

UNIVERSITY OF TARTU
Pärnu College
Department of Tourism Studies

Muhammad Fahid

**THE IMPACT OF WELLNESS SPA SERVICE
QUALITY ON INTENTION TO RECOMMEND
AND REVISIT: DESTINATION IMAGE AND
SATISFACTION AS MEDIATORS**

Master Thesis

Supervisor: Monika Kumm, PhD

Pärnu 2021

Recommendation for permission to defend thesis

(digitally signed)

Monika Kumm

Permission for public defence

The programme director, Pärnu College of the University of Tartu

(digitally signed)

Kai Tomasberg

This Master thesis has been compiled independently. All works by other authors used while compiling the thesis as well as principles and data from literary and other sources have been referred to.

(digitally signed)

Muhammad Fahid

TABLE OF CONTENTS

Introduction.....	5
1. Literature review	9
1.1. Quality of wellness spa tourism	9
1.2. Destination Image	11
1.3. Destination Satisfaction	13
1.4. Intention to recommend a wellness spa tourism destination.....	15
1.5. Intention to revisit a wellness spa tourism destination	16
1.6. The relationship between the Quality of wellness spa tourism with Destination Image or Destination satisfaction.....	18
1.7. The relationship between the Intention to recommend with Quality of wellness spa tourism, Destination image, Destination satisfaction or Intention to revisit.....	21
1.8. Destination Image and Destination Satisfaction as mediators	26
1.9. Pertaining Knowledge Gap	28
2. Empirical part.....	31
2.1. Research methodology	31
2.2. Data analysis and Result	35
2.2.1. Demographic details and Measurement Model Assessment	35
2.2.2. Structural Model Assessment	38
2.3. Discussion	39
Conclusion	42
References.....	45
Appendices.....	61
Appendix 1. Questionnaire	61
Appendix 2. List of Wellness and spa.....	63
Appendix 3. Measurement Model Assessment.....	64
Appendix 4. Smart-PLS Algorithm for Measurement Model Assessment.....	66
Appendix 5. Smart-PLS Bootstrapping for Structural Model Assessment.....	67

Appendix 6. Direct and indirect path analysis	68
Resümee	69

INTRODUCTION

The wellness spa tourism is one of the rapidly developing kinds of travel business in the world. By seeing the environment of tourism involvements that frequently involve rigorous and local collaboration with both facility suppliers, quality services and confined community, the interface among local citizens and visitors develops as a crucial element of travelers' knowledge and involvement in destinations (Alrawadieh et al., 2019, p. 14). In the spa tourism industry, visitors and organizations are discussed to mutual collaboration through the understanding of the quality, and the accomplishment of this interface depends mainly on the measurements, awareness and services of local citizens and workers in the providing of quality services. Managing effective experience and satisfaction are fundamental for wellness spa product performance and visitors loyalty (Han et al., 2018, p. 605).

An et al. (2019, p. 147) examined quality of tourism and it is positively correlated to destination attachment as well as their impact to the development of quality of wellness in a destination such as resort, mountains and highlands.

Pereira et al. (2019, p. 8) explained that destination image has positive impact on the travelers' behavior to the destination. Scholars discussed that destination image affect the quality wellness spa and further explained that this link impacts the destination satisfaction. Likewise, scholars revealed that image of destination has direct as well as indirect impact on traveler's recommendation intentions (Eid et al., 2019, p. 844).

Satisfaction and intention to revisit show significant roles in the publicizing function of quality service organizations. Assaker & Hallak (2013, p. 608) found that destination image as well as visitor's satisfaction are essential conjecturers of both short as well as long term intentions to revisit and recommendation. Intentions to recommend is a multivariate variable, besides this it can't be absolutely analyzed by using the only one variable of behavioral intention (Žabkar et al., 2010, p. 544). Quintela and Correira (2014,

p. 462) confirmed that contentment and fulfilment of visitors are connected with both type of intentions such as revisit as well as recommendation intentions. While, those visitors who are not happy and not satisfied have a great inclination to spoil in increasing bad intentions (Chen & Funk, 2010, p. 246; Papadimitriou et al., 2018, p. 521; Qiu et al., 2018, p. 405) then express non happy behavior towards destination that they have been visited before (Alegre & Garau, 2006, p. 1145).

Wellness spa industry quality can help spa organizations to expand their traveler's involvement (Perić et al., 2018, p. 625). Intention to revisit and recommend has been a part of concern for a protracted part in the advertising, travelling industry and service sector research (Loi et al., 2017, p. 118). Also, McKercher and Tse (2012, p. 683) and Wong et al. (2018, p. 445) illustrate that intention to recommend isn't an effective substitute measure for tangible reiteration visit. Destination image affects the quality wellness and spa, and this link impacts the destination satisfaction. Also, expense is unimportant in upsetting the generally satisfaction levels for all sets of travelers such as if someone chooses to go somewhere, the financial plan would have been fixed and consequently his contentment ought not to be significantly affected by the money. In its place, visitors will be motivated to search out for various additional characteristics like facilities as well as significance for accommodation (Hui et al., 2007, p. 973).

Moreover, Han, Kiatkawsin, et al. (2020, p. 437) and Pandey & Sahu (2020, p. 779) suggested that more research should observe the effect of quality wellness spa on the relationship between intention to revisit, destination image, attachment, satisfaction and recommendation intentions as this topic lack the study. Pandey & Sahu (2020, p. 769) argued, the insight of variables i.e., destination image and satisfaction and service quality are essential to improve the destination experience of tourists. Thus, the satisfaction and destination image are critical factors which needs to study further to ensure whether customer's intensions to recommend and revisit fluctuate due to service quality of wellness spa or not.

There is a problem in present literature, they did not focus on the quality of wellness spa services and long-term intentions to revisit and recommendation with destination image and satisfaction in one model. Therefore, the author considers this knowledge gap to fill

through conducting this research under the evidence from Estonian wellness and spas. Therefore, the goal of the thesis is to analyze the relationship between the quality of wellness spa services on the destination satisfaction, destination image and intention to recommend a wellness and spa, and revisit intentions of spa visitors in a developed country such as Estonia. The study provides several recommendations for marketing and operation managers and the policy makers of tourism industry. Marketing managers can consider this study to improve the destination image and destination satisfaction among visitors of wellness via service quality focused advertisement strategies. Moreover, author recommends that operation manager also strive to improve the service quality of the wellness and spa centers to improve the intentions of revisit a wellness and spa in future. Importantly, policy makers must focus on the industry of wellness and spa of Estonia in terms of their service quality assurance standards to enhance the overall image of Estonian wellness and spa. In particularly, this study focuses on the wellness and spa in Estonia. Data will collect from various visitors through questionnaire. Additionally, the results of the study will be beneficiary for that tourists who have not visited this place before.

Furthermore, the research question for this study is:

1. What is the impact of quality of wellness spa services on intention to recommend and revisit intentions through destination?

This study proposes following hypothesis:

H1 – Quality of wellness spa tourism has significant impact on the Destination Image.

H2 – Quality of wellness spa tourism has significant impact on the Destination Satisfaction.

H3 – Quality of wellness spa tourism has significant impact on the Intention to Recommend of wellness spa tourism.

H4 – Destination Image has significant impact on the Intention to Recommend of wellness spa tourism.

H5 – Destination Satisfaction has significant impact on the Intention to recommend of wellness spa tourism.

H6 – Intention to recommend has significant impact on the Intention to Revisit of wellness spa tourism.

H7 – Destination Image mediates the relationship between the Quality of wellness spa tourism and Intention to Recommend of wellness spa tourism.

H8 – Destination Satisfaction mediates the relationship between the Quality of wellness spa tourism and Intention to Recommend of wellness spa tourism.

This study has strong significance in tourism industry. Firstly, limited research has been made on the study of effect of quality wellness spa of tourism on intention to recommend through destination satisfaction and destination image not only in tourism industry in general but also in travel industry of Estonia. Distinctive from the past studies, the current study focused on the tourism industry of developed country, i.e., Estonia.

Secondly, although the concept of tourism as a critical management issue is being researched in various environments, the current study suggests a different and innovative view by testing a unique combination of variables which are unproved in a single model for the purpose of increasing the behavior intentions. This structural model works as structure for implementing focused and effective dimensions of quality wellness spa of tourism to accomplish behavior intention objectives.

Thirdly, the present study expands and broadens on the existing theoretical frameworks of tourism industry with destination image and satisfaction and proposes new methods of understanding the relationships of the quality wellness spa of tourism on intention to recommend through destination satisfaction and destination image. The mediating impact of destination satisfaction and destination image in the association between service qualities of tourism on intention to recommend has been explored for the first time in the present wellness and spa centers in Estonia.

The core research tasks include the literature related to the proposed model and data collection. Moreover, the data will be gathered through questionnaire. Afterwards, the collected data will follow screening process and will be ready to perform analysis. Likewise, the conclusion section will follow the analysis and interpretation section.

1. LITERATURE REVIEW

1.1. Quality of wellness spa tourism

The wellness spa tourism is one of the rapidly developing kinds of travel business in the world. It has been quickly industrialized in various areas such as Thailand, Singapore, Australia, Malaysia, Canada, India, and Hong Kong (Han et al., 2018, p. 596). Wellness spas have developed an appropriate social power, impacting not just how customers deal with their wellbeing, appearance, and stress, yet additionally how purchasers entertain, spiritualize, travel, and work. Rising degrees of pay, schooling, and modernity among explorers and shoppers worldwide have significantly raised the cognizance and allure of spa medicines (Atienza et al., 2014. p. 87). Travel industry elements draw in an impressive number of road sellers, who scour the roads planning to get a bit of the vacationer pie. Youngsters skip around in their recycled garments offering sightseers postcards, desserts or high quality finger manikins of llamas, monkeys, sharks and turtles (Steel, 2012, p. 607). Generally, observing host responses to sightseers is important to confirm positive host-visitor relationship and ultimately to improve objective intensity (Alrawadieh et al., 2019, p. 17). Whereas the positive electronic word of mouth (eWOM) can improve travelers' knowledge and therefore leads to travelers' satisfaction about destination and accommodation with anticipated behavioral intentions such as intention to recommend and revisit, the deficiency of positive WOM hypothetically impact the quality wellness spa tourism (Nieto-García et al., 2017, p. 68).

In the spa tourism industry, visitors and organizations are discussed to mutual collaboration through the understanding of the quality, and the accomplishment of this interface depends mainly on the measurements, awareness and services of local citizens and workers in the providing of quality services. Moreover, literature also show that travelers who have great objective to reenter are more commercial to oblige, more probable to develop positive evidence by WOM, and more trustworthy than non-

reiterating visitors (Loi et al., 2017, p. 120). Furthermore, literature explained that quality of wellness spa tourism is a critical part in the progress of destination image and attachment. Additionally, literature explained five components of service quality such as guarantee, tangibles, suitability, sympathetic & compassionate, capability facility supply; “capability facility supply” as well as “sympathetic & compassionate” were originate to be the most substantial and have optimistic impacts on clients’ fulfillment (An et al., 2019, p. 148).

ServQual Model is a model was initially presented by Parasuraman et al. (1988) to assess the service quality in retail and service organizations. It has variety of potential applications in the field. It was based on 22 items and has been used thoroughly in recent and old researches (Albayrak et al. 2017, p. 220; Butt & de Run, 2010, p. 660; Saleh & Ryan, 1991, p. 330). Tuzunkan (2018, p. 653) analyze that motivational components describe the causes of why tourists’ contribute in quality wellness spa tourism, indulgent visitors’ plan to revisit a picnic point is unfavorably essential for executives and advertising societies. Szromek and Naramski (2019, p. 11) regard wellness tourism as a subset of wellbeing and health the travel industry. In the spa tourism initiatives, the proposition needs to react to the requirements and inclinations of travelers, so their viewpoint on the incentive is exceptionally significant. This is more noteworthy on account of spa services that generally amenity local visitors (Szromek & Naramski, 2019, p. 11).

According to literature, wellness is a condition of having a stable physical, enthusiastic, mental and profound part of prosperity and well-being (Roque & Felicen, 2017, p. 171). Moreover, wellness spa in Asia dedicated on examining the inspirations of health spa patrons. Hashemi et al. (2015, p. 2) indicated that the expression “wellness” alludes to “a special state of health, incorporating the harmony of body, mind, and spirit”. Wellbeing the travel industry is the aggregate of all the connections and wonders coming about from an excursion and habitation by individuals whose primary thought process is to save or advance their wellbeing. They remain in a specific inn, which gives the suitable expert skill and individual consideration. They require a thorough help bundle involving physical fitness/magnificence care, sound nourishment/diet, unwinding/reflection and mental action/training. Kucukusta & Guillet (2014, p. 123) explained that the inclinations

of spa clients in Hong Kong by using the conjoint analysis and they originate value, specialist capabilities, and security to impact spa administration booking expectations.

In the spa tourism industry, vacationers and representatives are alluded to mutual collaboration during the awareness of the facilities, and the accomplishment of this association relies to a great extent upon the restrictions, information, knowledge and aptitudes of agents in the arrangement of services (Perić et al., 2018, p. 618). The term, spa, is depicted as water/non-water-based offices that offer different sorts of medicines/thinks about wellbeing, unwinding, and magnificence. Wellbeing as a way of life and spa exercises are prevailing and usual during tour or on the other hand occasions. Additionally, past study was an endeavor to improve a worldwide tourists' reliability for wellness spa tourism industry by seeing worth and quality of spa tourism industry in different areas (Kim et al., 2018, p. 93). Therefore, the quality of wellness spa plays a critical role in business and visitor perspective altogether.

1.2. Destination Image

In this contemporary era, there has been paid much more to the understanding of visitors' destination image, whereas residents' view of their place as a visitor destination image has gotten generally nominal academic devotion. Likewise, this point is discussed in various studies that have usually showed destination image study (Hahm & Tasci, 2020, p. 97; Papadimitriou et al., 2015, p. 310).

In general, the term destination image is discussed in the past studies as the entirety of views, destination is the manifestation of all impartial knowledge, parodies, preconception, thoughts, mood and sensitive feelings of a single or group may have of a certain place (Baud-Bovy & Lawson, 1977, p. 10). There were many contracts for destination image, but the collective construct based on the affective (Russel, 1980) and cognitive image (Ong & Horbunluekit, 1997) can be more useful for image assessment of destination (Papadimitriou et al., 2015).

Echtner and Ritchie (2003, p. 41) proposed that destination image is not merely the discrete qualities or potentials but then also the entire impression an object variety on the thoughts of others. The above discussed definitions expose the complication of this

perception and the prerequisite to study both two parts of destination image such as cognitive and affective elements convoluted in the development of the global destination image (Kock et al., 2016, p. 31; Tasci et al., 2007, p. 200). Even though the research on item destination image and the travel industry objective picture has developed independently (the previous is regularly researched in business and showcasing diaries while the last shows up in tourism specific diaries), these two ideas cover. Both look at purchaser impression of spots and how they may influence customer choices. Objective picture, a significant component of the objective brand, is characterized as an attitudinal build comprising of a person's psychological portrayal of information (convictions), emotions, also, worldwide impression about an article or objective (Souiden et al., 2020, p. 10).

Service quality has greater significance in wellness and spa industry (Fetscherin & Stephano, 2016, p. 550). Interestingly, (Ellis & Rossman, 2008, p. 18) revealed that tourist which had good experience and enjoyed the service quality of wellness and spa thoroughly, these tourists are more satisfied and have stronger intentions to revisit and recommend that destination or place. Likewise, destination satisfaction is a source of increasing repeated visit intentions in tourism settings (O'Neill et al., 2010, p. 142).

The term destination image has been discussed as containing of two parts, one part is a perceptual-cognitive that contains information and opinions about a destination's qualities and other part is an affective element that defines spirit, feelings and approaches toward a destination (Dam, 2017, p. 78). Though the concern of destination image and brand dimensions have just fascinated consideration of leisure industry scholars, the literature work on visitors centered brand image for travel industry retains persistently developing (Chekalina et al., 2018, p. 94). Kock et al., (2016, p. 31) propose dimensional decreases along which existing understandings of destination image vary. An examination accepts that people intellectually store an objective as a solitary dimensional assessment, different studies see the mental portrayals as comprising of a few, possibly inconsequential convictions, and in this manner have applied a multi-dimensional methodology (Kock et al., 2016, p. 36). Moreover, destination image is directly connected to community contentment, sagacity of pride, wisdom of residence as well as municipal

and room affection, all being dynamic for the feasibility of a destination (Stylidis et al., 2017, p. 186).

