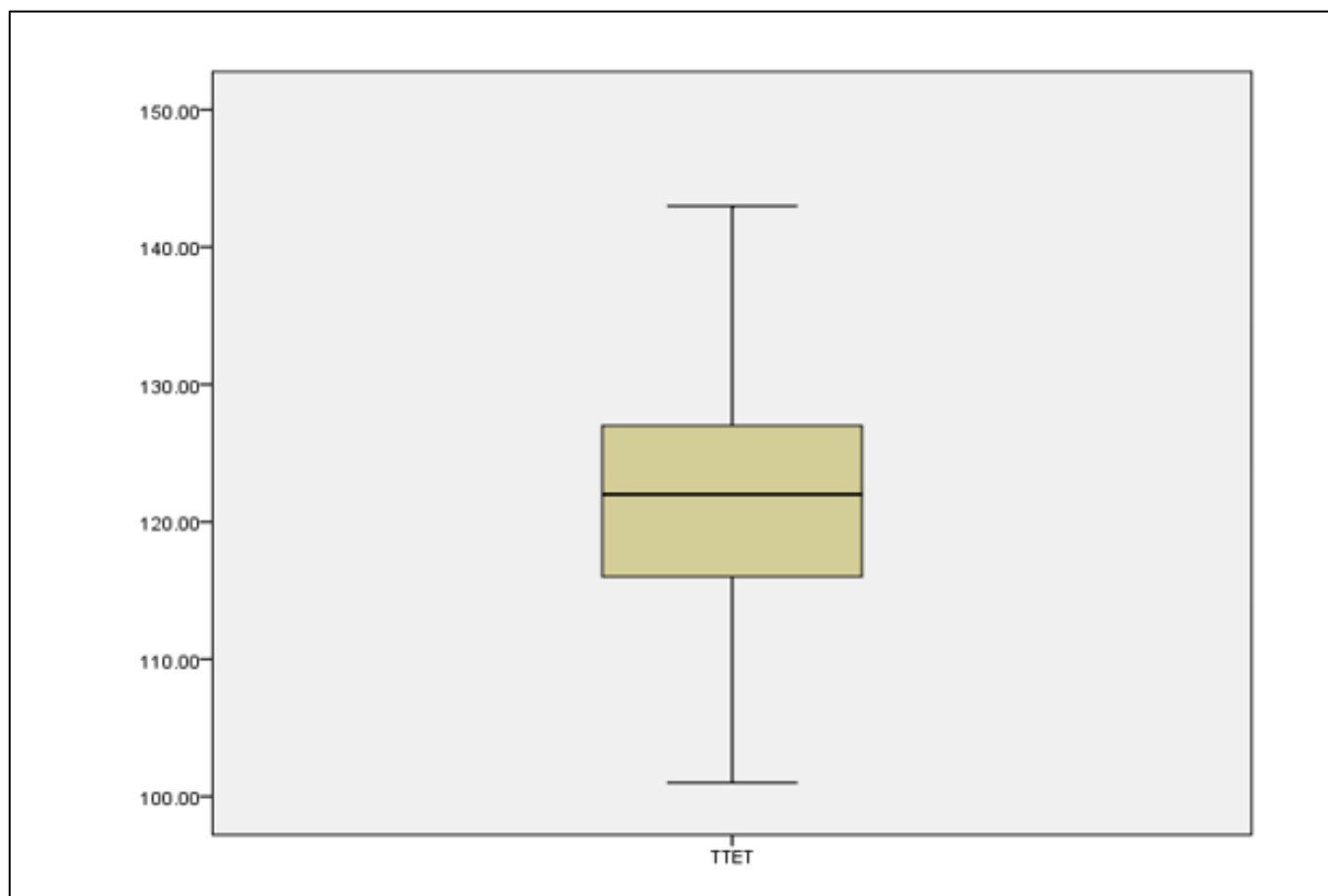


Fig 4: Boxplot

Source: Computed from Primary Data from SPSS

*C. Factor Analysis*

Factor analysis was conducted to identify the underlying dimensions of tourists’ experiences with tour packages. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was .794, indicating (Table 3) that the sample was adequate for factor analysis. Bartlett’s Test of Sphericity was significant ( $\chi^2 = 16652.369$ ,  $df = 378$ ,  $p < .000$ ), confirming the suitability of the data for this analysis. The factor analysis

extracted seven factors, explaining 80.31% of the total variance. These factors were labelled as Education (14.98%), Aesthetic (13.02%), Repeat (12.39%), Entertainment (11.67%), Improving Experience (11.46%), Escapism (10.18%), Overall, Tour Package Experience (6.57%). All the factors have a good extraction value above 0.5, which is acceptable for further analysis.

