ORIGINAL RESEARCH ARTICLE

Influence of travel experience on travel intentions and tourist behavior

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ABSTRACT

The tourists' level of destination certainly affects their travel intentions. Individuals' preferences, expectations, motivations, and satisfaction based on prior travel experiences all have an impact on travel destination. Thus, this study aims to determine whether the factors of Extended Theory of Planned Behavior have any impact on tourist's future travel intentions and their behavior to create new ideas and develop new strategic ways to travel again. Quantitative research design was employed in analyzing the data collected from a total of 414 respondents via an online survey questionnaire. Only Filipinos from the National Capital Region (NCR) who already traveled internationally were considered. WarpPLS 7.0 was used to examine the results using variance-based path modeling. It was revealed that attitude has a significant impact on prior travel experience just as in prior travel experience and travel intention, including travel intention and behavior. Meanwhile, three hypotheses were not supported ($p \geq 0.01$): subjective norms have no significant impact on prior travel experience; neither has perceived behavioral control on prior travel experience; and that perceived behavioral control has no substantial effect on behavior either. It was concluded that the factors have an impact on tourists' future travel intentions. The tourism industry is currently engaged in several initiatives that restore peoples' interest to travel and support rehabilitation; hence, this research would contribute another idea and be advantageous in the long run. The researchers recommend that the tourism industry work with other industries connected to travel; researchers and tourism officials alleviate issues in the tourism industry; have more in-depth research; and contribute more to the existing body of knowledge in this research study.

Keywords: attitude; tourism industry; travel experience; travel intention; satisfaction

1. Introduction

A tourist's decision to travel is based on his/her level of certainty about the destination, which is influenced by his/her personal preferences, expectations, motives, and satisfaction from previous travel experiences. However, the COVID-19 pandemic has disrupted this sense of certainty. The tourism industry, one of the largest sectors in the world, has been greatly affected by the pandemic. Government protocols to reduce the spread of the virus, such as lockdowns and limitations on gatherings and movement, have changed tourists' behaviour and perception of travel. At present every part of the tourism industry is making multiple efforts to bring back the fondness of people to travel again and help in recovery; thus, this research would make an additional proposition.

1.1. Research background

Understanding what factors play a role in people's decision to

travel is important to public officials and stakeholders in the travel and tourism industry in the Philippines and worldwide. The Theory of Planned Behaviour (TPB) is an extended model that supports the factors presented. This was created specifically to study the factors influencing future travel intentions of tourists[1]. The researchers gathered a lot of supporting literature that correlate with the variables of the study. Establishing this literature can assist in the formulation of the study's hypothesis development.

1.2. Literature review

This section includes previous studies which are related to the current study.

1.2.1. Attitude

In a study conducted by Jiang et al.[1], attitude is the best predictor of behavior when it comes to traveling. Knowledge is related to the attitude of people towards specific technologies. Thus, it is understandable why past travel experience is connected to a person's attitude to traveling. An example of this is when a tourist has previously traveled and had a wonderful experience. The person's attitude, when it comes to traveling, will now be much more open because of the enjoyment that he/she had from their past travel experience.

Subjective norms refer to an individual's belief about whether most people approve or disapprove of a particular behavior. According to a study by Jiang et al.[1], subjective norms are based on whether important people in an individual's life agree with the behavior. Important people can include family members, friends, colleagues, and members of community or party organizations.

1.2.2. Perceived behavioral control

An individual's behavior is influenced by his/her personal control over factors such as resources, time, and money. According to a study by Hamid et al.[2] a positive customer experience with a product or service may lead to reuse or repurchase. This suggests that tourists who have had a good experience are likely to return to the same destination in the future. The study examines the relationship between tourists' past experiences and their satisfaction with their behavior. Intentions are influenced by attitudes, subjective norms, and perceived behavioral control, which can also directly impact actions. For instance, to engage in leisure activities, tourists need to have the requisite time and financial resources. Without these resources, their desire for leisure may be limited and their plans prejudiced.

1.2.3. Past travel experience

It has been discovered that past travel experiences influence travelers' decisions about tourist destinations, whether they intend to return, and how they will judge or evaluate their future travel experiences[3]. It is claimed that a single destination experience is tangible and has a greater impact on influencing people's travel behavior than just their intention to return. It demonstrates that travel experience influences tourists' judgment, potentially influencing their decision-making in the future.