A wide research has been done in the field of destination image travelling issues like the method over which destination image is molded (Huete Alcocer & López Ruiz, 2020, p. 2446; Rodríguez et al., 2020, p. 1588) the connection among destination image and factors, for example, travelers' sociodemographic aspects such as age, rivalry, culture, and language, their incentives, then emotional association with the terminus, destination desirability and appeal, and future performance (King et al., 2015, p. 20); in addition to classifying features of destination image board that containing brand impartiality as well as brand behavior (Papadimitriou et al., 2018, p. 507).

Generally, the term destination image impacts the destination choice method, however it impacts visitors' negotiating goals too (Dwyer et al., 2019, p. 647). Most frequently, these constructs used to connect visitors' social goals allied to the destination image comprise the “plan to revisit it” as well as the “plan to praise it to others” or “electronic word of mouth (eWOM)” (Dwyer et al., 2019, p. 646; Prayag & Ryan, 2012, p. 346). Their appearance helps with depicting a spot's qualities and shortcomings, adding to key arranging that improve residents' personal satisfaction (Stylidis et al., 2017, p. 187). Therefore, the destination image is usually based on the characteristics of destinations and characteristics plays a vital role to portray the image of a destination.

1.3. Destination Satisfaction

In the various researches, the concept of self-congruity describes that if travelers have greater intensities of self-respect committed to a destination, then also they have greater intensities of destination satisfaction (Chon, 1992, p. 361; Litvin & Kar, 2004, p. 24). Scholars discussed that destination image affect the quality wellness spa and further explained that this link impacts the destination satisfaction. Also, destination image mark how visitors observe quality spa, a more significant satisfaction relates to a greater observed quality spa. Similarly, the more impact of destination image on destination satisfaction, the more probable that it will be that the vacationer has a good mentality toward the object of that affection, that brings about a more significant level of satisfaction with a particular destination (Rutelione et al., 2018, p. 296).

A surge of study has confirmed that the more travelers' show their destination satisfaction, the more probable they are to reconsider the place (Ramukumba, 2018, p. 3). Moreover, the term destination satisfaction has been explicitly characterized as the comprehensive approaches that one determines because of visiting a vacation destination (Cole & Scott, 2004, p. 81). Although the development made in the indulgent of destination satisfaction with different elements of visiting place and its effect on travelers' aim to reconsider the visiting place, however there is a requirement for an improved intellectual capacity of the traits of a journey's point that regulate destination satisfaction (Seetana et al., 2020, p. 138). Likewise, the importance of destination satisfaction construct cannot be ignored and the destination image scale by Westbrook and Oliver (1981) can be considered based on Likert and differential scales.

Critically, Thampan et al. (2020, p. 2) perceived that airport structure is the initial and latest point of visitors' interaction in their outing destination. However Chao et al. (2013, p. 2239) and Moon et al. (2017, p. 752) more discussed that international tourists' imitations of an individual country are normally contrived by their initial and preceding experiences at the airport. Similarly, satisfaction of visitors with hotels' facilities has been acknowledged as vital sponsor of travelers' inclusive destination satisfaction as well as an indicator of their revisit purpose (Herstanti et al., 2014, p. 185).

In literature, the quality of a tourists' fascinations has been discussed broadly and recognized destinations' fascination as a significant characteristic of travelers' satisfaction with a visiting area. Correspondingly, Hosany et al., (2017, p. 1082) further analyzed that travelers with greater satisfaction are important in making positive WOM. On the other hand, the connection between tourist experiences, image, satisfaction, as well as intention to recommend relics unconfirmed in his last study. Research has been explained that destination satisfaction is an individual decision and be able to evaluate after each acquisition and depletion experience. The confutation model has been broadly discussed as a structure in which this element is estimated by linking observed performance of an item for consumption with outlooks (Jin et al., 2017, p. 125). Thus, satisfaction is a last variable of the procurement resolution process. While revisit purpose is commonly estimated simultaneously as satisfaction (Um et al., 2006, p. 1146), this isn't

just an indicator of global satisfaction yet correspondingly a significance of revised mentality which influences the procurement resolution process.

1.4. Intention to recommend a wellness spa tourism destination

According to the literature, intention to recommend toward tourism has been plays a vital role in tourism and a significant area of research (Lai et al., 2016, p. 2; Lee et al., 2019, p. 28). Scholars discussed that social intentions are signs of either a tourist will revisit the destination and recommend it to others and give positive feedback with his behavior (Hosany & Prayag, 2013, p. 732). Furthermore, outcomes show that high/low stages of positive/negative reactions are related with tendency to recommend it to others. Interestingly, satisfied visitors are usually those which feel more pleasure likewise more open toward intention to recommend a spa tourism (Lai et al., 2016, p. 5; Tian & Yanjun, 2019, p. 85).

Literature review discussed the hypothetical point that boosted the recital quality prompts to progressive social intentions to recommend, and that tourist happiness enhances the descriptive influence of value and quality. Subsequently, value of enact mentis leveled out of the travel industry, evaluating its characteristics is expected to suggest the most direction for creating modifications that would prompt more intentions to recommend a wellness spa (Prayag et al., 2017, p. 45). Additionally, literature explained that more degree of traveler satisfaction toward a destination affected in greater tendency to intentions to recommend the destination of tourism (Wang et al., 2020, p. 2).

Recommendation intentions of wellness spa and revisit intentions are the more frequently manipulate procedures of visitor loyalty and destination image and attachment. On the other hand, Eid et al. (2019, p. 858) express that intention to recommend is challenging as a proportion of devotion assumed the diversity pursuing the nature of travelers. Lately, Wong et al., (2018, p. 439) illustrate that intention to recommend isn't an effective substitute measure for tangible reiteration visit. Based on the objective of past study, recommend intentions are estimated regarding vacationers' proclivity to applaud the visiting destination to others like family, love ones and friends. Moreover, researches explain that optimistic destination image gives to advanced tendency to recommend. (Kock et al., 2016, p. 31; Thampan et al., 2020, p. 2).

In the perspective of tourism, scholars illustrate that destination image speculates word of mouth that indirectly shows intention to recommend the destination (Hosany et al., 2017, p. 1080). Moreover, at the tourism level, researchers inaugurate that residences' character and destination image speculates intention to recommend. They also demand for more study exploring the link between destination attachment, destination image and intention to recommend (Prayag et al., 2017, p. 45). Intention to recommend is sign of optimistic and progressive social outcome from satisfactory traveler practices (Farhadi Andarabi & Meydan Uygur, 2017, p. 35). Unhappy visitors involve in negative WOM and not recommend the destination to their love ones such as family and friends (Papadimitriou et al., 2018, p. 509). Thus, experiences of visitors is a crucial element to produce a positive WOM to improve the intentions to recommend a wellness and spa destination.

1.5. Intention to revisit a wellness spa tourism destination

Literature has given proof that greater satisfaction level consequences play important role in an intention to revisit a journey place later. Research shows that travelers' observed image is a major pointer of happiness and social intentions for example recommendation intention and revisit intention (Kock et al., 2016, p. 31; Lee et al., 2019, p. 27). In traveling industry, intentions to recommend and revisit have great significance and equally important in advertising and service sector (Loi et al., 2017, p. 118).

For this reason, inviting new travelers from rivals is not a simple job as a larger worth must be supplied to balance clients' interchanging duties. Furthermore, remunerations like word of mouth, informal exchange and brand dedication can be obtained from revisit travelers (Olya et al., 2019, p. 197). Moreover, various studies (Dwyer et al., 2019, p. 647; King et al., 2015, p. 6; Lee et al., 2019, p. 28) explored that exhibition assessments covering the properties of a destination's image can influence determinations to amend travelers' approaches and revisit intentions, more, that optimistic enactment appraisal is an essential predecessor of progressive intentions to recommend and revisit. This contention has likewise been upheld by different researches displaying that destination image confidently effect the intention to revisit and recommendations (Wang et al., 2020, p. 2).

In general, it is assumed that service and business quality with more levels of satisfaction display positive feedback and recommendations to others, revisiting by the travelers as well as optimistic and significant impact on the commercial enactment of the host goal (Lo et al., 2019, p. 150). Researchers demonstrated that while seriousness of a travel industry, which is viewed as its capacity to offer superior facilities and offer a remarkable understanding and experience prompts consumer loyalty and expanding referrals and thusly more pay for the goal and destination, this perception has continued as a characterization. On the other hand, the chance that a travelers will intend to revisit a place presenting their imitative level of satisfaction from the journey points and destination (Jimber del Río et al., 2017, p. 104; Ong et al., 2018, p. 772). Revisit intention to a tourism terminus has been characterized as an individual's person's status or eagerness to make a revisit plan to the old seeing destination, giving the most exact forecast of a choice to revisit, such as procurement of a holiday platform to the old-seeing destination (Jimber del Río et al., 2017, p. 104).c

Literature shows that the link among destination images, destination satisfaction and intention to revisit is the most study area now a days, and it recommends that two dimensions of destination image named: cognitive and affective images have a significant impact on travelers' intentions to revisit, such as positive views and happy opinion about the destinations determine acquisition decisions (Chew & Jahari, 2014, p. 385). Precisely, on account of the travel and tourism industry analyzed, to be specific Greece, it is very like to Turkey and Spain with respects to quality and evaluating features (sun, soil and ocean), tourist attractions, resort and scenes (old theaters, archeological destinations), and infrastructure and framework (marinas, and so on) with other countries (Akgün et al., 2020, p. 1; Stylos et al., 2016, p. 43). A possible justification for the deficiency of implication of a direct as well as indirect impact of cognitive element for expecting the intention to revisit a spa place is the destination's incapability to change a discrete characteristic.

1.6. The relationship between the Quality of wellness spa tourism with Destination Image or Destination satisfaction

Literature defines the term destination image such as a conceptual or emotional variable demonstrating an amount of thoughts, politics, beliefs or views that a traveler have about a destination (Crompton, 1979, p. 20). Moreover, destination image made by visitors in their tour is vibrant and dynamic. Earlier research discuss pre-tourism and post-tourism elements of destination image (Sharma & Nayak, 2018, p. 43). Similarly, researchers acknowledged that destination image is influenced by quality of wellness spa and emotional traits. Visitors will satisfactorily evaluate a destination image, while quality and sensations prompted by a destination coincide with their desired remunerations (San Martín et al., 2019, p. 1996).

In literature, wellness spa tourism is noticeable by its ancient times (Ali-Knight & Ensor, 2017, p. 493; Lehto et al., 2006, p. 27). And quality of wellness spa includes visiting to a various destinations to boldly pursue events that uphold or increase their own fitness and comfort, as well as who are looking for exclusive, trustworthy or platform experiences that not obtainable at hometown (Global Spa Summit, 2011, p. 20). The scenery of the wellness spa and manipulating business in Thailand is diverse. Whereas a spa quality can be establish in most guesthouses, remedies, golf clubs, explorers and citizens can treasure unintentional massage objective about anyplace such as mountains, parks and resorts (Han et al., 2018, p. 608).

Regarding to the outcomes of various research papers, travelers are flattering more profound to quality services factors and the overall quality of destination and its residents. There is massive sign from Profit Impact of Marketing Strategies and other research that great quality improves effectiveness, increases efficiency, yield and supports the economic situation (Lai et al., 2016, p. 5; Snoj & Mumel, 2002, p. 367). Moreover, literature also show that service quality of wellness spa is of vital status for travelers remembering and a critical analyst of upcoming monetary activity and destination image (Lai et al., 2016, p. 5; Snoj & Mumel, 2002, p. 367).

Furthermore, literature explained that quality of wellness spa tourism is a critical part in the progress of destination image and attachment. As discussed earlier An et al. (2019, p.

147) the quality of tourism and destination attachment have positive linkage likewise it has positive impact on the quality of wellness spa in a destination for example resort and mountains.

Literature characterized the elements of wellness spa tourism into five parts, such as (1) quality of spa, (2) service quality, (3) price quality, (4) psychotherapist and staff, and (5) accommodations. A detailed analysis of the related works directs that wellness spa tourism may involve these components (Kucukusta & Guillet, 2014, p. 117; Shavanddasht & Allan, 2019, p. 69; Snoj & Mumel, 2002, p. 363). Thus, the author hypothesized that: H_1 – Quality of wellness spa tourism has significant impact on the Destination Image.

The term satisfaction discusses as an observation that an items and its facilities feature, or the items and facilities itself, presenting a satisfying level of depletion related to self-actualization, containing the degrees of happiness and joy (Oliver, 1997, p. 13). A visiting destination is considered as a place that can be reconsidered and suggested by tourists (Lai et al., 2016, p. 3). Happiness that tourists experience when visiting to a specific destination is similarly superficial as satisfaction. Consequently, contentment and satisfaction with visiting experiences can be tourists' support depletion method (Lacap, 2020, p. 80).

Wellness spa is a condition of having a stable physical, enthusiastic, mental and profound part of prosperity and well-being (Koncul, 2012, p. 528; Roque & Felicen, 2017, p. 171). Previous studies has been studied that to inaugurate the quality evaluation about values for wellness benefits and affirmed aptitudes of specific staff in the Bulgarian specialty tourism industry on the base of logical pointers (Dimitrova, 2019, p. 144). Similarly, Kucukusta & Guillet (2014, p. 116) illuminated that the leanings of spa clients in Hong Kong by using the conjoint analysis and they originate value, specialist capabilities, and security to impact spa administration booking expectations.

Furthermore, scholars discussed that destination image affect the quality wellness spa and further explained that this link impacts the destination satisfaction. Also, destination image mark how visitors observe quality spa, a more significant satisfaction relates to a greater observed quality spa. Additionally, observed quality spa will sequentially regulate

the destination satisfaction of visitors (Kotler et al., 2017, p. 4), since satisfaction is the perceived results of travelers' taxation of the observed quality wellness spa. Moreover, many authors have been researching to explore the spa tourism and their connections to resulting purchaser's action (Koskinen & Wilska, 2019, p. 262; See & Goh, 2018, p. 35).

There are wellness traveler spa accomplishments that are stimulated in pastoral places, comprising dynamic involvements of environment through interesting outside sports, relatively, serene meditation of nature. Hiking through woodlands is one of the more vital part of relishing a lively nature experience (Lim et al. 2016, p. 141). Destination satisfaction may be a collected capability of a client's expectation, acquisition, and ingesting experiences and quality spa tourism (Hamzah et al., 2015, p. 3).

Also, it is significant in service sector to discriminate destination satisfaction from happiness with discrete characteristics; for the reason that the specific features of sight-seeing have a remarkable impact on tourism and quality spa (Chatzigeorgiou et al., 2017, p. 534). Satisfaction of visitors with hotels' facilities and quality wellness has been acknowledged as vital sponsor of travelers' inclusive destination satisfaction as well as an indicator of their revisit purpose and satisfaction with quality services (Herstanti et al., 2014, p. 187). Moreover, Albayrak et al. (2017, p. 220) demonstrated that international tourists' satisfaction is effected by the recreational activities by the wellness spa and hotels. Investigated the relationship between brand image and brand personality in tourism destination (Hosany et al., 2007, p. 64) where canonical correlation confirmed the destination image and destination personality are highly linked.

Literature of the various methodologies taken to clarify the idea of service quality exposes that most of the study in this area has recognized two main factors such as that quality of the service posing (as observed by the service benefactor), and that of the customary service as observed by, for instance, the representative of a seminar (Chatzigeorgiou et al., 2017, p. 534). From that point of view, a few scholars have established prototypes that can be utilized for observing, estimating, or ranking quality spa (Rutelione et al., 2018, p. 295), or for measuring travelers' satisfaction about quality and destination (Wei

et al., 2017, p. 157). So, the author assumed the following hypothesis: H₂ – Quality of wellness spa tourism has significant impact on the Destination Satisfaction.

1.7. The relationship between the Intention to recommend with Quality of wellness spa tourism, Destination image, Destination satisfaction or Intention to revisit

There is an inclusive variety in the anticipations of travelers regarding to wellness spa tourism. This promptly developing area of research protect various matters, nevertheless there appears to be a general awareness in consumers' demographic contours and in incentives, intentions to recommend, and travelers experiences (Dryglas & Salamaga, 2018, p. 236), ambition and attraction incentive factors (Park et al., 2019, p. 67), and trustworthiness over the past era (Dolnicar et al., 2011, p. 1022).

At tourism level, wellness spa is quality of services and experience, while quality gives satisfaction; business detailed service quality and intention to recommend explain to long-standing approaches of travelers towards the destination and quality service (Chatzigeorgiou et al., 2017, p. 534). When tourists form a positive approach towards destination service and its quality and towards fulfillment, it is recommended that these perspectives should influence tourists' future intentions. Hence, when the travelers notice a destination to have high quality spa, they is more expected to going positive feedback about the destination, revisit it and recommend it to others (Alrawadieh et al., 2019, p. 17). The quality of wellness spa industry plays an important role to build visitors involvement (Perić et al., 2018, p. 618).

