

DETERMINANTS OF TOURISTS' REVISIT BEHAVIOR: A CASE STUDY OF FANTAWILD THEME PARKS IN CHINA

Jing Zhao

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Doctor of Philosophy
Program in Management
Rattanakosin International College of Creative Entrepreneurship
Rajamangala University of Technology Rattanakosin
Academic Year 2026
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2026



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Title of Thesis Determinants of Tourists' Revisit Intention: A Case Study of Fantawild Theme Parks in China

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ABSTRACT

The objectives of this study were (1) to examine the effects of marketing activities, fond travel memories, intellectual property (IP) appeal, and storytelling on tourists' emotional resonance and satisfaction in Fantawild theme parks, (2) to evaluate the influence of marketing activities, storytelling, emotional resonance, and satisfaction on tourists' revisit intention in the context of Fantawild theme parks, (3) to test the mediating roles of emotional resonance and satisfaction in the relationship between marketing activities, fond travel memories, IP appeal, storytelling, and revisit intention, and (4) to assess the moderating effect of transportation ease on the relationship between satisfaction and revisit intention to Fantawild theme parks.

The study employed a structured questionnaire grounded in validated measurement scales, administering both online and on-site and yielding 573 valid responses. Data analysis proceeded through descriptive statistics, reliability and validity testing, confirmatory factor analysis, structural equation modeling, bootstrapped mediation analysis and hierarchical regression for moderation testing. This methodological approach enabled a rigorous examination of how external experiential stimuli were transformed into internal emotional and cognitive states, and ultimately into behavioral intentions.

Major findings: (1) On the issue of marketing activities, fond travel memories, IP appeal and storytelling, these factors exerted significant positive effects on emotional resonance and satisfaction, confirming their roles as central experiential drivers that activated visitors' emotional and evaluative responses; (2) On the issue of emotional resonance and satisfaction both factors significantly influenced revisit intention, with satisfaction emerging as the strongest direct predictor. Marketing activities also exerted a positive direct effect while storytelling showed no significant direct effect, indicating that revisit intention was shaped primarily by internal psychological assessments rather than narrative cues alone; (3) On the issue of all indirect pathways through emotional resonance and satisfaction, these organism-level constructs functioned as key mediators linking experiential stimuli to revisit intention; notably, storytelling displayed meaningful indirect effects despite its non-significant direct path, suggesting a fully mediated mechanism; and (4) On the issue of transportation ease, this factor significantly moderated the satisfaction–revisit intention relationship, such that high satisfaction more strongly translated into revisit intention when transportation was convenient, whereas the behavioral effect weakened under poor transportation conditions, highlighting the boundary role of structural constraints.

Keywords: Revisit intention, Marketing activities, IP appeal, Storytelling, Emotional resonance, Satisfaction, Transportation ease

Advisor's Signature .....

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List of Abbreviation and Glossary

Abbreviation / Glossary	Explanation
IP	Intellectual Property
AET	Affect Event Theory
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Composite Reliability
CTA	China Tourism Academy
ECT	Expectancy Confirmation Theory
β	Effect value
ER	Emotional Resonance
FTM	Fond Travel Memories
IP	Intellectual Property
IRT	Intention of Revisit to Theme Park
KMO	Kaiser–Meyer–Olkin
LCM	Leisure Constraints Model
MA	Marketing Activities
OCT	Overseas Chinese Town
RMSEA	Root Mean Square Error of Approximation
SA	Satisfaction
SEM	Structural Equation Modeling
SOR	Stimulus–Organism–Response
SRMR	Standardized Root Mean Square Residual
ST	Storytelling
TAM	Technology Acceptance Model
TE	Transportation Ease
TLI	Tucker-Lewis Index

List of Abbreviation and Glossary (continued)

Abbreviation / Glossary	Explanation
TEA	Themed Entertainment Association
$\chi 2$	Chi-square

CHAPTER 1
INTRODUCTION

This chapter provides the conceptual foundation of this study by outlining the background, motivation and structural focus. It begins with a discussion of the research problem, highlighting the rising importance of revisit intention in theme park tourism and the distinctive experiential characteristics of Fantawild. The chapter then identifies key research gaps, including the limited integration of theoretical frameworks, the insufficient examination of culturally specific experiential variables and the incomplete understanding of emotional and cognitive mechanisms in shaping revisit behavior. The theoretical and practical significance of addressing these gaps is subsequently presented, followed by the formulation of four research questions and corresponding objectives that guide the empirical investigation. The chapter also introduces the quantitative methodology adopted in this study, summarizing the survey design, measurement development and analytical techniques. To ensure conceptual clarity, definitions of eight core constructs are provided, covering experiential antecedents, emotional and evaluative processes and contextual moderating factors. The delimitations of the study are then clarified, specifying the contextual focus, variable scope and methodological boundaries. The chapter concludes with an outline of the entire thesis structure, explaining how subsequent chapters build on the foundations established here to develop the literature review, research design, empirical analysis and theoretical and practical implications.

1.1 Background of the Study

1.1.1 Problem Statement

Tourism has become a central pillar in the development of global economies, serving not only as a significant contributor to GDP and employment but also as a vehicle for cultural exchange, social mobility, and regional development (Elgin & Elveren, 2024). Within the diverse typologies of tourism, theme park tourism is represented as a distinctive fusion of entertainment, leisure, and cultural storytelling.