1.2.4. Age and gender behavioral preferences

Zhan et al.[4] found that age and gender significantly affect tourists' future travel plans. Female travelers tend to perceive more risks and constraints when traveling due to gender role expectations[5]. During the pandemic, women have higher risk perceptions than men, leading to a preference for private accommodations and services[6]. Older women perceive more risks when traveling during the pandemic than younger women, but this difference is not observed among men[7–9].Tourists over 40 who travel frequently have lower travel risk perceptions and are less likely to change their plans. Tourists of all ages perceive travel as risky during the pandemic and take measures to reduce travel risk[10]. Thus, the following hypotheses were formulated after a review of relevant and previous studies have been done.

1.2.5. Previous studies on subjective norm and past travel experience

The desire to act in accordance with the wishes of these groups also affects subjective norms[11–14].

Previous travel experiences can positively or negatively influence travelers' perceptions[14]. Lee et al.[15] found out that the frequency of previous visits significantly influences the intention to return. Other studies have shown that positive travel experiences increase the likelihood of returning to a destination[16–18]. Thus, it is hypothesized that the attitude of the tourist may be influenced by prior travel experiences (H1).

The term *subjective norm* describes the pressure felt by an individual to engage in or refrain from a particular action. The phrase refers to the perceived social pressure to engage in or abstain from a behavior[15]. In other words, the decision to engage in a certain behavior is significantly influenced by family, close friends, and the prevailing attitudes of the time[9,12]. According to mentioned studies, the use of subjective standards as a travel industry variable is a major preference that influences travelers' decisions about where to travel. A person's prior travel experiences and knowledge have an impact on his /her decision to visit a particular location. Thus, subjective norms have positive relationship on past travel experiences (H2).

1.2.6. Planned behavioral control (PBC) and travel experience

Previous experience relating to traveling refers to a person's previous participation in tourism-related activities[19–21] A person may want to visit again after such an encounter. When it comes to behavioral intention, prior trips have stronger predictive value than other components of TPB, and they are regarded as key predictors when investigating tourist behavior in particular[15]. Previous studies claimed that the traveller's history and experience are usually a good moderating factor in investigating the emotional attitudes of tourists[1,17,22].

However, it was discovered in a previous study that prior personal encounters had a substantial bearing on the behavioral intent of the tourists[23]. Furthermore, when two groups of interviewees were compared[3], it was discovered that individuals with firsthand experience and destination loyalty influenced behavioral intent to revisit. Thus, perceived behavioral control has a positive relationship with experience (H3).

A study affirmed that it's crucial for tourist sites to create unforgettable travel experiences. The study suggested that the memorableness of a travel experience affects travelers' intentions to return there in the future. Their research closes this gap by demonstrating how sentimentality for a past travel experience boosts one's desire to revisit the same destination[24]. However, this effect is dependent on tourists' perceived risk of disappointment. If tourists perceive a high risk of disappointment on a repeat trip, the effect of nostalgia on revisit intention is reduced, particularly if there has been a significant change in the destination[24]. Another study suggests that travel vlogs create an impact on tourists' decision-making[25]. Past experiences may have an effect on travel intentions, either directly or through hindrances (4).

1.2.7. Planned behavioral control, travel intentions, and tourist behavior

In a study conducted by Zhang et al.[26], the intention to visit a location may be hampered by risk communication and severity. In addition, studies affirmed that destination images play a significant role in predicting tourists' behavior[27]; another study claimed that travel intentions of millennial tourists were influenced by a planned behavior extended model with factors such as social norms, attitude, individual acts, and motivation[28].

According to Pahrudin et al.[29] used the TPB model to study local tourists' decisions to visit places in Indonesia during the COVID-19 outbreak. The study verified the importance of governments, stakeholders, tourism marketers, and policymakers in the tourist sector and validated the TPB model factors. Thus, it is hypothesized that perceived behavioral control has a positive impact on tourist behavior (H5) and that travel intention has a direct or indirect positive impact on tourist behavior (H6).