Similarly, past study was an endeavor to improve a worldwide tourists' reliability for wellness spa tourism industry by seeing worth and quality of spa tourism industry in different areas (Kim & Jeong, 2018, p. 121). Research shows that high/low stages of positive/negative reactions are related with tendency to recommend it to others. Generally, this suggested that visitors with more pleasure express a better degree of satisfaction as well as more intentions to recommend a spa tourism (Lai et al., 2016, p. 4; Tian & Yanjun, 2019, p. 84).

Literature discussed that social intentions are signs of either a tourist will revisit the destination and recommend it to others and give positive feedback with his behavior (Hosany & Prayag, 2013, p. 732). Scholars establish that satisfied tourists are more probable to recommend a place to groups, families, coworkers, friends and colleagues (Tilaki et al., 2016, p. 429). Additionally, researchers described that destination image is influenced by quality of wellness spa and emotional traits. Visitors will satisfactorily evaluate a destination image, while quality and sensations prompted by a destination coincide with their desired remunerations and intentions to recommend wellness spa (San Martín et al., 2019, p. 1996).

Ma et al. (2017, p. 4) explain that mental state coming about because of ingesting experiences gain commemorations that travelers use to organize past consumption appraisals of satisfaction. In addition, travelers are frequently affected by eWOM (electronic word of mouth) while trying the quality spa of several destination (Hsu et al., 2006, p. 891); similarly, they are equipped forgiving their individual experiences in the dissertation. Noticeably, the past studies defining the relationship between satisfaction as well as intention to recommend suggest that satisfied travelers are a lot of the destined to recommend a destination (Lee et al., 2019, p. 27). Likewise, scholars revealed that travelers' more satisfaction can impact the intention to recommend it to others and their social community (Eid et al., 2019, p. 856). Therefore, the author hypothesized the following hypothesis: H₃ – Quality of wellness spa tourism has significant impact on the Intention to Recommend of wellness spa tourism.

The term destination image discusses to traveler emotional demonstration of mood and awareness of destination. It's directly connected to community contentment, sagacity of pride, wisdom of residence as well as municipal and room affection, all being dynamic for the feasibility of a destination (Stylidis, 2020, p. 228). In the perspective of advertising, it shows a vital role in cultivating travelers' observed value, happiness, intention to recommend and revisit (King et al., 2015, p. 18). An accumulative number of scholar's upkeep the observation that it is a multidimensional variable containing of two main factors that named as cognitive and affective image (Papadimitriou et al., 2018, p. 506).

Literature explained that social intentions are signs of either a tourist will revisit the destination and recommend it to others and give positive feedback with his behavior (Hosany & Prayag, 2013, p. 732). In travel industry, the idea of revising the impact of destination image in prompting intention to recommend of traveler is well-known (Huete Alcocer & López Ruiz, 2020, p. 2446).

Past research has been suggested that destination image is one of the significant construct to prompt the intention to recommend any destination to loved ones (Leung & Baloglu, 2015, p. 270; Qu et al., 2011, p. 467). Moreover, it is debated that a traveler with an optimistic image is more probable to recommend and revisit the destination again. Therefore, it is estimated that a tourist with optimistic destination image and positive WOM, as an overall imprint of rational, emotional, and irreplaceable images, would be further expected to revisit the place and recommend it to many other tourists. Specifically, destination image can mediate the relations among destination image and traveler behavior (Bigné et al., 2001, p. 610).

Various studies have described that destination image impacts travelers' intention to revisit as well as their disposition to recommend it to others mutually (Lim et al., 2016, p. 139). The earlier studies have shown a relationship among occupants' image of their hometown by means of a visitor destination, image, attachments, satisfaction, and their intention to recommend it to their friends and family. Besides, it showed that the traveler's destination images fluctuate significantly among local citizens and sightseers. Literature illuminated such variances in superficial image depend on travelers' earlier experience or awareness with a destination (Baloglu, 2015, p. 214).

In the area of tourism, qualitative and quantitative studies have been done to approve that destination image has an important impact on travelers' satisfaction about destination and their intention to recommend (Fu et al., 2016, p. 39). Similarly, Eid et al., (2019, p. 858) proposed that destination image has plays an vital role in realizing numerous visitor behavioral elements, for instance destination selection, intention to recommend etc. Certainly, the results from past research can differ on the characteristics of particular place that are deliberated significant to making a respectable destination image and intention to recommend (Qiu et al., 2018, p. 398). Thus, the author hypothesized that: H₄

– Destination Image has significant impact on the Intention to Recommend of wellness spa tourism.

In tourism spa industry, destination satisfaction is established as a significant predecessor of social intentions such as intention to revisit the place and recommend the destination (Grappi & Montanari, 2011, p. 1130; Murtiasih et al., 2013, p. 45). Hosany & Witham (2010, p. 354) analyzed that the link between travelers' experiences, image, satisfaction, revisit intention and intention to recommend and his results shows that travelers greatly depend on non-profitable sources of knowledge and info while deciding vacations and planning for tour just like recommendations and endorsements from friends and family. Correspondingly, Hosany et al. (2017, p. 1082) further analyzed that travelers with greater satisfaction are important in making positive WOM. On the other hand, the connection between tourist experiences, image, satisfaction, as well as intention to recommend relics unconfirmed in his last study. Furthermore, researched revealed that the link between destination satisfaction and overall experience is significantly connected to intention to recommend and revisit intention.

Satisfied visitors have a great propensity to come back and recommend intentions to others (Quintela & Correia, 2014, p. 459). While, those visitors who are not happy and not satisfied have a great inclination to spoil in increasing bad intentions (Papadimitriou et al., 2018, p. 508; Qiu et al., 2018, p. 399). Similarly, other scholars discussed that satisfied experiences about any destination display a blissful and joyful intentions of travelers (Hosany & Prayag, 2013, p. 733; Prayag et al., 2017, p. 45).

Intentions to recommend is a multivariate variable, besides this it can't be absolutely analyzed by using the only one variable of behavioral intention (Quintela & Correia, 2014, p. 458). Earlier studies experimentally define a satisfactory relationship attaching satisfaction of destination and intentions to recommend (Seetanah et al., 2020, p. 138).

Literature designed to observe a hypothetical model of travelers' performance by linking the substantial role of travelers' sentiments through destination image as well as satisfaction in wellness spa vacation industry (Hosany et al., 2017, p. 1082). On the other hand, the passionate practice of travelers go to see different destinations involves of positive WOM (for example happiness, affection, and positive joy). Similarly,

researchers perceived the occurrence of negative WOM (for instance irritation, frustration, anger and boredom) between tourists (Sharma & Nayak, 2018, p. 43). In consequence, the author postulated the following hypothesis: H₅ – Destination Satisfaction has significant impact on the Intention to recommend of wellness spa tourism.

Past research has observed the impact of memorable tourism experience (MTEs) on the recommendation intentions, trustworthiness, happiness and revisit intention in various frameworks. For instance, researchers designates that experience has both uninterrupted influence and specific indirect impact on the behavior intention and revisit intentions (An et al., 2019, p. 155). Moreover, they propose that long-lasting destination experiences have the significant effect on revisit intentions (Barnes et al., 2016, p. 288; Tsai, 2016, p. 539).

A traveler with a more happy views of a destination is more probable to be fulfilled with the characteristics of particular destination as well as the visiting experience, and to recommend and revisit the wellness spa again (Backhaus, 2016, p. 194). It is very stimulating to observe that not all variables of the social intentions mark WOM as well as revisit intentions to others (Ramukumba, 2018, p. 4). Revisit intention is the enthusiasm to come back to a destination another time. Venders are fascinated in accepting the carters of travelers' intention to revisit, since the rate of recalling tourists is less than the rate of fascinating new tourists.

Furthermore, a study has exposed that satisfactory online criticisms regarding a hotel enhance the probability of reservation and apartment deals (Abubakar et al., 2017, p. 222). Also, researchers determined that by their study intention to revisit a journey's end is swayed by the traveler's degree of satisfaction, the superficial assessment, and previous performance. In a related manner, there is confirmation that the requirement for diversity and substitutes, as travelers who pursue innovation and uniqueness incline not to revisit a destination (Stylos et al., 2016, p. 44). Hence, the author hypothesized the following hypothesis: H₆ – Intention to recommend has significant impact on the Intention to Revisit of wellness spa tourism.

1.8. Destination Image and Destination Satisfaction as mediators

In the past research on tourism industry, destination image has been getting extensive consideration in indulging its development, experiences, values and outcomes. Researchers propose that destination image must be considered by combining both cognitive and affective aspects (Baloglu, 2015, p. 215; San Martín et al., 2019, p. 1996). Moreover, researchers acknowledged earlier research which hypothesizes that a traveler's approach toward a destination is expressively impacted by the destination image between travelers. Various researchers establish reliable outcomes that cognitive and affective factors of destination image have important impact on global image, as well as intention to revisit and recommend to others (Lim et al., 2016, p. 139).

Pereira et al. (2019, p. 8) emphasized the importance of destination image in terms of visitor behavior toward destinations. Further, they used destination image as mediator in their study and suggested that visitors' motivation and visitors' attitude have significant impact through destination image, thus destination image mediates the link among them. Furthermore, Destination image impacts visitors' attitudes and performances by checking/highlighting obtainable behavior, forming new approaches, or by exchanging the prevailing views and opinions (Han et al., 2018, p. 598). A recent research discussed the elements of pre and post tourism of destination image (Sharma & Nayak, 2018, p. 43). Likewise, the destination image is being affected by wellness spa's quality moreover emotional traits. The serial relationship has been approved quality, satisfaction and loyalty (San Martín et al., 2019, p. 1996).

On the other hand, Chew and Jahari (2014, p. 385) discussed that the mediating impacts of cognitive and affective aspects of destination image in the associations between physical risks, socio-psychosomatic risks, as well as financial risks and intention to revisit a dangerous destination. Lately, with respect to mediating connection, scholars originate that destination image mediates the link among the information source and visitors' behavior toward destination (Sharma & Nayak, 2018, p. 43). Therefore, the author postulated that: H₇ – Destination Image mediates the relationship between the Quality of wellness spa tourism and Intention to Recommend of wellness spa tourism.

In literature, the quality of a tourists' fascinations has been discussed broadly and past research recognized hotels' fascination as a significant characteristic of travelers' satisfaction with a visiting area. Visitor's satisfaction is very much linked with the facilities usually provided by the hotels which consequently leads toward destination satisfaction and prompt revisit intentions (Herstanti et al., 2014, p. 185). Sharma & Nayak (2018, p. 44) discussed that the relationship between overall image and resorts' intention to recommend while examine the mediating role of travelers' satisfaction. Further, they explained that overall image has significant impact on recommendation intentions and described that satisfaction plays important role in this connection. Previous studies supported these relationships (San Martín et al., 2019, p. 1995). Likewise, visitors with higher satisfaction shares the characteristics and higher probability to come back and revisit the destination and like to recommend it to other relatives. (Quintela & Correia, 2014, p. 459). Many researchers have analyzed and confirmed the standing of the relationship such as by (Hosany & Prayag, 2013, p. 733; Prayag et al., 2017, p. 46). In contrast, unhappy and dissatisfied visitors often spread information which spoil other visitors and increases the bad intentions (Papadimitriou et al., 2018, p. 509; Qiu et al., 2018, p. 399) and often shares uncomfortable and bad experience regarding destination with others (Alegre & Garau, 2006, p. 1147).

Literature explained that sightseeing fulfillment is the expressive part of travelers after revelation to the prospect or involvement or a post-acquisition estimated conclusion (Preko et al., 2019, p. 9). Similarly, past studies designated post-stay performance as plan to return such as procurement intention or reliability and endorsement through positive word of mouth (eWOM). Numerous researches propose that satisfaction is a worthy interpreter of consumer objective to reconsider and recommend the journey's point to other persons (Lin & Lee, 2020, p. 708).

Recently, Jimber del Río et al. (2017, p. 104) proposed that in his study the impact of travelers' image on return back target with the mediating role of behavior, knowledge and tourists' satisfaction. His outcomes presented that the knowledge, behavior, and fulfillment of traveling place has been competent to deliver a noble image of the picnic points and therefore enhance the intention to go back the visited place. Similarly, Sandrio et al., (2020, p. 186) used satisfaction as a mediator in their studies and proved that

satisfaction can be used as mediator and their outcomes suggested that traveler accommodations significantly and indirectly impact the traveler constancy through consumer satisfaction, that means by preserving and totaling or finishing the amenities delivered at tourist point to traveler fascinations, client constancy obviously rises deprived of having to request satisfaction from tourists who come. Apart from the wide range of research has been conducted on the destination satisfaction and its elements however there exist a potential room for improvement to test new ample ways to explore the construct (Seetanah et al., 2020, p. 138). Thus, the author hypothesized that: H₈ – Destination Satisfaction mediates the relationship between the Quality of wellness spa tourism and Intention to Recommend of wellness spa tourism.

1.9. Pertaining Knowledge Gap

Pandey & Sahu (2020, p. 770) focused on the impact of service quality spa on the eWOM intentions through attachment of visiting places while they suggest that satisfaction, branding and image of destination can be used as a mediator in future studies. Therefore, this study has been focused on the impact of quality wellness spa on the intention to recommend and revisit intentions while using image and satisfaction of places as mediators in the tourism industry. In this study, quality spa has been measured by three dimensions such as quality product, service encounter and physical environment quality extracted from the literature (Sangpikul, 2019, p. 521).

There are studies done on the measures of intention to recommend as well as revisit intentions and its relationship with the quality services and destination price, but those studies have not considered the impact of quality of wellness spa tourism along with the mediating effect of hotel image and travelers' satisfaction upon the intention to recommend and revisit in tourism industry. It makes a gap between what the tourists need to do and what it has figured out how to do (Han, Koo et al., 2020, p. 571).

There is a theory that supports all variables of this tourism model that is known as theory of planned behavior which is one of the most broadly studied contexts for analyzing social intentions. This theory explained that intention clarifies the tourists enthusiastic to comportment a particular behavior (Fielding et al., 2008, p. 319). A fundamental factor in the theory of planned behavior (TPB) is the person's intention to accomplish a

specified performance. Intentions are supposed to catch the persuasive elements that impact a behavior; they suggest how hard individuals are willing to attempt, of how considerably of a determination they are intending to apply, so as to accomplish the behavior (Ajzen, 1991, p. 181).

As per the TPB, the most proximal determinant of a person's behavior is their intentions to involve in the comportment. Sequentially, these intentions are anticipated by three focal elements: attitudes or approaches, personal perspectives and observed behavioral control. Approaches allude to the inclusive significant or insignificant assessment of accomplishing the fulfilment. Individual perspectives are based on people's view of whether significant other persons in their life would need them to accomplish the conduct, however behavior control reveals the degree to which persons observe the attitude to be under their expressions. It is the attachment of this last element that recognizes theory of planned behavior from its prototype such as the theory of reasoned action (Fishbein & Ajzen, 1975, p. 180; Yzer, 2017, p. 5).

Furthermore, researchers discussed that theory of planned behavior classify the factors of natural and social behavior and consequently aim to investigate these elements in mediations. Literature established that the most of the researchers try to direct the significance of recognizing and estimating unintended variables such as opinions and views that impact the behaviors which lead to destination image and satisfaction (Yusof et al., 2019, p. 458). Similarly, recent study on this theory pursued to intend an inclusive model of the TPB, including more chief variables in travel industry such as tourism incentive, eWOM (Soliman, 2019, p. 3), behavior intentions (Manosuthi et al. 2020, p. 514), destination image and attachment, and awareness and satisfaction with the visiting points to envisage travelers' intention to recommend and revisit (Meng & Cui, 2020, p. 3).

In this study, the author used five variables: Quality of wellness spa tourism, Destination Image, Destination Satisfaction, Intention to recommend and intention to revisit a wellness spa tourism. And examined the impact of quality services on intention to recommend and impact of intention to recommend on the revisit intentions. Moreover,

influence of quality on recommends intentions through destination image and satisfaction. Research model of this study has shown in Figure 1.

The arrangement of the constructs concocted a new conceptual model where all variables either dependent, independent and mediators are taken from previously highlighted debate in literature. As, the conceptual model Figure 1 illustrates the hypothesized model of research.