Table 3: KMO and Bartlett’s Test

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		<b>.794</b>
Bartlett’s Test of Sphericity	Approx. Chi-Square	16652.369
	df	378
	Sig.	.000

Source: Computed from Primary Data

Table 4: Communalities

<b>Variables</b>	<b>Initial</b>	<b>Extraction</b>
TTE1 More Knowledgeable	1.000	.860
TTE2 Learned During the Tour	1.000	.888
TTE3 Curiosity to Learn	1.000	.719
TTE4 Highly Educational	1.000	.733
TTE5 Surprising Events	1.000	.889
TTE6 Entertaining	1.000	.968
TTE7 Astonishing	1.000	.949
TTE8 Fascinating	1.000	.893
TTE9 Transformed	1.000	.721

TTE10 Forget Worries	1.000	.841
TTE11 Freedom	1.000	.900
TTE12 Enjoyment	1.000	.856
TTE13 Rich Scenery	1.000	.784
TTE14 Expression of Arts	1.000	.923
TTE15 Expectations	1.000	.866
TTE16 Satisfied	1.000	.892
TTE17 Promised Serviced	1.000	.910
TTE18 Exceed Expectation	1.000	.891
TTE19 Similar Package	1.000	.808
TTE20 Share Experience Online	1.000	.754
TTE21 Share Experience Offline	1.000	.836
TTE22 Advice Other	1.000	.715
TTE24 Privacy & Confidentiality	1.000	.668
TTE25 Helpful and Cheerful	1.000	.771
TTE27 Proper Arrangments	1.000	.696
TTE29 Clear Billing	1.000	.654
TTE23 Attention to Need	1.000	.532
TTE28 Feedback	1.000	.573

Extraction Method: Principal Component Analysis.

Source: Computed from Primary Data

Table 5: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	5.073	18.119	18.119	5.073	18.119	18.119	4.195	14.982	14.982
2	4.144	14.799	32.919	4.144	14.799	32.919	3.647	13.026	28.007
3	3.916	13.985	46.904	3.916	13.985	46.904	3.471	12.397	40.404
4	2.979	10.639	57.543	2.979	10.639	57.543	3.270	11.679	52.084
5	2.670	9.535	67.077	2.670	9.535	67.077	3.210	11.463	63.547
6	2.144	7.656	74.733	2.144	7.656	74.733	2.853	10.188	73.735
7	1.561	5.577	80.310	1.561	5.577	80.310	1.841	6.575	80.310
8	.769	2.746	83.056						
9	.634	2.264	85.320						
10	.492	1.759	87.079						
11	.399	1.423	88.502						
12	.382	1.363	89.865						
13	.317	1.132	90.997						
14	.313	1.118	92.116						
15	.301	1.075	93.190						
16	.272	.973	94.164						
17	.235	.838	95.001						
18	.211	.753	95.755						
19	.192	.686	96.440						
20	.181	.646	97.086						
21	.171	.610	97.696						
22	.142	.506	98.202						
23	.121	.431	98.633						
24	.115	.409	99.042						
25	.098	.350	99.392						
26	.078	.277	99.669						
27	.062	.222	99.891						
28	.031	.109	100.000						

Extraction Method: Principal Component Analysis.