Nevertheless, **Figure 1** of this study demonstrated the suggested dimensions and the relationship among the variables suggested for the structural equation modeling.
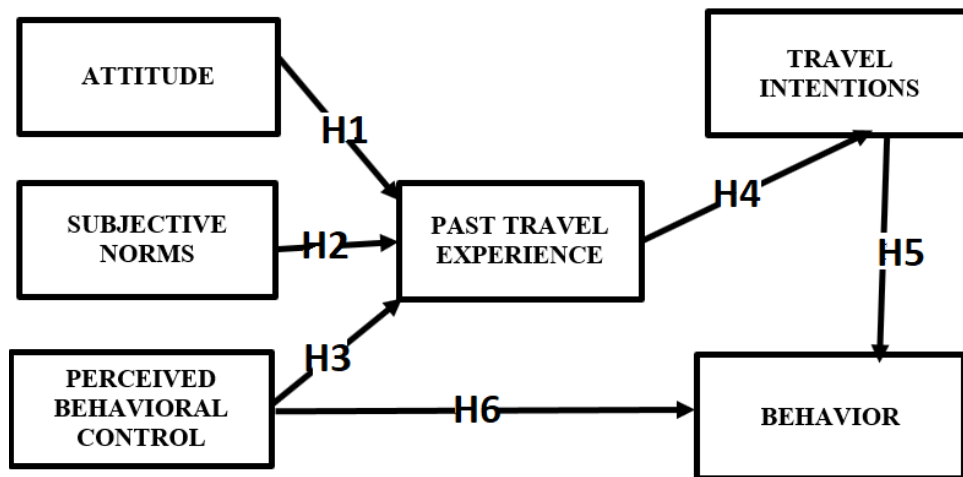
Figure 1. Hypothetical framework.

2. Methodology

2.1. Research design

The practice of objectively gathering and evaluating numerical data to characterize, forecast, or regulate factors of interest is known as quantitative research[30]. This study used quantitative research design to evaluate the factors influencing future travel intentions of international tourists. Quantitative research uses the methods that are concerned with collecting and analyzing structured data that can be numerically represented to reflect the respondent's experiences and perceptions. The goal of quantitative research is to create accurate and reliable measurements to be used for statistical analysis[31,32].

The construct and indicator related to the attitude and subjective norm of the participants were based on previous studies[1,2]. Perceived behavioral control indicators emerged from a related study[2], while travel intention construct's indicators were based on the studies of Zhu and Deng[33] and Liu et al.[34]. The measures on related behavior of tourists and past travel experience were based on these related studies[8,33]. However, all the adopted indicators were modified to suit the objectives of the current study.

In this study, approximately 500 participants were provided with a prepared Google Form survey link specification and consent to collect analyzable information. For the pilot study, 50 were given survey links. A few items were modified to make them more comprehensible. After the pilot study, a total of 432 participants with local and international travel experiences answered the questionnaire, but 18 did not. Thus, there were still 414 valid responses (83%) overall which were considered for the study.

After the data screening process, the data were treated and analyzed to generate meaningful insights and conclusions. Data treatment involved statistical analysis to identify the reliability and validity of the instrument and the measurement items, patterns, and relationships in the data[35,36]. Factor analysis (CFA), regression analysis, and visual modeling were all included in the analyses. These procedures aided the researchers in verifying that the investigation's results would produce an accurate and applicable measurement model.

2.2. Participants of the study

Participants of this study were tourists who were 21 years old and above and were residing within the National Capital Region (NCR). They were chosen regardless of their gender. The participants were international tourists who had past travel experience or had plans to visit other countries. To find unclear questions and any problems with the data a pilot test was carried out before the survey questionnaires were distributed[37].

A previous publication stated that WarpPLS 7.0, the most user-friendly PLS-SEM program, is used to

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confirm the accuracy and dependability of the data thus utilized in this current study[38]. The online survey questionnaire consists of the consent agreement, demographic information, and suggested variables. The participants in the study were sent a Google Form link through social media and some via email to participate.

Each and every participant gave his/her consent to participate in the online survey. The results based on the 132 respondents indicate that men (53%), followed by women (47%), made up the majority. The age group of 26 to 41 had the greatest rate (40%), followed by the age groups of 21 to 25 (37%), 42 to 58 (13%), and finally, 58 to 67 or over, which made up 10% of the total participants who took the online questionnaire. Participants in this study agreed that the findings supported the idea that elderly individuals do not particularly enjoy traveling[9]. According to monthly income, 46.7% of family income is under Php 30,000, while 33.3% is between Php 50,000 and Php 80,000. This implies that a poor family income might not have an impact on a person's desire to travel.

2.3. Research instruments

This research study utilized an adapted instrument based on two most related studies[17,34] to measure the tourist assessment and perspective on the following indicators: Attitude (alpha .813), Subjective Norms (alpha .814); Perceived Bbehavioral Ccontrol (PBC); Traveler Intent (TI) Behavior; and prior experience in terms of traveling. The instrument used a 4-point Likert scale to measure the level of agreement from Strongly Agree to Strongly Disagree. **Table 1** illustrates the measures suggested for each variable and the sources.