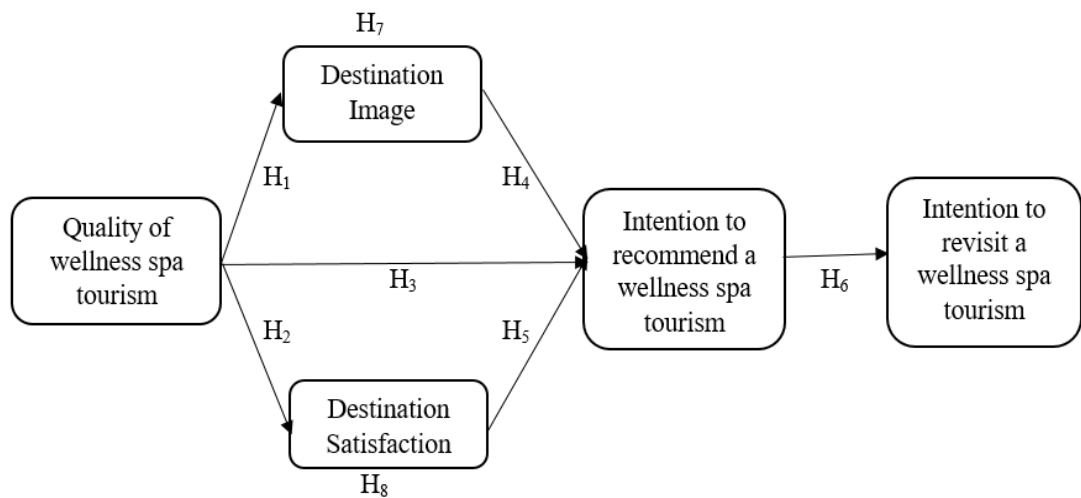


Figure 1. Conceptual Framework. Modified from Han, Kiatkawsin, et al., 2020, p. 431; Pandey & Sahu, 2020, p. 775.

The conceptual model above presents a set of eight hypothesis which show the association among the single predictor as quality of wellness spa tourism, destination image and destination satisfaction as two mediators between the single predictor and a predicted variable as intention to recommend a wellness spa tourism destination moreover, after the parallel mediation (the double mediation) indirect effect of intention to recommend a wellness spa tourism destination, among the quality of wellness spa tourism and intentions to revisit wellness spa tourism destination.

2. EMPIRICAL PART

2.1. Research methodology

This study will be conducted under shadow of quantitative approach to explore the association among the related variables empirically. Quantitative research explains the phenomenon according to the numerical data (Antwi & Kasim, 2015, p. 221). It is also defined as the empirical research that explains a social phenomenon by testing a theory consisting of different variables. The proposed cross-sectional self-administrated survey-based study will follow the items or instruments from the earlier research (as explained in developing instrument and scale section) for each of the identified constructs under several scales. This research model will incorporate Partial Least Square Structural Equation Modeling (PLS-SEM) variance-based to determine the casual linkage between studied variables. The PLS-SEM variance-based analysis will be divided into two sub section measurement model assessment (reliability, convergent validity, and discriminant validity) and structural model assessment (inter-relationship) (Sarstedt et al., 2017, p. 13). This two-step approach is better than one step stage (Sarstedt et al., 2017, p. 13). PLS-SEM enable the performance of three basic operations namely, evaluation of measurement model, evaluation of the structural model and additional analysis.

Current analysis approach is more appropriate and helpful in achieving above stated objectives of the study when data is being gathered via self-administrated questionnaire (Podsakoff et al., 2003, p. 887). Moreover, the characteristic of primary data is another compelling reason to consider this analysis approach. Firstly, the SEM-based analysis is more reliable than co-variance-based SEM analysis (Hair et al., 2011, p. 149) specifically when the objective is to extend the theory or variance explanation (relationship prediction between constructs). In this case, authors will extend the theory of planned behavior to predict service quality effects on the outcomes of visitor's intentions domain thus, the proposed objective meet the criteria. Secondly, PLS-SEM analysis is most useful tool to

capture the non-observable constructs such as attitude, intentions, or behavior (Chin et al., 2008, p. 295). Constructs of this study are non-observable in nature thus PLS-SEM analysis is most appropriate to handle data of this nature (Gammoh et al., 2014, p. 548). Thirdly, PLS-SEM analysis accepts even small sample size and produces results with more precision, accuracy, and confidence (Gammoh et al., 2014, p. 548). Finally, PLS-SEM has no distribution restrictions (Gammoh et al., 2014, p. 548) either data is normal or non-normal it does not affect the results and outcomes.

The items and scale of the constructs determine quality of data set assist to produce some useful and meaningful outcomes. The unique set of items are utilized to measure the constructs and the relationship among them where all measurements or items of all variables are taken from the previous well reputed and similar nature studies. A total of 43 items are considered to measure all constructs, specifically the service quality of wellness spa tourism with 13 items proposed by Albayrak et al. (2017, p. 228) based on ServQual Model initially proposed by Parasuraman et al. (1988) intention to recommend and intention to revisit wellness spa tourism destination with 2 items for each from newly proposed specific measurements by Han, Kiatkawsin, et al. (2020, p. 430). The measurements for destination image were combined version of cognitive and affective aspects as under bipolar Likert scale recommended by a previous study of Hosany et al. (2007, p. 70). Thus 21 items were used to measure the destination image from two sources four from Russel (1980, p. 1166) and 17 from Ong and Horbunluekit (1997). Finally, the construct of destination satisfaction will be measured with 5 items given by Westbrook and Oliver (1981, p. 98). The instrument development procedure followed 5-point Likert scale to measure these contracts. Additionally, the questionnaire used in this study is illustrated in Appendix 1.

The data collection process usually found to be tough and difficult task in research while it takes much time and effort to find the suitable respondents to capture their responses. In particular, customers taking wellness spa services can also be sometime not easy to find. In research, several data collection methods have their significance thus preferred under different circumstances however this research will consider wellness spa customers as unit of analysis and self-administrated survey questionnaire will be considered for data collection. The self-administrated method is one of most frequently used method for data

collection in research. This data collection method is favored because its advantages outweigh the disadvantages and effective than other data collection methods. Cooper & Schindler (2014, p. 225) has highlighted some useful pros of self-administrated questionnaire of second category such as low-cost, rapid data collection, higher accessibility, viable location, and less prospective participants. In contrast, location centered survey often requires lower-destruction environment for survey completion (Cooper & Schindler, 2014, p. 225). Self-administered questionnaire often classified into three categories, mailed or faxed, computer-livered via internet and respondent are intercepted in a central location (Cooper & Schindler, 2014, p. 225). This research employed second category of self-administered questionnaire where visitor and customers of wellness spa centers asked to fill their questionnaire via internet on social media. Thus, the data collection was completed using social media platforms WhatsApp, Facebook, and Instagram etc. particularly due to strict Covid-19 restrictions. The questionnaire was developed in English language in Google Forms.

The target group is a customer taking wellness spa services in Estonia. A convenient sampling and snowball sampling technique are preferred due to Covid-19 restrictions in Estonia. Author collected data from friends and ask them to spread and post every day on social media platforms the link of online questionnaire in Google Forms. Additionally, author personally went to Baltijaam, Bussijaam and other crowed places to get help to fill the questionnaire from appropriate respondents. Also, the link of questionnaire spread with students of Pärnu college and Taltech university. Thus, those wellness spa and hotel visitors were preferred which were easily accessible. The data was collected from 23.04.2021–28.04.2021. The data collection process led to collection of 357 responses however 334 responses were found reliable to add to maintain the reliability and validity of constructs and their items while analysis. This sample size met the criteria for 7% precision because the true population is not known. The rest of the responses were screened out. The generated data sheet from Google Forms then encoded in SPSS and then exported as a CSV file to estimate the PLS-SEM analysis in Smart PLS version 3.3.3.

Demographics data analyzed by using descriptive statistics. To examine causal relationship of this research model, this research employed Structural Equation

Modelling (SEM) an effective method by using Smart PLS 3.3.3 application (Hair et al., 2011, p. 142). To test the measurement model, this research examined discriminant validity and convergent validity of constructs. To measure the convergent validity Average variance extracted (AVE), Factor Loadings (FD), Construct Reliability (CR) and Cronbach alpha are required, whereas several measures of measurement such as Cross loadings, Fornell and Larcker criterion and Heterotrait-Monotrait (HTMT) ratios of correlations are essential for determining discriminant validity of the constructs and items in a construct.

Convergent validity evaluates the degree to which the measures have positive correlation with alternative measures of same construct (Isaac et al., 2019, p. 114) Consequently, the correlation among variables demonstrating variance among constructs (Sarstedt et al., 2017, p. 14). Convergent validity is usually examined by factor loadings of constructs, composite reliability, and average variance. Factor loadings indicate the reliability of constructs, its suggested value greater than 0.7 is acceptable (Sarstedt et al., 2017, p. 15).

Cronbach alpha coefficients determine the reliability of constructs in terms of their internal consistency. To evaluating internal consistency Cronbach alpha is considered as lower limit and CR is deemed as upper limit (Sarstedt et al., 2017, p. 13). The suggested values for Cronbach alpha and CR should be greater than 0.7 (Sarstedt et al., 2017, p. 13). Further, AVE also used to determine convergent validity and its acceptable threshold value is 0.5 or greater than 0.5 (Sarstedt et al., 2017, p. 13).

Discriminant validity determines distinctiveness among constructs, to which extent the items of constructs differentiate from one another (Sarstedt et al., 2017, p. 15). This study estimated the discriminant validity of measures through Fornell and Larcker criterion by comparing constructs correlation and square root of AVE's. It measures the distinctiveness of the items within a construct and measures different concepts on the basis of correlation among measures within a construct. Thus, describes that measures are discriminant. Moreover, acceptable criteria is, all diagonal values must be greater than the values which are below the diagonals. The greater diagonal values depict the strong correlation between items and constructs (Fornell & Larcker, 1981, p. 387; Sarstedt et al., 2017, p. 14). However, Fornell and Larcker criterion has been criticized (Henseler et al.,

2016, p. 6) due to its lack of detecting discriminant validity and suggested (Henseler et al., 2016, p. 6) more appropriate measurement HTMT ratio for detecting discriminant validity. In this research author examined the discriminant validity by using HTMT ratio due to its superior performance. As HTMT ratio measures mean correlation among the items of constructs and its value must not be greater than 0.90 as it depicts certain issues.

Structural model is used to testing hypothesized relationship among constructs. To assess the structural model Hayes (2009, p. 410) proposed best applicable techniques i.e. bootstrapping. Usually, structural models are estimated through computation of β , R^2 and t -values via bootstrapping, by considering the resample of 5000 to increase statistical significance of items (Sarstedt et al., 2017, p. 16). Next chapter presents the collected data and results.

2.2. Data analysis and Result

2.2.1. Demographic details and Measurement Model Assessment

Demographic details of 334 respondents are represented in Table 1. Here, gender, age, customer's visit in a year, long visit spa and experience destination are treated as demographic questions for analyzing customer's intentions to revisit wellness and spa in Estonia. In this analysis, male respondents are 42.8% and females are 57.2% respectively. Moreover, the age range of visitors of spa and wellness predominantly from the section of 21 to 40 years. These are around 80% of the total sample that demonstrates the consideration of wellness and spa in this age group. In terms of visit in a year, around 41% of visitors visit up to four times in a year and 27% of visitors visit more than eight times in a year. Additionally, only 32% in total visit between more than four and six times in a year. These increasing numbers depicts the current and future demand of wellness and spa in Estonia. This sample set covers responses of 37 different wellness and spa centers around Estonia, but author selected top ten mostly visit wellness and spa and rest of them are in others category. Additionally, the list of those 37 wellness and spa centers can be found in Appendix 2. The most recent places visitors have visited includes Hilton Tallinn park, Hedon spa and hotel, and Estonia resort hotel & spa. Interestingly, visitors are not yet well loyal to their destinations yet because only 13% of visitors are visiting since last four years or more however more people are visiting from 1 to 2 years only.

The motivation behind why demographic data is to understand and identify the number of visitors business should and could potentially target and focus.

Table 1. Demographic details

Characteristics		Total	Percentage
Gender	Male	143	42.8%
	Female	191	57.2%
Visit in a year	Up to 4 times	136	40.7%
	6 Times	73	21.9%
	8 times	33	9.9%
	More than 8 times	92	27.5%
How long visiting a place	1 and less	92	27.5%
	2 years	144	43.1%
	3years	53	15.9%
	4 and above years	45	13.5%
Recent experience in Estonia	Hilton Tallinn park	48	14.4%
	Estonia resort hotel & spa	41	12.3%
	Meresuu spa & Hotel	26	7.8%
	Hedon spa & hotel	46	13.8%
	Wasa Resort	28	8.4%
	Tallinn viimsi Spa	16	4.8%
	Swissotel Tallinn	32	9.6%
	Spa Tervise paradiis	25	7.5%
	Aqva hotel & spa	9	2.7%
Others	63	18.9%	
Age (years)	20 and below	34	10.2%
	21–30	173	51.8%
	31–40	98	29.3%
	41 and above	29	8.7%

The Table 2 involves the summary of descriptive statistics of all constructs in this research. It involves the mean, median, min, max, standard deviation, excess kurtosis, and skewness of the data set. This table also presented four movements of statistical distribution; mean, standard deviations, kurtosis, and skewness.

Table 2. Descriptive statistics

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
QWS	4.06	4.00	1	5	0.99	1.3825	-1.2245
DS	4.20	4.00	1	5	0.92	2.1798	-1.4042
DI	2.21	1.95	2	2	1.29	1.3311	1.2655
IR	4.13	4.00	1	5	1.01	1.7220	-1.3775
IRV	4.26	5.00	1	5	0.99	2.3245	-1.5775

Note: QWS – Service quality wellness & spa; DS – Destination satisfaction; DI – Destination image; IR – Intention to recommend wellness & spa; IRV – Intention to revisit wellness & spa

This study considered the 5-point Likert-scale. The standard mean and deviations are under the acceptable range as the higher standard deviation represents higher volatility and the vice-versa between 0.92 to 1.29. Moreover, the higher mean represents that respondents are highly agreed with the questions asked in the questionnaire. The acceptable range of values for the skewness and kurtosis – 3 to +3 and -10 to +10 when a study utilized in SEM analysis (Brown, 2015). All the values or outcomes above or below these thresholds are suspected but the small deviation in values do not have such a large impact on the assumptions (Griffin & Steinbrecher, 2013). Although these are interesting findings to understand the characteristics of the data however SEM analysis has no such distribution constraints. Therefore, there is no such constrict like Co-variance based analysis where normal distribution is necessary (Gammoh et al., 2014, p. 153).

First step of SEM analysis is assessment of measurement model. All the constructs and measurements of constructs are tested for reliability and validity concerns before estimating the relationship between independent and dependent constructs in Figure 1 (p. 30). This process is called assessment of measurement model where two types of validity are evaluated: convergent validity and discriminant validity. Appendix 3 and 4 illustrated reliability of constructs (CR) because all items having value greater than 0.7. In this study individual Cronbach alpha values ranging between 0.788 and 0.955, while CR values fall between 0.860 and 0.960 which also exceeds 0.7. Therefore, all the values of Cronbach alpha and construct reliability (CR) are in acceptable range and satisfying constructs reliability. The AVE values above 0.5 demonstrated that all constructs are satisfied the convergent validity conditions. In overall, Appendix 3 and 4 indicated all constructs are reliable as they have satisfied the above-mentioned requirements of convergent validity.

Afterwards, the discriminant validity is estimated through Fornell and Larcker ratio criterion (see Table 3) and HTMT ratio of correlations (see Table 4).

Although, HTMT ratio is superior measurement tool for discriminant validity. But author considered both criterions where the discriminant validity condition are violated because there exist a strong correlation among constructs as proved through both tools above 0.85 in many cases. Moreover, this violation is also observed in Fornell and Larcker criterion where few diagonal values are smaller than that of their below values.

Table 3. Fornell and Larcker Criterion

	DI	DS	IR	IRV	QWS
DI	0.7177				
DS	0.7755	0.8451			
IR	0.7781	0.7384	0.9315		
IRV	0.7734	0.7741	0.8772	0.9626	
QWS	0.8049	0.8463	0.7843	0.7977	0.7732

Note: QWS – Service quality wellness & spa; DS – Destination satisfaction; DI – Destination image; IR – Intention to recommend wellness & spa; IRV – Intention to revisit wellness & spa

Table 4. Heterotrait-Monotrait (HTMT) Ratio of Correlation

	DI	DS	IR	IRV	QWS
DI					
DS	0.8329				
IR	0.8638	0.8431			
IRV	0.8231	0.8503	0.9923		
QWS	0.8463	0.9176	0.8742	0.8547	-

Note: QWS – Service quality wellness & spa; DS – Destination satisfaction; DI – Destination image; IR – Intention to recommend wellness & spa; IRV – Intention to revisit wellness & spa

Therefore, values below than 0.85 are acceptable and Table 4 illustrated HTMT ratios among constructs which are fulfilling discriminant validity conditions and greater diagonal values in Table 3 are source of discriminant validity however the violation of discriminant validity is due to similar nature of constructs.