Source: Computed from Primary Data

Table 6: Rotated Component Matrix

Factors	Variables	Component						
		1	2	3	4	5	6	7
Education	TTE11	.942						
	TTE8	.937						
	TTE12	.917						
	TTE10	.907						
	TTE9	.840						
Aesthetic	TTE25		.874					
	TTE27		.824					
	TTE24		.813					
	TTE29		.802					
	TTE23		.673					
	TTE28		.629					
Repeat	TTE14			.952				
	TTE16			.934				
	TTE15			.922				
	TTE13			.862				
Entertainment	TTE21				.907			
	TTE19				.886			
	TTE20				.856			
	TTE22				.830			
Improving Experience	TTE2					.935		
	TTE1					.927		
	TTE3					.818		
	TTE4					.817		
Overall Tour Package Experience	TTE7						.961	
	TTE6						.958	
	TTE5						.910	
Escapism	TTE17							.948
	TTE18							.921
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.								
a. Rotation converged in 5 iterations.								

Source: Computed from Primary Data

This table presents the results of a Principal Component Analysis (PCA). The PCA has been extracted into seven factors. The first factor is education; it explains a significant variance (0.942), which consists of variable #TTE9-TTE12. The second is Aesthetic, which explains a moderate variance (0.874) consisting of variable #TTE23, 24, 27, 28 -TTE29. The third is Repeat. It explains that a high variance (0.952) consists of variable #TTE13-TTE16. Fourth is entertainment; it explains a substantial amount of variance (0.907) consisting of variable #TTE19-TTE22. The fifth variable set, Improving

Experience, explains a high amount of variance (0.935) and consists of variable #TTE1-TTE4. The sixth is the Overall Tour Package Experience, which explains a very high variance (0.961), consisting of variable #TTE5-TTE7. The last variable is escapism, which explains a substantial amount of variance (0.921), which consists of variables #TTE17 & TTE18.

**H<sub>01</sub>: There is no significant relationship between the overall tour package and the repetition of tourists**



Table 7: Correlations between the Overall Tour Package and the Repetition of Tourists

Variables	Education	Aesthetic	Repeat	Entertainment	Improving Experience	escapism	Overall tour package experience
Education	1						
Aesthetic	-.030	1					
Repeat	.282**	.084*	1				
Entertainment	.249**	.072	.238**	1			
Improving Experience	.561**	.113**	.278**	.374**	1		
escapism	-.025	-.017	-.044	-.045	-.022	1	
Overall Tour Package Experience	.237**	.159**	.605**	.167**	.254**	.013	1

Source: Computed from Primary Data

**D. Correlation Analysis**

Correlation analysis explored the relationships between the overall tour package experience and tourists’ behavioural intentions to repeat visits. The results showed significant positive correlations between overall tour package experience and variables such as education ( $r = .237, p < .000$ ), aesthetic ( $r = .159, p < .000$ ), and repeat experience ( $r = .605, p < .000$ ).

These findings suggest that higher levels of education, appreciation for aesthetics, and positive past experiences with tour packages are associated with a greater likelihood of repeat visitation.

**H<sub>02</sub>: There is no significant impact between the tour package and intentions of repetition.**

Table 8: Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.419 <sup>a</sup>	.175	.168	.83165	.175	22.882	6	646	.000

a. Predictors: (Constant), Entertainment, Education, Repeat, Escapism, Improving Experience, Aesthetic  
 b. Dependent Variable: Overall Tour Package Experience

Source: Computed from Primary Data

Table 9: Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.374	.406		3.382	.001
	Education	.545	.058	.339	9.458	.000
	Aesthetic	.477	.126	.434	3.779	.000
	Repeat	.136	.044	.114	3.075	.002
	Entertainment	-.107	.045	-.088	-2.378	.018
	Improving Experience	-.153	.048	-.117	-3.194	.001
	escapism	-.299	.122	-.281	-2.458	.014

a. Dependent Variable: Overall Tour Package Experience

Source: Computed from Primary Data

**VI. THE IMPACT BETWEEN THE TOUR PACKAGE AND INTENTIONS OF REPETITION**

A multiple regression analysis was performed to assess the impact of various factors on the overall tour package experience. The model was statistically significant ( $F = 22.882, p < .000$ ) with an  $R^2$  of .175, indicating that 17.5% of the variance in the overall tour package experience could be explained by the predictors. The regression coefficients revealed that education ( $\beta = .339, p < .000$ ), aesthetic ( $\beta = .434, p < .000$ ), and repeat experience ( $\beta = .114, p < .002$ ) positively impacted the overall tour package experience.