Table 1. Factor loadings, average variance extracted, and reliability measures.

Construct/Item	Factor loading
Attitude: $AVE = 0.577$; $CR = 0.871$	
A1 Participating in tourism can enhance my quality of life	0.709
A2 Engaging in tourism can help improve my job performance	0.838
A3 Taking part in tourism can help me gain knowledge	0.811
A4 Participating in tourism contributes to my physical and mental health	0.805
A5 Traveling in the short/medium term would be a good experience.	0.712
Subjective norms: $AVE = 0.586$; $CR = 0.73$	
SN1 My family can influence my opinion when making the decision to travel	0.764
SN2 My friends and colleagues influence my opinion when making the decision to travel	0.850
SN3 My parents approve of my participation in tourism	0.883
SN4 All my friends and colleagues approve of my participation in tourism	0.855
SN5 Perceived social pressure from other travelers supports my participation in tourism	0.822
Perceived behavioral control: $AVE = 0.657$; $CR = 0.905$	
P.B.C1 I give myself a longer time to enjoy a destination	0.797
P.B.C2 I choose to have a sufficient amount of money whenever I travel	0.869
P.B.C3 I knowledge of the country's culture, values, environment and heritage	0.843
P.B.C4 I have enough experience to be knowledgeable about my travels	0.845
P.B.C5 I prefer to travel in a more convenient and safer way no matter the cost	0.788
Travel intention: $AVE = 0.611$; $CR = 0.862$	
TI1 Travelling out of my country is an experience that I think I need	0.807
TI3 I am planning to travel to another country for good food, accommodation, and luxury	0.826
TI4 I make an effort to travel to a different country to visit my family and meet new people	0.735
TI5 I certainly invest time and money to travel out of the country for relaxation and time for myself	0.755

Table 1. (*Continued*).

Construct/Item	Factor loading
Past travel experience: *AVE* = 0.542; *CR* = 0.851	
PTE I am satisfied with the destination; it has exotic atmosphere	0.769
PTE2 I enjoyed interacting with the locals; the destination is peaceful	0.818
PTE3 Destination consideration in terms of transportation is based on online information	0.755
PTE4 The location is safe for me, and the weather is reliable	0.891
PTE5 I can say that the money I spent is worth it with the memorable experience I had	0.784

CR = composite reliability; AVE = average variance extracted; Factor loading.

3. Results

Tourism is one of the world's most important industries. The epidemic has had a considerable detrimental impact on tourism. Government policy and regulations tried to prevent the spread of the disease, which affected tourists' normal behavior. The tourism sector as a whole is currently striving to rekindle the intentions of travellers. Thus, upon examining the elements influencing future travel intentions, the Extended TPB components, namely attitude toward conduct, subjective norm, and intention, were employed.

The current study considered a convenient sample data method to collect relevant information in order to assess the factors influencing future travel intentions among visitors in Metro Manila, Philippines. Due to contact and meeting restrictions imposed by the WHO[39], not all the expected participants responded.

The main goal of this study is to verify the factors that influence tourists' future travel intentions. Since some cases are still causing tension, the tourism industry as a whole is currently working hard to revive people's travel ambitions and aid in rehabilitation. As a result, this research study will add to the body of knowledge on technology acceptance and tourist return intention.

3.1. Statistical measures

There are no hard-and-fast guidelines about what alpha value must be demonstrated in the sets of measures used to create composites[40]. This convention and threshold have been followed because it has been established that factor loading values of 0.7 and above, average variance extracted above 0.5, and composite reliability are classified as good or better[41–43] as shown in **Table 1**. Meanwhile, discriminant validity using Fornell-Larcker criterion was considered reliable and valid as noted in several studies[41,42]. **Table 2** of this study demonstrated the achieved discriminant validity using the Fornell-Larcker criterion.

Table 2. Discriminant validity using Fornell-Larcker criterion.

	A	SN	PBC	TI	B	PTE
A	0.760	-	-	-	-	-
SN	0.628	0.765	-	-	-	-
PBC	0.555	0.437	0.811	-	-	-
TI	0.795	0.757	0.485	0.781	-	-
B	0.538	0.600	0.489	0.643	0.747	-
PTE	0.432	0.423	0.291	0.606	0.525	0.736

Note: Attitude (A); Subjective Norms (SN); P-B-C; Travel Intent (TI); Behavior (B); Prior Travel Experience (PTE).