2.2.2. Structural Model Assessment

The second step of SEM analysis of structural model assessment. All hypotheses were tested using smart “Partial Least Square” (PLS) and results were analyzed using path model under bootstrapping function of Smart-PLS 3.3.3 as results are illustrate in Appendix 5 and 6. This study considered p-value and t-statistics to estimate the statistical significance of the relationship.

The result of this study reveals that quality of wellness and spa has a significant influence on destination image with ($p = 0.000, t = 25.385$) thus confirmed H1. Afterwards, H2 also confirmed positive and statistically significant relationship between quality of wellness and spa and destination satisfaction. with ($p = 0.000; t = 6.686$). Similarly, quality of wellness and spa has found to be positively related to intentions to recommend wellness and spa with ($p = 0.000, t = 5.069$) and supported H3. The results

demonstrates that significant positive relationship exists between destination image and intentions to recommend wellness and spa with ($p = 0.000$; $t = 6.686$) that support H4. There exists insignificant relationship between destination satisfaction and intentions to recommend wellness and spa, H5 is accepted with ($p = 0.011$, $t = 2.295$). Intentions to recommend wellness and spa has a positive relationship with intentions to revisit wellness and spa as proposed by H6 and acceptable with ($p = 0.000$, $t = 47.107$). Mediating hypothesis were also tested as illustrated in Appendix 6 intentions to recommend wellness and spa was found to be potential mediator between destination image and intentions to recommend wellness and spa and confirmed H7 with ($p = 0.000$, $t = 6.301$). Likewise, H8 was accepted as the outcomes indicate that destination satisfaction mediates the relationship between quality and intentions to recommend wellness and spa with ($p = 0.000$, $t = 2.278$).

Blind fold technique in Smart-PLS was used to estimate the predictive relevance of the model. This method is the best utilized tool to capture the predictive effect on endogenous variables and measure that can independent variables explain dependent variables or not. Hair et al. (2017) suggested that certain endogenous constructs in proposed model have predictive relevance when the value of Q^2 exceed zero. In this model, all Q^2 values are greater than zero thus outcomes confirmed that this model presents acceptable predictive relevance in Appendix 6. Values range of Q^2 0.02, 0.15, 0.35 represent small, medium, and large predictive relevance of the model (Isaac et al. 2019, p. 115). VIF stands for variance inflation factor and it is used to measure the multicollinearity issues and measure the degree of it (O'brien, 2007, p. 674) and (Hair et al. 2017) suggested that value of VIF greater than 5 represents problem of multicollinearity that may undermine the significance of independent variables. This issue occurs when any independent variable is highly correlated with other independent variable. In case of this study, all VIF values are shorter than of the threshold hence multi-collinearity issue is absent in this study.

2.3. Discussion

The significance of tourism industry has been increased and tourists prefer high service quality wellness and spa destination (Fetscherin & Stephano 2016, p. 541). Across the globe, understanding service quality, travel motives, destination image, destination

satisfaction, tourist intentions to recommend and revisit tourist's wellness and spa have become a prevalent phenomenon. Despite wellness and spa has great importance in tourism industry, it has not been sufficiently studied earlier specially in the context of Estonia. This study has extended the work (Han, Kiatkawsin, et al., 2020, p. 426; Pandey & Sahu 2020, p. 782) by considering service quality of wellness and spa and tourists' intentions to recommend or revisit through mediating role of destination image and destination satisfaction. This study successfully filled this gap as author established their research by undertaking wellness and spa in Estonia.

Over the last two decades, previous numerous studies have tried to discover factors that affect the tourist's intentions to revisit specific location as specified in literature review. Service quality of wellness and spa is one of them as it provides tourists physical environment facilities because these qualities directly related to wellness and spa performance and has a positive correlation with intentions to recommend and revisit their desired location. Moreover, tourists who enjoyed better service quality of wellness and spa are more satisfied and having more intentions to recommend (Ellis & Rossman, 2008, p. 18) Therefore, results are similar with previous studies that service quality of organizations have a greater influence on tourist's intentions related to recommending and revisiting destination. As Backhaus (2016, p. 194) found that a visitor with desirable and joyful experience of a destination is more probable to source of a positive word of mouth and likely to recommend and revisit the destination particularly wellness and spa in future .

On the other hand, destination satisfaction of tourists has been demonstrated as strong indicator of repeat visitation intention. Suggested that tourists who were satisfied from their destination prefer to recommend others (O'Neill et al., 2010, p. 142). Moreover, Assaker and Hallak (2013) argued tourist's intentions to recommend is a multivariate variable and can't be predicted by singly behavioral variable. Therefore, destination satisfaction and destination image both are significant predictor of tourists short- and long-term intentions to recommend or revisit location (Quintela & Correira, 2014). Along with the growing knowledge of value of destination image, organizations should understand visitors perceive destination image differently based on the destination attraction. Thus, results proved that tourists who have experienced better service quality

and satisfied by destination image they will be happy and prefer to recommend and revisit wellness and spa. The acknowledgment of the concept is well versed and traveler's approach toward destination is highly sensitive and influenced by destination image. In this research current findings reveals that the destination image either cognitive or affective has positive impact on international image, intentions, and revisit. These findings are also very much aligned with (Lim et al., 2016, p. 139). Likewise, Pereira et al. (2019, p. 8) also put on the significance of destination image and tourist behavior. Similarly, a recent study explored the elements of pre and post tourism of destination image (Sharma & Nayak, 2018, p. 43) and found similar outcomes. As previous study by San Martín et al. (2019, p. 1996) found that the wellness spa's quality influenced destination image and a serial mediation was approved. Therefore, the destination image plays a vital role to form visitor's intentions therefore all those factors which influence the destination image. In this case of study service quality of wellness spa must be evaluated and focused for better and improved destination image that will later result into higher intentions to revisit and recommend the wellness and spa. These findings of research are well-aligned with (Han, Kiatkawsin, et al., 2020; Pandey & Sahu 2020). Additionally, this research answer the call of improvement and addition in research related to destination satisfaction by (Seetanah et al., 2020, p. 138).

Hence, there are many other behavioral factors which influence the visitor's intentions to recommend and revisit spa and wellness and this study brings novel addition to literature by considering influence of destination satisfaction and image on intentions to recommend and revisit which have not been studied earlier (Han, Kiatkawsin, et al., 2020; Pandey & Sahu, 2020). Results of mediating variables suggested that destination image has a greater influence on intentions to recommend as its general phenomenon if one is being attracted by the destination, he will prefer to revisit that place. Because destination credibility, image, appearance, and attachment to that place are significant precursors to destination satisfaction. Therefore, findings of study will be helpful for international and domestic tourism industry, wellness, and spa organizations. They can attract the tourists by promoting their destination image by using better destination strategies, more by providing them high quality services at wellness and spa which will ultimately satisfy them to revisit wellness and spa.

CONCLUSION

Wellness and spa is a fastest growing segment in global tourism industry and businesses are collaborating and acquiring with specialist wellness brands. Visitors and service takers are likewise very much concerned with the quality of wellness and spa. To address this issue and knowledge gap in previous literature by considering the effect of services quality of wellness and spa on tourists' intentions to recommend and revisit through mediation of destination image and destination satisfaction specifically in the context of Estonia. Author has conducted the data collection process based on convenient sampling through structured questionnaire. The questionnaire was crafted on Google Forms and then distributed among friends and friends of friends through via social media platforms such as Facebook posting, Instagram posting and stories and WhatsApp messages. A total number of 334 responses were processed for analysis. To achieve the proposed objectives and test the hypotheses, this study followed Partial Least Square – Structural Equation Modeling (PLS-SEM) method in Smart-PLS version 3.3.3. The results of structural model assessment confirm that quality of wellness and spa has positive influence on the intentions to recommend a wellness and spa by visitors. Likewise, quality of wellness and spa has positive association with destination image and destination satisfaction. This generalizes that, destination image and destination satisfaction strengthen as managers or the controllers of wellness and spa increases the quality of wellness and spa.

Moreover, intentions to recommend a wellness and spa destination also demonstrated a positive association with intentions to revisit wellness and spa by visitors. Additionally, both of the proposed mediating roles proved true and destination image and destination satisfaction partially mediate the relationship between quality of wellness and spa and intention to recommend a wellness and spa in Estonia. In gist, results of analysis proved that organization could improve their destination image and satisfaction level of visitors by providing them better service quality and improved quality of wellness and spa. As destination satisfaction and destination image both are good predictors of intentions to

recommend and revisit wellness and spa. Hence wellness and spa organizations, marketers and tourism industry can get help from findings that how organizations can promote their image and can satisfy their tourists by providing excellent services which will ultimately attract them to revisit wellness and spa.

Better service quality of organizations has significant impact on the tourist's long-term intentions to recommend and revisit wellness and spa. The findings of this study has several implications and recommendations for marketing and operation managers. First, wellness and spa organizations should satisfy their tourists by providing them better quality of wellness and spa so that they prefer to visit wellness and spa in future. Therefore, marketing and operations managers suggested to invest on to improve the service quality of wellness and spa for satisfied wellness spa tourists.

Second, destination image has a significant impact on one's intentions so organizations should promote their wellness and spa through proper advertisement, which will attract international and domestic tourists to visit wellness and spa. Thus, wellness and spa managers recommend improving the destination image by investing in on service quality. Third, this study has focused on wellness and spa in Estonia and results of study will be beneficial for that tourists who have not been visited this place before and international visitors. Therefore, the recommendation is to visitors to consider this study and outcomes of this research to make their decisions regarding wellness and spa in Estonian settings. Fourth, this research will attract international tourism investors to invest in Estonian wellness moreover providing good service quality and by satisfying visitors and can expand their business and generate funds. In overall, understating and knowledge about destination image and quality of wellness and spa will satisfy tourists which will prefer to recommend and revisit wellness and spa. The quality of wellness and spa prompted as a crucial area because visitors are directly engaged thus, they must need a healthy and clean environment to make them more satisfied and loyal in future.

In this study, author have studied the impact of service quality on tourist's recommendation and to revisit wellness and spa in Estonia through mediation of destination image and satisfaction, but this study has few limitations which offer future direction of further research in wellness and spa. Firstly, the data was collected through

the cross-sectional design. Therefore, future studies can be investigated the current research model through longitudinal data and sample. Secondly, this study is particularly related to wellness and spa in Estonian tourism settings and researchers can extend study by considering any other European or Asian Pacific country for better understanding of tourists to recommendation and revisit wellness and spa to generalize the findings of the current study. Third, researchers can also be extended the model of study after introducing an interaction of mediating variables such as destination love and destination attachment. Finally, this study was not tested any moderating variable, therefore future scholars are recommended to analyze the moderating effect in this model in Estonian or other country settings. It will help to identify factors which may strengthen or weaken the relationship between service quality of wellness spa and other dependent variables such as destination image and destination satisfaction.

REFERENCES

- Abubakar, A. M., Ilkan, M., Al-Tal, R. M., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management, 31*, 220–227. <https://doi.org/10.1016/j.jhtm.2016.12.005>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akgün, A. E., Senturk, H. A., Keskin, H., & Onal, I. (2020). The relationships among nostalgic emotion, destination images and tourist behaviors: An empirical study of Istanbul. *Journal of Destination Marketing & Management, 16*, Article 100355. <https://doi.org/10.1016/j.jdmm.2019.03.009>
- Albayrak, T., Caber, M., & Öz, E. K. (2017). Assessing Recreational Activities' Service Quality in Hotels: An Examination of Animation and Spa & Wellness Services. *Journal of Quality Assurance in Hospitality & Tourism, 18*(2), 218–234. <https://doi.org/10.1080/1528008X.2016.1208550>
- Alegre, J., & Garau, J. (2006). Antecedents of revisit intention. *Annals of Tourism Research, 33*(4), 1141–1158. <https://doi.org/10.1016/j.annals.2006.06.003>
- Ali-Knight, J., & Ensor, J. (2017). Salute to the sun : an exploration of UK Yoga tourist profiles. *Tourism Recreation Research, 42*(4), 484–497. <https://doi.org/10.1080/02508281.2017.1327186>
- Alrawadieh, Z., Alrawadieh, Z., & Kozak, M. (2019). Exploring the impact of tourist harassment on destination image, tourist expenditure, and destination loyalty. *Tourism Management, 73*, 13–20. <https://doi.org/10.1016/j.tourman.2019.01.015>
- An, S., Suh, J., & Eck, T. (2019). Examining structural relationships among service quality, perceived value, satisfaction and revisit intention for airbnb guests. *International Journal of Tourism Sciences, 19*(3), 145–165. <https://doi.org/10.1080/15980634.2019.1663980>

- Antwi, S. K., & Kasim, H. (2015). Qualitative and Quantitative Research Paradigms in Business Research: A Philosophical Reflection. *European Journal of Business and Management*, 7(3), 217–226. <https://www.iiste.org/Journals/index.php/EJBM/article/view/19543/19868>
- Assaker, G., & Hallak, R. (2013). Moderating Effects of Tourists' Novelty-Seeking Tendencies on Destination Image, Visitor Satisfaction, and Short- and Long-Term Revisit Intentions. *Journal of Travel Research*, 52(5), 600–613. <https://doi.org/10.1177/0047287513478497>
- Atienza, K. L. T., Evangelista, C. A., Evangelista, L. I., Ibre, R. T., Macalalad, K. M. D., Felicen, S. S., & Dinglasan, K. (2014). Impact to Tourism Industry of Massage Spa Therapy in Batangas City, Philippines. *Asia Pacific Journal of Multidisciplinary Research*, 2(5), 87–93. <http://www.apjmr.com/wp-content/uploads/2014/09/APJMR-2014-2-127.pdf>
- Backhaus, K. (2016). Employer Branding Revisited. *Organization Management Journal*, 13(4), 193–201. <https://doi.org/10.1080/15416518.2016.1245128>
- Barnes, S. J., Mattsson, J., & Sørensen, F. (2016). Remembered experiences and revisit intentions: A longitudinal study of safari park visitors. *Tourism Management*, 57, 286–294. <https://doi.org/10.1016/j.tourman.2016.06.014>
- Baud-Bovy, M., & Lawson, F. (1977). *Tourism and recreation development: a handbook of physical planning*. CBI Publishing Company.
- Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22(6), 607–616. [https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/10.1016/S0261-5177(01)00035-8)
- Brown, T. A. (2015). *Confirmatory factor analysis for applied research* (2nd ed.). Guilford Press.
- Butt, M. M., & de Run, E. C. (2010). Private Healthcare Quality: Applying a SERVQUAL Model. *International Journal of Health Care Quality Assurance*, 23(7), 658–673. <https://doi.org/10.1108/09526861011071580>
- Chao, C.-C., Lin, H.-C., & Chen, C.-Y. (2013). Enhancing Airport Service Quality: A Case Study of Kaohsiung International Airport. *Journal of the Eastern Asia Society for Transportation Studies*, 10, 2235–2254. <https://doi.org/10.11175/easts.10.2235>

- Chatzigeorgiou, C., Christou, E., & Simeli, I. (2017). Delegate satisfaction from conference service quality and its impact on future behavioural intentions. In C. Sarmaniotis & G. Wright (Eds.), *Proceedings of ICCMI 2017, Thessaloniki, Greece, 21–23 June 2017* (pp. 532–544). Alexander Technological Institute of Thessaloniki.
- Chekalina, T., Fuchs, M., & Lexhagen, M. (2018). Destination brand promise: the core of customer-based brand equity modeling. *Tourism Analysis*, *23*(1), 93–107. <https://doi.org/10.3727/108354218X15143857349800>
- Chen, N., & Funk, D. C. (2010). Exploring Destination Image, Experience and Revisit Intention: A Comparison of Sport and Non-Sport Tourist Perceptions. *Journal of Sport & Tourism*, *15*(3), 239–259. <https://doi.org/10.1080/14775085.2010.513148>
- Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, *40*, 382–393. <https://doi.org/10.1016/j.tourman.2013.07.008>
- Chin, W. W., Peterson, R. A., & Brown, S. P. (2008). Structural equation modeling in marketing: Some practical reminders. *Journal of Marketing Theory and Practice*, *16*(4), 287–298. <https://doi.org/10.2753/MTP1069-6679160402>.
- Chon, K.-S. (1992). Self-image/destination image congruity. *Annals of Tourism Research*, *19*(2), 360–363. [https://doi.org/10.1016/0160-7383\(92\)90090-C](https://doi.org/10.1016/0160-7383(92)90090-C)
- Cole, S. T., & Scott, D. (2004). Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences. *Journal of Travel & Tourism Marketing*, *16*(1), 79–90. https://doi.org/10.1300/J073v16n01_08
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th ed.). McGraw-Hill Education.
- Crompton, J. L. (1979). An Assessment of the Image of Mexico as Vacation Destination and the Influence of Geographical Location Upon That Image. *Journal of Travel Research*, *17*(4), 18–23. <https://doi.org/10.1177/004728757901700404>
- Dam, D. X. (2017). Factors Affecting Tourist Destination Choice: A Survey of International Travelers to Hanoi, Vietnam. *Journal of Economics and Development*, *19*(1), 77–92. <https://vjol.info.vn/index.php/KTQD/article/view/28354/24121>