Conversely, entertainment ( $\beta = -.088, p < .018$ ) and escapism ( $\beta = -.281, p < .014$ ) had a negative impact. This result shows the importance of delivering high-quality, well-rounded tour packages catering to diverse tourist preferences. The positive impact of educational and aesthetic components on the overall tour package experience highlights the need for tour operators to incorporate cultural and visually appealing elements into their packages. Additionally, the negative impact of entertainment and escapism factors suggests that tourists may prioritise meaningful and authentic experiences over mere amusement and diversion. The strong correlation between repeat experiences and overall satisfaction emphasises the role of positive past experiences in fostering

customer loyalty. Tour operators should focus on creating memorable and satisfying experiences that encourage tourists to revisit and recommend the destination to others. By leveraging these insights, tourism stakeholders can design and deliver tour packages that meet and exceed tourists' expectations, promoting repeat visitation and sustainable tourism growth.

## VII. DISCUSSION

The analysis reveals that the quality and composition of tour packages significantly influence tourists' overall experiences and their intention to revisit. The study confirms the critical role of tour operators in orchestrating seamless and memorable travel experiences by integrating various components such as accommodation, transportation, meals, and guided tours. The findings align with previous research indicating that personalised services and innovative tour designs enhance tourist satisfaction and loyalty (Carey et al., 1997; Wearing & McDonald, 2002). The empirical evidence underscores the importance of meeting or exceeding tourists' expectations to foster repeat visitation, as highlighted by expectancy theory and disconfirmation theory (Andereck et al., 2012; Potgieter et al., 2012).

The study also emphasises the value of educational and conservation-based activities within tour packages, which contribute to meaningful and sustainable tourism experiences. These activities enhance the perceived value of the tour package and align with the growing trend of responsible tourism, where tourists seek to make positive contributions to the destinations they visit. The co-creation of experiences, where tourists actively participate in shaping their travel experiences, emerged as a significant factor in enhancing overall value and satisfaction.

## VIII. CONCLUSION

This research provides valuable insights into the impact of tour packages on tourist experiences and repeat visitation. It highlights the integral role of tour operators in delivering high-quality, well-rounded tour packages that cater to diverse tourist preferences. Tour operators can significantly enhance tourist satisfaction and foster customer loyalty by ensuring high customer service, personalisation, and value-added experiences. The findings suggest that the quality of accommodation, various activities, and perceived value are crucial determinants of repeat visitation. Incorporating educational and conservation-based elements into tour packages can enhance the tourist experience and promote sustainable tourism practices.

## IX. PRACTICAL IMPLICATIONS

The study offers several practical implications for tour operators and destination managers. First, tour operators should focus on delivering personalised and innovative tour packages that meet tourists' diverse needs and preferences. This includes offering a variety of activities, high-quality accommodation, and exceptional customer service. Second, incorporating educational and conservation-based activities

into tour packages can enhance the perceived value and contribute to sustainable tourism practices. Third, tour operators should leverage technology to facilitate the co-creation of experiences, allowing tourists to actively participate in shaping their travel journeys. By doing so, they can foster deeper emotional connections with tourists and encourage repeat visitation.

## X. LIMITATIONS AND FUTURE SCOPE OF THE STUDY

Despite its contributions, this study has several limitations that should be acknowledged. First, the research is based on a specific sample of tourists who have previously engaged in tour packages, which may limit the generalizability of the findings to other tourist populations. Future research could expand the sample size and include tourists with different travel experiences to provide a more comprehensive understanding of the impact of tour packages on tourist behaviour. Second, the study primarily relies on self-reported data, which may be subject to biases such as social desirability and recall bias. Future studies could employ longitudinal designs and incorporate objective measures of tourist behaviour to address these limitations. Future research could explore the impact of digital and personalised tour packages on tourist satisfaction and loyalty. With the increasing use of digital platforms and technologies in the tourism industry, understanding how these innovations influence tourist experiences and repeat visitation could provide valuable insights for tour operators and destination managers.

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