3.2. Theoretical contribution

The following are the study's key theoretical implications: First, this study demonstrated the TPB framework's application to behavior (i.e., attitude), subjective norms (SN), and perceived behavioral control, which are the important components that influence intent behavior. Second, this study established a foundation

for explaining visitors' visit intentions, subjective normative attitudes, perceived conduct control, and previous travel experiences. Based on **Table 2**, Discriminant Validity, which refers to the extent in which the constructs differ from each other, has been achieved.

According to Hamid[2], the last criterion using the HTMT involves comparing it to an already predefined threshold. If the value of HTMT is shown to be higher than a certain threshold, one can say that the discriminant validity is lacking. The Discriminant Validity can be evaluated with the use of cross-loading indicator, *n* and lastly with Heterotrait-Monotrait ratio of correlation[2]). The threshold that is suggested should be around 0.85–0.90, based on the results shown in **Table 3**.

Table 3. Discriminant validity using HTMT ratios.

	A	SN	PBC	TI	B	PTE
A	-	-	-	-	-	-
SN	0.783	-	-	-	-	-
PBC	0.683	0.512	-	-	-	-
TI	0.999	0.950	0.582	-	-	-
B	0.676	0.781	0.594	0.826	-	-
PTE	0.590	0.539	0.446	0.798	0.688	-

Note: Attitude (A); Subjective Norms (SN); P-B-C; Travel Intent (TI); Behavior (B); Prior Travel Experience (PTE)

According to the findings in **Table 4** Attitude (A) has a significant impact on (PTE) Past Travel Behavior (PTE) and is found supported with (β=0.54; $p = 0.01$). Similarly, Past Travel Experience and Travel Intention (β=0.62; $p = 0.01$), as well as Travel Intention and Behavior (β=0.57; $p = 0.01$), have a significant and positive impact. The test's findings demonstrated that H1, H4, and H5 have substantial effects. Meanwhile, the following were not supported in H2, H3, and H6: that is, Subjective norms (SN) and Perceived Behavioral Control (P.B.C.) were found to have no positive relationship with past travel experience (H2 &H3) and that Travel Intention (TI) has no direct/indirect impact on tourist behavior (H6).

Table 4. Direct effects.

Hypothesis	β	P	SE	f	Supported (Yes/No)
H1. A→PTE	0.54	0.01	0.140	0.356	Yes
H2. SN→ PTE	0.07	0.34	0.176	0.033	No
H3. PBC→ PTE	0.15	0.18	0.169	0.067	No
H4 PTE→ TI	0.62	0.01	0.134	0.381	Yes
H5. TI →B	0.57	0.01	0.138	0.387	Yes
H6. PBC→ B	0.20	0.11	0.165	0.105	No

According to Kock[38], the occurrence of VIF above 3.3 serves as an indicator of pathological collinearity and that the model may be tainted by common method bias. Therefore, if the full collinearity test shows that all VIFs are 3.3 or less, the model can be considered free of general method bias. The travel intention score is higher than 3.3, indicating the presence of pathological collinearity and that the model may be contaminated by current techniques. **Table 5** indicates the achieved full collinearity of the constructs.

Table 5. Full Collinearity: VIF, R^2, and Q^2 Construct.

	Full collinearity	R^2	Q^2
Attitude(A)	3.067	-	-
Subjective Norms (SN)	2.515	-	-
Perceived Behavioral control (P-B-C)	1.567	-	-
Travel Intent (TI)	4.919	0.38	0.391
Behavior (B)	2.043	0.49	0.495
Prior Travel Experience (PTE)	1.714	0.46	0.437