- Dimitrova, B. (2019). Quality assessment about standards for wellness services and certified skills of specialized staff. *Trakia Journal of Sciences*, 17(2), 143–149. <https://doi.org/10.15547/tjs.2019.02.007>
- Dolnicar, S., Grabler, K., Grün, B., & Kulnig, A. (2011). Key drivers of airline loyalty. *Tourism Management*, 32(5), 1020–1026. <https://doi.org/10.1016/j.tourman.2010.08.014>
- Dryglas, D., & Salamaga, M. (2018). Segmentation by push motives in health tourism destinations: A case study of Polish spa resorts. *Journal of Destination Marketing & Management*, 9, 234–246. <https://doi.org/10.1016/j.jdmm.2018.01.008>
- Dwyer, L., Chen, N. (Chris), & Lee, J. (Jiyeon). (2019). The role of place attachment in tourism research. *Journal of Travel & Tourism Marketing*, 36(5), 645–652. <https://doi.org/10.1080/10548408.2019.1612824>
- Echtner, C. M., & Ritchie, J. R. B. (2003). The Meaning and Measurement of Destination Image. *The Journal of Tourism Studies*, 14(1), 37–48.
- Eid, R., El-Kassrawy, Y. A., & Agag, G. (2019). Integrating Destination Attributes, Political (In)Stability, Destination Image, Tourist Satisfaction, and Intention to Recommend: A Study of UAE. *Journal of Hospitality & Tourism Research*, 43(6), 839–866. <https://doi.org/10.1177/1096348019837750>
- Ellis, G. D., & Rossman, J. R. (2008). Creating Value for Participants through Experience Staging: Parks, Recreation, and Tourism in the Experience Industry. *Journal of Park and Recreation Administration*, 26(4), 1–20.
- Farhadi Andarabi, F., & Meydan Uygur, S. (2017). A Research on Determining the Touristic Destination Image of Turkey in Iran. *Tourism Academic Journal*, 4(1), 31–48. <https://dergipark.org.tr/tr/download/article-file/320769>
- Fetscherin, M., & Stephano, R.-M. (2016). The Medical Tourism Index: Scale Development and Validation. *Tourism Management*, 52, 539–556. <https://doi.org/10.1016/j.tourman.2015.08.010>
- Fielding, K. S., McDonald, R., & Louis, W. R. (2008). Theory of planned behaviour, identity and intentions to engage in environmental activism. *Journal of Environmental Psychology*, 28(4), 318–326. <https://doi.org/10.1016/j.jenvp.2008.03.003>

- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18(3), 382–388.
- Fu, H., Ye, B. H., & Xiang, J. (2016). Reality TV, audience travel intentions, and destination image. *Tourism Management*, 55, 37–48. <https://doi.org/10.1016/j.tourman.2016.01.009>
- Gammoh, B. S., Mallin, M. L., & Pullins, E. B. (2014). The impact of salesperson-brand personality congruence on salesperson brand identification, motivation and performance outcomes. *Journal of Product and Brand Management*, 23(7), 543–553. <https://doi.org/10.1108/JPBM-10-2013-0434>
- Global Spa Summit. (2011). *Wellness tourism and medical tourism: Where do spas fit?* <https://globalwellnessinstitute.org/wp-content/uploads/2018/06/Wellness-Tourism-and-Medical-Tourism-Report-Final.pdf>
- Grappi, S., & Montanari, F. (2011). The role of social identification and hedonism in affecting tourist re-patronizing behaviours: The case of an Italian festival. *Tourism Management*, 32(5), 1128–1140. <https://doi.org/10.1016/j.tourman.2010.10.001>
- Griffin, M. M., & Steinbrecher, T. D. (2013). Large-Scale Datasets in Special Education Research. *International Review of Research in Developmental Disabilities*, 45, 155–183. <https://doi.org/10.1016/B978-0-12-407760-7.00004-9>
- Hahm, J. J., & Tasci, A. D. A. (2020). Country image and destination image of Brazil in relation to information sources. *Journal of Hospitality and Tourism Insights*, 3(2), 95–114. <https://doi.org/10.1108/JHTI-04-2019-0057>
- Hair, J. F. Jr, Hult, G. T. M., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Sage Publishing.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>

- Hamzah, H. B. H. A., Ayub, M. A., & Hilmi, M. F. (2015). User Satisfaction of Public Transport: An Exploratory Study in Penang, Malaysia. *International Journal of Business and Innovation*, 2(4), 1–14.
- Han, H., Kiatkawsin, K., Jung, H., & Kim, W. (2018). The role of wellness spa tourism performance in building destination loyalty: the case of Thailand. *Journal of Travel & Tourism Marketing*, 35(5), 595–610. <https://doi.org/10.1080/10548408.2017.1376031>
- Han, H., Kiatkawsin, K., Koo, B., & Kim, W. (2020). Thai Wellness Tourism and Quality: Comparison between Chinese and American Visitors' Behaviors. *Asia Pacific Journal of Tourism Research*, 25(4), 424–440. <https://doi.org/10.1080/10941665.2020.1737551>
- Han, H., Koo, B., Chua, B.-L., Sul, H.-K., & Kim, J. J. (2020). Travelers' intentions for green behaviors at airports: Exploring the effect of green physical surroundings using mixed methods. *Journal of Hospitality and Tourism Management*, 45, 569–579. <https://doi.org/10.1016/j.jhtm.2020.10.005>
- Hashemi, S. M., Jusoh, J., Kiumarsi, S., & Mohammadi, S. (2015). Influence factors of spa and wellness tourism on revisit intention: The mediating role of international tourist motivation and tourist satisfaction. *International Journal of Research – Granthaalayah*, 3(7), 1–11. <https://doi.org/10.29121/granthaalayah.v3.i7.2015.2976>
- Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical Mediation Analysis in the New Millennium. *Communication Monographs*, 76(4), 408–420. <https://doi.org/10.1080/03637750903310360>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Herstanti, G., Suhud, U., & Wibowo, S. F. (2014). Three Modified Models to Predict Intention of Indonesian Tourists to Revisit Sydney. *European Journal of Business and Management*, 6(25), 184–196. <https://www.iiste.org/Journals/index.php/EJBM/article/view/14959/15682>

- Hosany, S., & Prayag, G. (2013). Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *Journal of Business Research*, 66(6), 730–737. <https://doi.org/10.1016/j.jbusres.2011.09.011>
- Hosany, S., & Witham, M. (2010). Dimensions of Cruisers' Experiences, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 49(3), 351–364. <https://doi.org/10.1177/0047287509346859>
- Hosany, S., Ekinici, Y., & Uysal, M. (2007) Destination image and destination personality. *International Journal of Culture, Tourism and Hospitality Research*, 1(1), 62–81. <https://doi.org/10.1108/17506180710729619>
- Hosany, S., Prayag, G., Van Der Veen, R., Huang, S. S., & Deesilatham, S. (2017). Mediating Effects of Place Attachment and Satisfaction on the Relationship between Tourists' Emotions and Intention to Recommend. *Journal of Travel Research*, 56(8), 1079–1093. <https://doi.org/10.1177/0047287516678088>
- Hsu, M.-H., Yen, C.-H., Chiu, C.-M., & Chang, C.-M. (2006). A longitudinal investigation of continued online shopping behavior: An extension of the theory of planned behavior. *International Journal of Human-Computer Studies*, 64(9), 889–904. <https://doi.org/10.1016/j.ijhcs.2006.04.004>
- Huete Alcocer, N., & López Ruiz, V. R. (2020). The role of destination image in tourist satisfaction: the case of a heritage site. *Economic Research-Ekonomiska Istraživanja*, 33(1), 2444–2461. <https://doi.org/10.1080/1331677X.2019.1654399>
- Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28(4), 965–975. <https://doi.org/10.1016/j.tourman.2006.08.008>
- Isaac, O., Aldholay, A., Abdullah, Z., & Ramayah, T. (2019). Online learning usage within Yemeni higher education: The role of compatibility and task-technology fit as mediating variables in the IS success model. *Computers & Education*, 136, 113–129. <https://doi.org/10.1016/j.compedu.2019.02.012>
- Jimber del Río, J. A., Orgaz Agüera, F., Moral Cuadra, S., & Cañero Morales, P. (2017). Satisfaction in border tourism: An analysis with structural equations. *European Research on Management and Business Economics*, 23(2), 103–112. <https://doi.org/10.1016/j.iedeen.2017.02.001>

- Jin, H., Moscardo, G., & Murphy, L. (2017). Making sense of tourist shopping research: A critical review. *Tourism Management*, 62, 120–134. <https://doi.org/10.1016/j.tourman.2017.03.027>
- Kim, S. H., Kim, J. H., & Lee, W. J. (2018). Exploring the impact of product service quality on buyer commitment and loyalty in B TO B relationships. *Journal of Business-to-Business Marketing*, 25(2), 91–117. <https://doi.org/10.1080/1051712X.2018.1454628>
- King, C., Chen, N., & Funk, D. C. (2015). Exploring destination image decay: a study of sport tourists' destination image change after event participation. *Journal of Hospitality & Tourism Research*, 39(1), 3–31. <https://doi.org/10.1177/1096348012461547>
- Kock, F., Josiassen, A., & Assaf, A. G. (2016). Advancing destination image: The destination content model. *Annals of Tourism Research*, 61, 28–44. <https://doi.org/10.1016/j.annals.2016.07.003>
- Koncul, N. (2012). Wellness: A New Mode of tourism. *Economic Research-Ekonomiska Istraživanja*, 25(2), 525–534. <https://doi.org/10.1080/1331677X.2012.11517521>
- Koskinen, V., & Wilska, T.-A. (2019). Identifying and understanding spa tourists' wellness attitudes. *Scandinavian Journal of Hospitality and Tourism*, 19(3), 259–277. <https://doi.org/10.1080/15022250.2018.1467276>
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for hospitality and tourism* (7th ed.). Pearson Education, Inc.
- Kucukusta, D., & Guillet, B. D. (2014). Measuring spa-goers' preferences: A conjoint analysis approach. *International Journal of Hospitality Management*, 41, 115–124. <https://doi.org/10.1016/j.ijhm.2014.05.008>
- Lacap, J. P. G. (2020). The Interrelationships of Economic Experiential Value, Emotions, Satisfaction, Loyalty, and Intention to Recommend: Evidence From Attendees of Angeles City's Sisig Fiesta. *Asia-Pacific Social Science Review*, 20(1), 78–90. <http://apssr.com/volume-20-no-1/the-interrelationships-of-economic-experiential-value-emotions-satisfaction-loyalty-and-intention-to-recommend-evidence-from-attendees-of-angeles-citys-sisig-fiesta/>
- Lai, Y.-H. R., Chu, J.-Y., & Petrick, J. F. (2016). Examining the relationships between perceived value, service quality, satisfaction, and willingness to revisit a theme

- park. *Travel and Tourism Research Association: Advancing Tourism Research Globally*, 52.
<https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1677&context=ttra>
- Lee, H. C., Pan, H. L., & Chung, C. C. (2019). The study of destination image, service quality, satisfaction and behavioral intention – an example of Dapeng Bay National Scenic Area. *International Journal of Organizational Innovation*, 11(3), 25–36. <https://www.ijoi-online.org/attachments/article/117/0882%20Final.pdf>
- Lehto, X. Y., Brown, S., Chen, Y., & Morrison, A. M. (2006). Yoga Tourism as a Niche Within the Wellness Tourism Market. *Tourism Recreation Research*, 31(1), 25–35. <https://doi.org/10.1080/02508281.2006.11081244>
- Leung, X. Y., & Baloglu, S. (2015). Hotel Facebook marketing: An integrated model. *Worldwide Hospitality and Tourism Themes*, 7(3), 266–282. <https://doi.org/10.1108/WHATT-03-2015-0011>
- Lim, Y.-J., Kim, H.-K., & Lee, T. J. (2016). Visitor Motivational Factors and Level of Satisfaction in Wellness Tourism: Comparison Between First-Time Visitors and Repeat Visitors. *Asia Pacific Journal of Tourism Research*, 21(2), 137–156. <https://doi.org/10.1080/10941665.2015.1029952>
- Lin, Y. H., & Lee, T. H. (2020). How do recreation experiences affect visitors' environmentally responsible behavior? Evidence from recreationists visiting ancient trails in Taiwan. *Journal of Sustainable Tourism*, 28(5), 705–726. <https://doi.org/10.1080/09669582.2019.1701679>
- Litvin, S. W., & Kar, G. H. (2004). Individualism / collectivism as a moderating factor to the self-image congruity concept. *Journal of Vacation Marketing*, 10(1), 23–32. <https://doi.org/10.1177/135676670301000103>
- Lo, M.-C., Chin, C.-H., & Law, F.-Y. (2019). Tourists' perspectives on hard and soft services toward rural tourism destination competitiveness: Community support as a moderator. *Tourism and Hospitality Research*, 19(2), 139–157. <https://doi.org/10.1177/1467358417715677>
- Loi, L. T. I., So, A. S. I., Lo, I. S., & Fong, L. H. N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, 32, 115–123. <https://doi.org/10.1016/j.jhtm.2017.06.002>

- Ma, J., Scott, N., Gao, J., & Ding, P. (2017). Delighted or Satisfied? Positive Emotional Responses Derived from Theme Park Experiences. *Journal of Travel & Tourism Marketing*, 34(1), 1–19. <https://doi.org/10.1080/10548408.2015.1125824>
- Manosuthi, N., Lee, J.-S., & Han, H. (2020). Predicting the revisit intention of volunteer tourists using the merged model between the theory of planned behavior and norm activation model. *Journal of Travel & Tourism Marketing*, 37(4), 510–532. <https://doi.org/10.1080/10548408.2020.1784364>
- McKercher, B., & Tse, T. S. (2012). Is Intention to Return a Valid Proxy for Actual Repeat Visitation? *Journal of Travel Research*, 51(6), 671–686. <https://doi.org/10.1177/0047287512451140>
- Meng, B., & Cui, M. (2020). The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behavior. *Tourism Management Perspectives*, 33, Article 100581. <https://doi.org/10.1016/j.tmp.2019.100581>
- Moon, H., Yoon, H. J., & Han, H. (2017). The effect of airport atmospherics on satisfaction and behavioral intentions: testing the moderating role of perceived safety. *Journal of Travel & Tourism Marketing*, 34(6), 749–763. <https://doi.org/10.1080/10548408.2016.1223779>
- Murtiasih, S., Sucherly, & Siringoringo, H. (2013). How Word of Mouth Influence Brand Equity for Automotive Products in Indonesia. *Procedia – Social and Behavioral Sciences*, 81, 40–44. <https://doi.org/10.1016/j.sbspro.2013.06.384>
- Nieto-García, M., Muñoz-Gallego, P. A., & González-Benito, Ó. (2017). Tourists' willingness to pay for an accommodation: The effect of eWOM and internal reference price. *International Journal of Hospitality Management*, 62, 67–77. <https://doi.org/10.1016/j.ijhm.2016.12.006>
- O'brien, R. M. (2007). A caution regarding rules of thumb for variance inflation factors. *Quality and Quantity*, 41(5), 673–690. <https://doi.org/10.1007/s11135-006-9018-6>
- O'Neill, M. A., Riscinto-Kozub, K. A., & van Hyfte, M. (2010). Defining visitor satisfaction in the context of camping oriented nature-based tourism – the driving force of quality! *Journal of Vacation Marketing*, 16(2), 141–156. <https://doi.org/10.1177/1356766710364541>

- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-Hill.
- Olya, H. G. T., Lee, C.-K., Lee, Y.-K., & Reisinger, Y. (2019). What are the triggers of Asian visitor satisfaction and loyalty in the Korean heritage site? *Journal of Retailing and Consumer Services*, 47, 195–205. <https://doi.org/10.1016/j.jretconser.2018.11.002>
- Ong, B. S., & Horbunluekit, S. (1997). The impact of a Thai cultural show on Thailand's destination image. *American Business Review*, 15(2), 97–103.
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing & Management*, 27(7), 755–774. <https://doi.org/10.1080/19368623.2018.1445055>
- Pandey, A., & Sahu, R. (2020). Modeling the relationship between service quality, destination attachment and eWOM intention in heritage tourism. *International Journal of Tourism Cities*, 6(4), 769–784. <https://doi.org/10.1108/IJTC-08-2019-0125>
- Papadimitriou, D., Apostolopoulou, A., & Kaplanidou, K. (Kiki). (2015). Destination Personality, Affective Image, and Behavioral Intentions in Domestic Urban Tourism. *Journal of Travel Research*, 54(3), 302–315. <https://doi.org/10.1177/0047287513516389>
- Papadimitriou, D., Kaplanidou, K. (Kiki), & Apostolopoulou, A. (2018). Destination Image Components and Word-of-Mouth Intentions in Urban Tourism: A Multigroup Approach. *Journal of Hospitality & Tourism Research*, 42(4), 503–527. <https://doi.org/10.1177/1096348015584443>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988) 'SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perception of Service Quality. *Journal of Retailing*, 64(1), 12–40.
- Park, S. H., Hsieh, C.-M., & Miller, J. C. (2019). Perceived quality and value in resort hotel customers: examining the length of stay as a moderator. *International Journal of Tourism Sciences*, 19(2), 65–79. <https://doi.org/10.1080/15980634.2019.1621515>
- Pereira, V., Gupta, J. J., & Hussain, S. (2019). Impact of Travel Motivation on Tourist's Attitude Toward Destination: Evidence of Mediating Effect of Destination Image.

- Journal of Hospitality & Tourism Research*. Advance online publication. <https://doi.org/10.1177/1096348019887528>
- Perić, G., Gašić, M., Stojiljković, M., & Nešić, I. (2018). The impact of employee satisfaction on the tourist satisfaction with the services of spa tourism. *Ekonomika poljoprivrede*, 65(2), 617–632. <https://doi.org/10.5937/ekoPolj1802617P>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies. *Journal of Applied Psychology*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Prayag, G., & Ryan, C. (2012). Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction. *Journal of Travel Research*, 51(3), 342–356. <https://doi.org/10.1177/0047287511410321>
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 56(1), 41–54. <https://doi.org/10.1177/0047287515620567>
- Preko, A., Doe, F., & Dadzie, S. A. (2019). The future of youth tourism in Ghana: motives, satisfaction and behavioural intentions. *Journal of Tourism Futures*, 5(1), 5–21. <https://doi.org/10.1108/JTF-12-2016-0059>
- Qiu, H., Hsu, C., Li, M., & Shu, B. (2018). Self-drive tourism attributes: influences on satisfaction and behavioural intention. *Asia Pacific Journal of Tourism Research*, 23(4), 395–407. <https://doi.org/10.1080/10941665.2018.1445117>
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465–476. <https://doi.org/10.1016/j.tourman.2010.03.014>
- Quintela, J., & Correira, A. (2014). Influence of Service Quality and Satisfaction in Future Behavioral Intentions among Health and Wellness Users. *Global Advanced Research Journal of Management and Business Studies*, 3(10), 457–464. <http://garj.org/garjmbs/10/2014/3/10/influence-of-service-quality-and-satisfaction-in-future-behavioral-intentions-among-health-and-wellness-users>

- Ramukumba, T. (2018). Tourists revisit intentions based on purpose of visit and preference of the destination. A case study of Tsitsikamma National Park. *African Journal of Hospitality, Tourism and Leisure*, 7(1), 1–10. https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_12_vol_7__1__2018.pdf
- Rodríguez, M., Nassanbekova, S., Pérez, L. M., & Uruzbayeva, N. (2020). The impact of information quality in DMOs' Facebook pages on the formation of destination image in the Silk Road: the case of Almaty, Kazakhstan. *Current Issues in Tourism*, 23(13), 1587–1592. <https://doi.org/10.1080/13683500.2019.1646225>
- Roque, R. L., & Felicen, S. S. (2017). Importance of Wellness to the Tourists visiting Batangas Province. *Asia Pacific Journal of Multidisciplinary Research*, 5(2), 171–185. <http://www.apjmr.com/wp-content/uploads/2017/05/APJMR-2017.5.2.20.pdf>
- Russel, J. A. (1980). A Circumplex Model of Affect. *Journal of Personality and Social Psychology*, 39(6), 1161–1178. <https://psycnet.apa.org/doi/10.1037/h0077714>
- Rutelione, A., Hopenienė, R., & Žalimienė, K. (2018). Linking Destination Brand Personality, Self-congruity and Tourist Behaviour: A Local Spa resort case study. *Journal of Local Self-Government*, 16(2), 293–310. [https://doi.org/10.4335/16.2.293-310\(2018\)](https://doi.org/10.4335/16.2.293-310(2018))
- Saleh, F., & Ryan, C. (1991). Analysing service quality in the hospitality industry using the SERVQUAL model. *The Service Industries Journal*, 11(3), 324–345. <https://doi.org/10.1080/02642069100000049>
- San Martín, H., Herrero, A., & García de los Salmones, M. M. (2019). An integrative model of destination brand equity and tourist satisfaction *Current Issues in Tourism*. 22(16), 1992–2013. <https://doi.org/10.1080/13683500.2018.1428286>
- Sandrio, L., Hidayatullah, S., Supriadi, B., & Patalo, R. G. (2020). Effect Of Tourism Satisfaction As A Mediator Variable Of Images Of Destination And Facilities To Loyalties On Millenial Generation To Visit Bromo Tengger Semeru. *International Journal of Scientific & Technology Research*, 9(5), 183–187.
- Sangpikul, A. (2019). The analysis of customers' e-complaints and service quality at spa services in Thailand. *E-Review of Tourism Research*, 16(6), 519–545. <https://journals.tdl.org/ertr/index.php/ertr/article/view/433/126>

- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In C. Homburg, M. Klarmann & A. Vomberg (Eds.), *Handbook of Market Research* (pp. 1–40). Springer. https://doi.org/10.1007/978-3-319-05542-8_15-1
- See, G.-T., & Goh, Y.-N. (2019). Tourists' intention to visit heritage hotels at George Town World Heritage Site. *Journal of Heritage Tourism*, *14*(1), 33–48. <https://doi.org/10.1080/1743873X.2018.1458853>
- Seetanah, B., Teeroovengadum, V., & Nunkoo, R. (2020). Destination Satisfaction and Revisit Intention of Tourists: Does the Quality of Airport Services Matter? *Journal of Hospitality and Tourism Research*, *44*(1), 134–148. <https://doi.org/10.1177/1096348018798446>
- Sharma, P., & Nayak, J. K. (2018). Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism. *Tourism Management Perspectives*, *28*, 41–52. <https://doi.org/10.1016/j.tmp.2018.07.004>
- Shavanddasht, M., & Allan, M. (2019). First-time versus repeat tourists: level of satisfaction, emotional involvement, and loyalty at hot spring. *Anatolia*, *30*(1), 61–74. <https://doi.org/10.1080/13032917.2018.1498363>
- Snoj, B., & Mumel, D. (2002). The measurement of perceived differences in service quality – The case of health spas in Slovenia. *Journal of Vacation Marketing*, *8*(4), 362–379. <https://doi.org/10.1177/135676670200800407>
- Soliman, M. (2019). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. *International Journal of Hospitality & Tourism Administration*. Advance online publication. <https://doi.org/10.1080/15256480.2019.1692755>
- Souiden, N., Amara, N., & Chaouali, W. (2020). Optimal image mix cues and their impacts on consumers' purchase intention. *Journal of Retailing and Consumer Services*, *54*, Article 102011. <https://doi.org/10.1016/j.jretconser.2019.102011>
- Steel, G. (2012). Local encounters with globetrotters: tourism's potential for street vendors in Cusco, Peru. *Annals of Tourism Research*, *39*(2), 601–619. <https://doi.org/10.1016/j.annals.2011.08.002>

- Stylidis, D. (2020). Residents' destination image: a perspective article. *Tourism Review*, 75(1), 228–231. <https://doi.org/10.1108/TR-05-2019-0191>
- Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism Management*, 58, 184–195. <https://doi.org/10.1016/j.tourman.2016.10.014>
- Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53, 40–60. <https://doi.org/10.1016/j.tourman.2015.09.006>
- Szromek, A. R., & Naramski, M. (2019). A Business Model in Spa Tourism Enterprises: Case Study from Poland. *Sustainability*, 11(10), Article 2880. <https://doi.org/10.3390/su11102880>
- Tasci, A. D. A., Gartner, W. C., Tamer Cavusgil, S. (2007). Conceptualization and operationalization of destination image. *Journal of Hospitality & Tourism Research*, 31(2), 194–223. <https://doi.org/10.1177/1096348006297290>
- Thampan, A., Sinha, K., Gurjar, B. R., & Rajasekar, E. (2020). Functional efficiency in airport terminals: A review on Overall and Stratified Service Quality. *Journal of Air Transport Management*, 87, Article 101837. <https://doi.org/10.1016/j.jairtraman.2020.101837>
- Tian, M. A., & Yanjun, X. I. E. (2019). The Study of Emotion in Tourist Experience: Current Research Progress. *Tourism and Hospitality Prospects*, 3(2), 82–101. <https://lydk.bisu.edu.cn/EN/10.12054/lydk.bisu.92>
- Tilaki, M. J. M., Marzbali, M. H., Abdullah, A., & Bahauddin, A. (2016). Examining the Influence of International Tourists' Destination Image and Satisfaction on Their Behavioral Intention in Penang, Malaysia. *Journal of Quality Assurance in Hospitality & Tourism*, 17(4), 425–452. <https://doi.org/10.1080/1528008X.2015.1096756>
- Tsai, C.-T. (2016). Memorable Tourist Experiences and Place Attachment When Consuming Local Food. *International Journal of Tourism Research*, 18(6), 536–548. <https://doi.org/10.1002/jtr.2070>

- Tuzunkan, D. (2018). Wellness tourism: What motivates tourists to participate? *International Journal of Applied Engineering Research*, 13(1), 651–661. https://www.ripublication.com/ijaer18/ijaerv13n1_88.pdf
- Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141–1158. <https://doi.org/10.1016/j.annals.2006.06.003>
- Wang, K.-Y., Kasim, A., & Yu, J. (2020). Religious festival marketing: Distinguishing between devout believers and tourists. *Religions*, 11(8), Article 413. <https://doi.org/10.3390/rel11080413>
- Wei, W., Lu, Y., Miao, L., Cai, L. A., & Wang, C. (2017). Customer-customer interactions (CCIs) at conferences: An identity approach. *Tourism Management*, 59, 154–170. <https://doi.org/10.1016/j.tourman.2016.08.002>
- Westbrook, R. A., & Oliver, R. L. (1981). Developing Better Measures of Consumer Satisfaction: Some Preliminary Results. In K. B. Monroe (Ed.), *Advances in Consumer Research* (vol. 8, pp. 94–99). Ann Arbor.
- Wong, I. A., Law, R., & Zhao, X. R. (2018). Time-Variant Pleasure Travel Motivations and Behaviors. *Journal of Travel Research*, 57(4), 437–452. <https://doi.org/10.1177/0047287517705226>
- Yusof, N., Rosnan, H., & Zamzuri, N. H. (2019). Internationalisation Process of Medical Tourism Industry in Malaysia , A Sequential Approach. *Revista Publicando*, 6(19), 448–462.
- Yzer, M. (2017). Theory of Reasoned Action and Theory of Planned Behavior. *The International Encyclopedia of Media Effects*. <https://doi.org/10.1002/9781118783764.wbieme0075>
- Žabkar, V., Brenčič, M. M., & Dimitrović, T. (2010). Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism Management*, 31(4), 537–546. <https://doi.org/10.1016/j.tourman.2009.06.005>

Appendix 1. Questionnaire

QUESTIONNAIRE

I am a student at University of Tartu, I need your observations and true opinion by filling this questionnaire. The goal of the thesis is to analyze the relationship between the quality of wellness spa services on the destination satisfaction, destination image and present recommendations intentions as well as revisit intentions. There is no moralities or incorrect answers to questions offered. I am only fascinated to your true and genuine point of view. It is surety that the information given by you will be kept confidential and will be only used for academic purpose. Thank you in anticipation.

1	Gender	Male		Female	
2	How frequent do you visit wellness spa in a year?	Up to 4 times	6 times	8 time	More than 8 times
3	Age	20 & below	21 to 30	31 to 40	41 & above
4	Your recent experience at which Wellness Spa in Estonia?				
5	How long have you been visiting this spa?	1 year or less	2 years	3 years	4 years or above

No.	Measurement	Stongly disagree				Strongly agree
	Service Quality Wellness & Spa	1	2	3	4	5
1	You can trust staff of spa & wellness.					
2	Staff of spa & wellness are polite.					
3	Staff of spa & wellness are well dressed and appear neat.					
4	Staff of spa & wellness are knowledgeable.					
5	Staff of spa & wellness give you a personal attention.					
6	Services performed at the time it promised.					
7	Service hours of spa & wellness are convenient.					
8	Safety precautions in spa & wellness are adequate.					
9	Service shall be in accordance with hygiene requirements.					
10	Quality of spa & wellness equipment is good.					
11	Equipment of spa & wellness is up to date.					
12	Size of the area is adequate.					

13	Equipment of spa & wellness is clean and well maintained.					
	Destination Satisfaction					
14	I am sure it was the right thing to be a tourist in Estonia.					
15	Using wellness & spa services have been a good experience.					
16	I feel good about my decision to visit this wellness & spa center.					
17	I have truly enjoyed in this wellness & spa center.					
18	I am satisfied with my decision to visit this wellness & spa center.					
	Destination Image					
19	Distressing/relaxing					
20	Gloomy/exciting					
21	Sleepy/arousing					
22	Unpleasant/pleasant					
23	Dirty/clean					
24	Easily accessible/isolated					
25	Friendly/cold					
26	Harmonious/hostile					
27	Innocent/sinful					
28	Interesting/boring					
29	Lively/stagnant					
30	Natural/artificial					
31	Overcrowded/sparse					
32	Pretty/ugly					
33	Quiet/noisy					
34	Sophisticated/simple					
35	Old/new					
36	Underdeveloped/overdeveloped					
37	Upmarket/poor					
38	Safe/unsafe					
39	Very touristy/not at all touristy					
	Intention to Revisit Wellness & Spa					
40	If given the opportunity, I intend to continue visiting this wellness & spa center.					
41	I consider this wellness & spa as my first choice compared to another wellness & spa.					
	Intention to recommend wellness & Spa					
42	I will recommend my friends/ family to visit this hotel and spa centers.					
43	I would tell other people positive things about this wellness and spa center.					