Furthermore, for the description of the variance for the endogenous constructs, *R*-square has been used to ascertain the quality of the variable in the model. The predictive value of *R*-square shows that if it is 0.19, it is considered weak; 0.33, moderate; and 0.67 to be substantial. Based on the results of the R^2 values, Travel Intention (0.38) is considered to have a weak variance while Behavior (0.49) and Past Travel Experience (0.46) reflect a moderate variance. **Figure 2** illustrates the suggested finding in accordance with the hypothetical framework, the *R*-square, beta, and the achieved *p*-values, including the suggested final structured model.
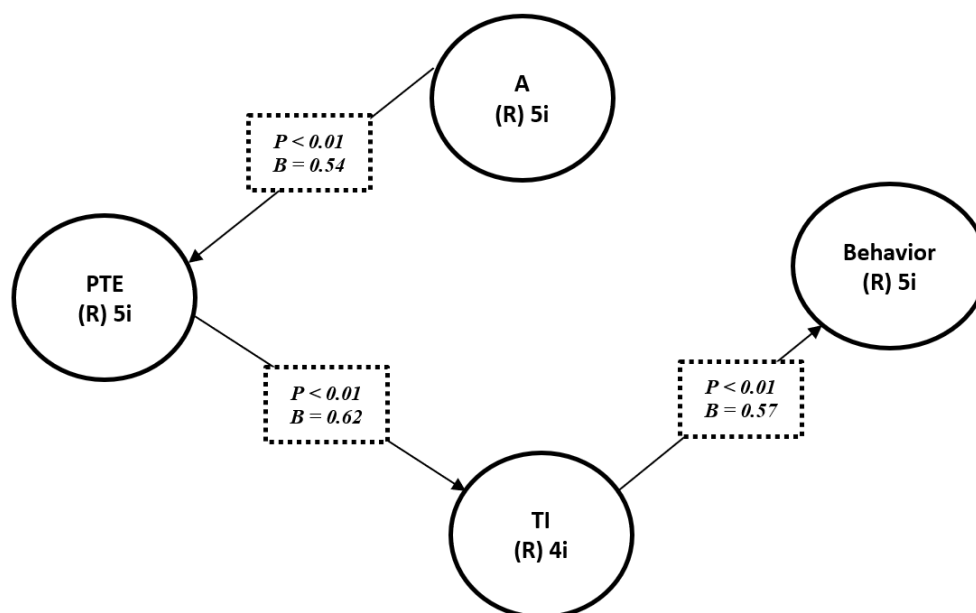
Figure 2. A structured model with the *R*-square, beta, and *p*-values achieved.

4. Conclusions, implications, and recommendations

The determinants of intervening and future travel intentions were crucial in this study. These variables influence the return or journey to a location in the following ways: Attitude, behavior control, age, and gender preference. Attitude is one of the characteristics that influence a visitor. If he/she enjoyed or appreciated a location, he/she may tell others or through word of mouth about it, which would inspire other tourists and help in the promotion. Another factor is tourists' prior trip experience, whether they want to return, and how they will score or assess their future travel experiences. The ambiance and sensations of tourist locations should be remembered by the tourists, especially when people have a certain objective to visit the place, such as a cool place or serene nature. Intervening is also important in this study because places like Boracay or around NCR should have a staff that has a nice heart to welcome some tourists that visit the place. To prevent any insecurity, there is a need for a solution or a better approach to attract such tourists.

Another consideration is an individual's personal control over a behavior as well as the power to influence the result of factors such as resources, time, and money. When customers appreciate a product or service, they

will return to that place again. They have the time and financial resources to participate in leisure activities. Even if society considers leisure to be valuable to a person, it is limited if there is insufficient time and money.

This study is beneficial to all practitioners—people on vacation (consumers), recreational sectors, public authorities (i.e., government officials), as well as investors. Understanding the behavior of tourists in order to produce new ideas and build new strategic methods to travel in the future, as well as learning the places that they would pick for their future trip goals are an advantage.

The study presents two key theoretical implications. First, this study demonstrated the TPB framework's application to behavioral attitudes, subjective norms, and perceived behavioral control, which are the three important components that influence behavioral intents. Second, this study established a foundation for explaining visitors' visit intentions, subjective normative attitudes, perceived conduct control, and previous travel experience.

The researchers recommend that the tourism industry work with other industries connected to travel; researchers and tourism officials alleviate issues in the tourism industry; have more in-depth research on travel; and contribute more to the existing body of knowledge in this research.

Author contributions

Conceptualization, AOS, AJY, RLF and MNC; methodology, AOS; software, AOS; validation, AOS and AJY; formal analysis, AOS, MNC, AJY and RLF; investigation, AOS; resources, AJY; data curation, AOS; writing—original draft preparation, AOS and RLF; writing—review and editing, AOS, AJY, MNC and RLF; visualization, AJY, MNC and RLF; supervision, AOS; project administration, AOS; final editing and proofreading, MNC; funding acquisition, AOS, AJY, MNC and RLF. All authors have read and agreed to the published version of the manuscript.

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Conflict of interest

The authors declare no conflict of interest.

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