Appendix 2. List of Wellness and spa

No.	List of wellness and spa covering sample	No. of respondents	%
1	Hilton Tallinn park	48	14.4%
2	Kalev spa hotel and water park	6	1.8%
3	Estonia resort hotel & spa	41	12.3%
4	Väraska spa	1	0.3%
5	Viiking Spa	3	0.9%
6	Meresuu spa & Hotel	26	7.8%
7	Hedon spa & hotel	46	13.8%
8	Wasa Resort	28	8.4%
9	Tallinn viimsi Spa	16	4.8%
10	Swissotel Tallinn	32	9.6%
11	Spa Tervise paradiis	25	7.5%
12	Aqva hotel & spa	9	2.7%
13	Mustamäe spa	2	0.6%
14	Tervis medical spa	1	0.3%
15	Tervis ravispaa hotell	1	0.3%
16	Meresuu spa and hotel	1	0.3%
17	Elamus Spa Tallinn	5	1.5%
18	Bali Wellness spa	4	1.2%
19	Meritton Wellness Spa	5	1.5%
20	Thai orchid spa	3	0.9%
21	Toila spa	1	0.3%
22	Noorus spa	3	0.9%
23	Vihula	1	0.3%
24	V spa	6	1.8%
25	Tallink otel	1	0.3%
26	Rüütli Spa Hotel	1	0.3%
27	Thai lotus spa	3	0.9%
28	Tallink spa and conference hotel	3	0.9%
29	Georg Otsa spa	2	0.6%
30	Metropol spa hotel	1	0.3%
31	Pirita marina hotel and spa	1	0.3%
32	Lavendel spa hotel	1	0.3%
33	Fra mare thalasso spa	1	0.3%
34	Tallinnk conference hotel and spa	1	0.3%
35	Pirita Marina hotel and spa	3	0.9%
36	Wagenküll	1	0.3%
37	Estonia medical spa	1	0.3%
	Total	334	100%

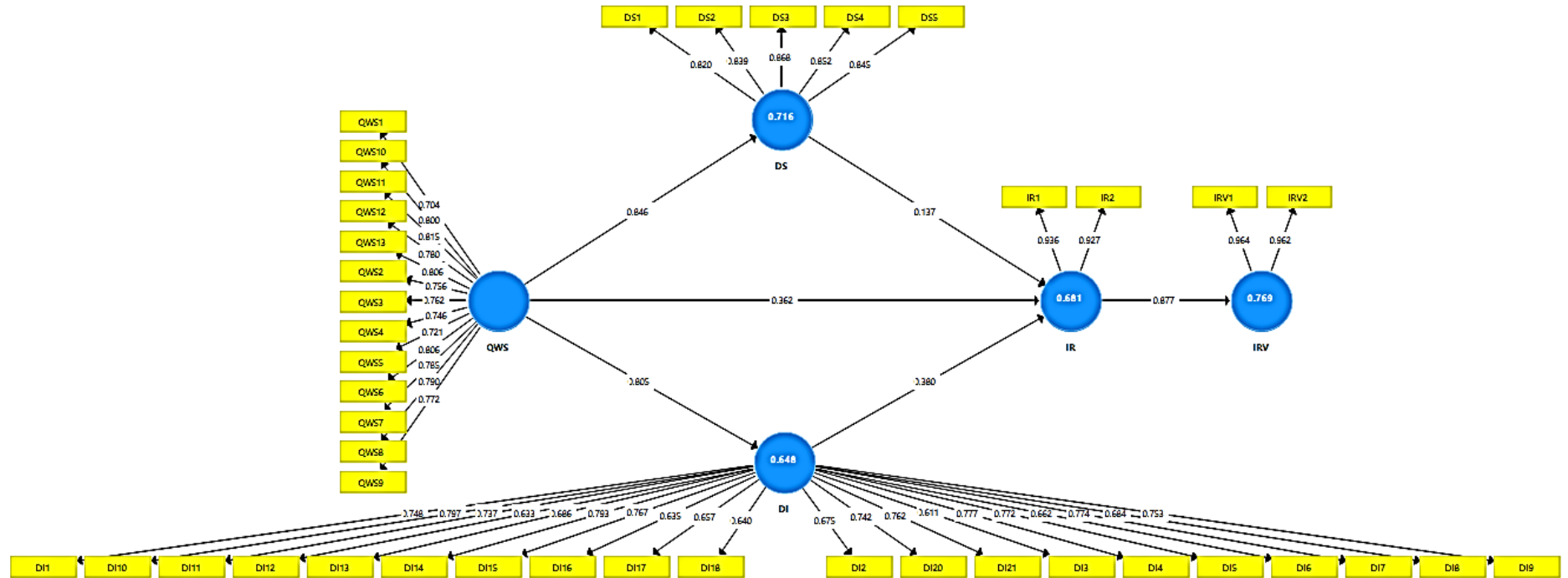
Appendix 3. Measurement Model Assessment

Constructs	Code	FD	Cronbach α	CR	AVE
<i>Service Quality Wellness & Spa</i>			0.9437	0.9507	0.5978
	QWS1	0.704			
	QWS10	0.800			
	QWS11	0.815			
	QWS12	0.780			
	QWS13	0.805			
	QWS2	0.755			
	QWS3	0.761			
	QWS4	0.745			
	QWS5	0.721			
	QWS6	0.805			
	QWS7	0.784			
	QWS8	0.790			
	QWS9	0.771			
<i>Destination Satisfaction</i>			0.8998	0.9259	0.7142
	DS1	0.820			
	DS2	0.839			
	DS3	0.868			
	DS4	0.852			
	DS5	0.844			
<i>Destination Image</i>			0.9498	0.9547	0.515
	DI10	0.797			
	DI14	0.792			
	DI4	0.776			
	DI7	0.773			
	DI5	0.771			
	DI15	0.766			
	DI21	0.761			
	DI9	0.752			
	DI1	0.748			
	DI20	0.742			
	DI11	0.736			
	DI13	0.685			
	DI8	0.683			
	DI2	0.674			
	DI6	0.662			
	DI17	0.657			
	DI18	0.640			
	DI16	0.634			
	DI12	0.633			
	DI3	0.611			
	DI19	0.448	Deleted		

Constructs	Code	FD	Cronbach α	CR	AVE
<i>Intention to Recommend Wellness & Spa</i>			0.9207	0.9619	0.9265
	IR1	0.936			
	IR2	0.926			
<i>Intention to Revisit Wellness & Spa</i>			0.8477	0.9292	0.8677
	IRV1	0.963			
	IRV2	0.961			

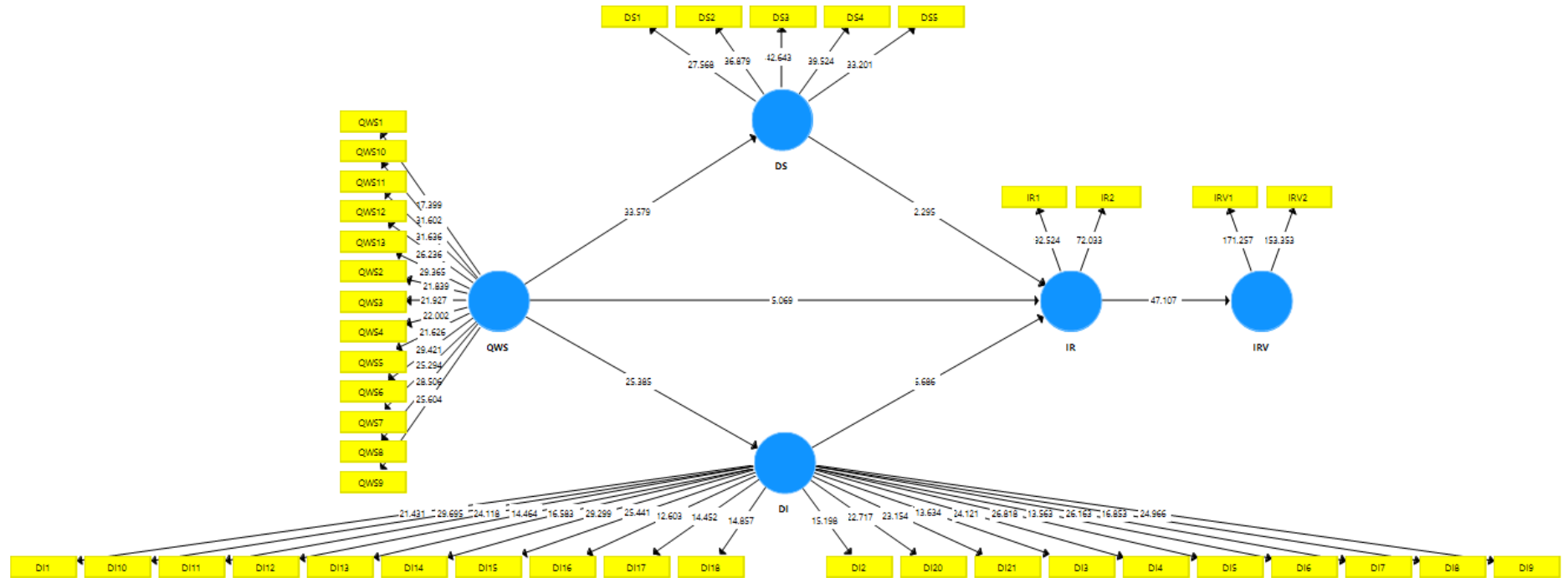
Note: FD=Factor Loadings, CR=Construct Reliability, AVE=Average Variance Extracted, and α =Cronbach Alpha.

Appendix 4. Smart-PLS Algorithm for Measurement Model Assessment



Note: QWS = quality of wellness and spa, DS = destination satisfaction, DI = destination image, IR = intention to recommend wellness and spa, IRV = intention to revisit wellness and spa

Appendix 5. Smart-PLS Bootstrapping for Structural Model Assessment



Note: QWS = quality of wellness and spa, DS = destination satisfaction, DI = destination image, IR = intention to recommend wellness and spa, IRV = intention to revisit wellness and spa

Appendix 6. Direct and indirect path analysis

Hypothesis	Relationship	β	Sample Mean (M)	T Statistics	P Values	Relationship	VIF	Q2
H1	QWS \rightarrow DI	0.805	0.804	25.385	0.000	Supported	2.226	0.327
H2	QWS \rightarrow DS	0.846	0.845	33.579	0.000	Supported	2.379	0.504
H3	QWS \rightarrow IR	0.362	0.362	5.069	0.000	Supported	2.927	0.577
H4	DI \rightarrow IR	0.380	0.383	6.686	0.000	Supported	2.927	
H5	DS \rightarrow IR	0.138	0.134	2.295	0.010	Supported	2.927	
H6	IR \rightarrow IRV	0.877	0.876	47.107	0.000	Supported	3.674	0.707
H7	QWS \rightarrow DI \rightarrow IR	0.306	0.308	6.302	0.000	Supported		
H8	QWS \rightarrow DS \rightarrow IR	0.116	0.113	2.278	0.011	Supported		

Note: QWS = quality of wellness and spa, DS = destination satisfaction, DI = destination image, IR = intention to recommend wellness and spa, IRV = intention to revisit wellness and spa

RESÜMEE

HEAOLU- JA SPAATEENUSE KVALITEEDI MÕJU KAVATSUSELE SOOVITADA JA TAASKÜLASTADA: SIHTKOHA KUVAND JA RAHULOLU KUI VAHENDAJAD

Muhammad Fahid

Turismitööstuses on heaolu ja spaateenuste külastuste trend tõusuteel. Heaolu- ja spaateenuste kvaliteet võib aidata spaaorganisatsioonidel laiendada oma külastajate kaasatust. Huvitaval kombel on klientide psühholoogilised ja kognitiivsed aspektid üliolulised nende heaolu- ja spaa-sihtkoha uuesti külastamise ja soovitamise osas. Olemasoleva kirjandusega on probleeme: see ei keskendu heaolu- ja spaateenuste kvaliteedile ning pikaajalistele taaskülastuskavatsustele ja soovile soovitada, võttes samas mudelis arvesse ka sihtkoha kuvandit ja rahulolu. Autor leiab, et osutatud lünka teadmistes saab täita käesoleva uuringu läbiviimisega spaakülastajate seas. Lisaks on lõputöö eesmärk analüüsida heaolu-spaateenuste kvaliteedi suhet sihtkoha-rahulolu, sihtkoha kuvandi ja soovitamissoovi suhtes ning käsitleda ka spaakülastajate kavatsusi sellise arenenud riigi näitel nagu Eesti. Saadud tulemuste alusel tehakse ettepanekuid spaa turundusspetsialistidele.

Uuring käsitleb teenusekvaliteedi valdkonda ja selle mõju külastajate kavatsustele uuesti naasta sihtkohta ning seda soovitada. Varasem kirjandus pakub käesolevas küsimuses tugevat tuge. Viimastel aastatel on heaolu ja spaateenuste kvaliteeti käsitletud mitmes uuringus, kuid senised empiirilised materjalid on olnud piiratud. Lisaks vajavad rohkem uurimist rahulolu ja sihtkoha kuvandi seosed just Eesti puhul. Samamoodi on sihtkoha kuvandil nii otsene kui kaudne mõju külastajate kavatsustele seda soovitada. Nii võib täheldada teadmiste puudujääki uurimustes, mis vaatleksid põhjuslikku seost heaolu- ja spaateenuse kvaliteedi ning sihtkoha kuvandi, sihtkoha-rahulolu ning naasmise ja soovitamise kavatsuste vahel.

Uuring viidi läbi kvantitatiivsena, et uurida seost seotud muutujate vahel empiirilisel. Lisaks kasutab uuring läbilõikelise ise täidetava küsitluse käigus kogutud materjale. Läbilõikeline uuring viidi läbi Eesti heaolu- ja spaateenuste külastajate seas ning andmeid koguti Google'i vormide abil sotsiaalmeedia platvormide kaudu nagu Facebook, WhatsApp ja Instagram. Veebipõhine andmekogumine hõlmas külastajate isiklike hinnangute jäädvustamist heaolu- ja spaateenuse kvaliteedi, soovitamismisoleku ja naasmisplaanide osas. Uuringus kasutatakse seoste hindamiseks osalise väikseima ruudu järjestikuse võrrandi modelleerimise analüüsi tehnikat. Andmed on kogutud struktureeritud veebiküsimustiku abil ja Google'i vormide kujul. Uuringus on rakendatud mugavusvalimit.

Uuringust võib teha üldise järelduse, et heaolu- ja spaateenuste kvaliteedil on positiivne mõju külastaja valmisolekule soovitada, ning seda seost mõjutab nii sihtkoha kuvand kui rahulolu sihtkohaga. Üldiselt aitavad kõik need konstruktsioonid ennustada kindlalt taaskülastamise kavatsust Eesti heaolu- ja spaatööstuse tingimustes. Nii saavad juhid ja poliitikakujundajad suurendada healuteenuste- ja spaakülastusi, investeerides keskustesse ja spaadesse ning parandades nende kvaliteeti.

Järelkult võib analüüsi tulemustele tuginedes soovitada, et organisatsioon võiks parandada külastajate sihtkoha-kuvandit ja -rahulolu, pakkudes neile paremat teenuskvaliteeti ning paremat heaolu- ja spaakvaliteeti. Sihtkoha rahulolu ja kuvand on vahend ennustamiseks, kas külastaja kavatseb teenuseid tulevikus taas kasutada ning neid soovitada. Nii saavad heaolu- ja spaateenused, turundajad ja turismitööstus abi uuringutulemustest, mis näitavad, kuidas organisatsioonid saavad oma mainet edendada ja turistide rahulolu tõsta, osutades suurepäraseid teenuseid, mis meelitavad külastajaid tulevikus tagasi heaolu- ja spaateenuseid kasutama.

Kokkuvõtteks võib öelda, et heaoluspaa kvaliteedi kontseptsioon on kriitiline juhtimisküsimus, seega pakub praegune uuring teistsugust ja uuendusmeelset vaadet, katsetades ainulaadset muutujate kombinatsiooni, mis on siiani olnud käitumiskavatsuste muutmise eesmärgiga ühtses mudelis tõestamata. Uuring pakub ettepanekuid heaolu- ja spaatööstuse poliitikakujundajatele, keskendudes teenuse kvaliteedile. Organisatsioonid peaksid reklaamima oma heaolu- ja spaateenuseid korraliku reklaami kaudu, mis

meelitaks rahvusvahelisi ja siseturiste keskusi külastama. Uuring on keskendunud heaolule- ja spaateenustele Eestis ning tulemused on kasulikud just esmakordsete turistide ja rahvusvahelistele külastajate vaatenurgast. Uurimus meelitab rahvusvahelisi turismi-investoreid investeerima Eesti tervise-ettevõtlusse, osutades, et pakkudes kõrget teeninduskvaliteeti ja rahuldades külastajaid, saab laiendada oma äri ja teenida kasumit. Üldiselt: kui külastajad mõistavad ja tunnevad sihtkoha kuvandit ning heaolu- ja spaateenuste kvaliteet on kõrge, on tõenäolisem, et nad naasevad ning soovivad teenuseid ka teistele. Heaolu- ja spaateenuste kvaliteet on ülitähtis teema, kuna külastajad kogevad seda vahetult, seega peavad nad puutuma kokku tervisliku ja puhta keskkonnaga, et olla edaspidi nad rahulolevamad ja lojaalsemad kliendid.

Non-exclusive licence to reproduce thesis and make the thesis public

I, Muhammad Fahid,

1. herewith grant the University of Tartu a free permit (non-exclusive licence) to: reproduce, for the purpose of preservation, including for addition to the DSpace digital archives until expiry of the term of copyright, *The impact of wellness spa service quality on intention to recommend and revisit: destination image and satisfaction as mediators*, supervised by Monika Kumm,
2. I grant the University of Tartu a permit to make the work specified in p. 1 available to the public via the web environment of the University of Tartu, including via the DSpace digital archives, under the Creative Commons licence CC BY NC ND 3.0, which allows, by giving appropriate credit to the author, to reproduce, distribute the work and communicate it to the public, and prohibits the creation of derivative works and any commercial use of the work until the expiry of the term of copyright.
3. I am aware of the fact that the author retains these rights specified in p. 1 and 2.
4. I certify that granting the non-exclusive licence does not infringe other persons' intellectual property rights or rights arising from the personal data protection legislation.

Muhammad Fahid

19/05/2021