As a unique blend of spatial design, technological innovation, and narrative immersion, theme parks have been recognized as powerful magnets for tourists. Their function has been transformed from mere recreational outlets into complex experiential environments in which symbolic meanings, interactive storytelling, and cultural identity are increasingly embodied (Florido-Benítez, 2025). The study of theme parks is, therefore, not only relevant to tourism development but also provides a lens through which transformations in consumer behavior, lifestyle preferences, and leisure economies can be understood.

In recent decades, the theme park industry has been established as a vital component of the global tourism and leisure economy. Originating from early amusement centers in North America, the industry has been developed into a multifaceted system of cultural entertainment, immersive experience design, and consumption-based recreation (Baker, 2023). Globally, theme parks are increasingly recognized not merely as sites of leisure, but also as strategic drivers of economic diversification, urban regeneration, and cultural soft power (Florido-Benítez, 2025). According to the Themed Entertainment Association (TEA) and AECOM (2023), global attendance at the top 25 theme parks reached 253.5 million in 2022, signaling a strong post-pandemic recovery and renewed consumer demand for immersive entertainment experiences. These figures indicate the growing role of theme parks as nodes in the experience economy, where value is co-created through emotional engagement, interactivity, and symbolic consumption (Kasalak et al., 2025).

In China, this trend has been particularly pronounced. Supported by rising disposable incomes, rapid urbanization, and a growing middle class, the Chinese theme park market has been expanded dramatically over the past two decades (Lee et al., 2020). Domestic tourism in China reached 4.89 billion tourist visits in 2023, with theme parks occupying an increasingly prominent position in the urban leisure landscape. Chinese theme parks have gradually been developed into multifunctional complexes integrating entertainment, cultural dissemination, and commercial activities (Bai et al., 2024).

A crucial role has been played by state policies in shaping the development of China's theme park industry as part of the broader cultural and creative industries strategy. The integration of cultural resources into tourism projects was emphasized in the 13th Five-Year Plan for Tourism Development (2016–2020), through which attractions with

distinctive cultural characteristics were promoted. This policy direction was further strengthened in the 14th Five-Year Plan for Cultural and Tourism Development (2021–2025), in which the need for world-class tourism destinations was highlighted and the adoption of digital technologies such as VR, AR, and AI was encouraged to enhance visitor experiences. In addition, both public and private investment in theme parks and cultural tourism complexes was encouraged by the 2019 Guidelines on Promoting the Integrated Development of Culture and Tourism, with particular attention given to indigenous cultural narratives. At the local level, fiscal incentives, land-use support, and infrastructure development have also been provided by governments to foster the expansion of domestic brands such as Fantawild and Chimelong. Collectively, a favorable environment has been created by these policies for the integration of cultural storytelling and digital innovation, thereby supporting the rapid growth and competitiveness of China's theme park industry.

However, mounting competition is being faced by China's theme park industry from both international and domestic operators. Dominance continues to be retained by global giants such as Disney and Universal through internationally recognized intellectual property franchises, with Shanghai Disneyland attracting 14.1 million visitors in 2023 and Universal Beijing receiving over 11 million cumulative visitors since its opening in 2021. Meanwhile, aggressive expansion has continued among domestic groups such as Chimelong and OCT's Happy Valley, which reported 13.9 million and 18.2 million visitors respectively in 2023. Within this highly competitive environment, Fantawild's domestic market share declined from about 28% in 2019 to 24% in 2023, suggesting that sustainable competitiveness now depends less on scale expansion and more on continuous innovation in technology and content.

The understanding of tourist loyalty and revisit intention is therefore vital for enhancing destination competitiveness. In the theme park sector, revisit intention is especially critical because high fixed costs and long-term investment cycles make profitability dependent not only on the attraction of first-time visitors but also on their conversion into repeat customers. According to AECOM and the Themed Entertainment Association (2023), Fantawild ranked third worldwide among theme park operators, with 45.6 million visitors across approximately 30 parks in 2023, representing a 117% rebound from 21 million in 2022. This performance underscores Fantawild's strategic weight in China's tourism sector, both in scale and as a vehicle for national cultural narratives.

Entertainment and heritage dissemination are fused in its model, positioning Fantawild as a “cultural-brand park” distinct from Western franchises built on globally standardized intellectual property franchises (Xu, 2023).

At the theoretical level, tourist revisit decisions are generated through the dynamic coupling of external stimuli, internal psychological processing, and structural constraints (Fang, 2023). The SOR model is established as a core analytical paradigm for revisit decision-making, with its “stimulus-organism-response” chain clearly defining the transmission relationships among these elements. In the context of theme parks, stimuli are reflected in differentiated external triggering factors, such as the organization of marketing and promotional activities, immersive narrative scenarios, and the appeal of famous or classic IPs. The organism is represented by the internal psychological transformation process, in which both emotional and cognitive dimensions are integrated. Emotional resonance is manifested at the emotional level, while satisfaction is manifested at the cognitive level. These internal states serve as a key hub connecting external stimuli and revisit intention. The response is represented by revisit intention, which functions as the final behavioral output after the integrated processing of internal psychological states (Dogru-Dastan & Yilmaz, 2024).

Revisit intention therefore occupies a central role in theme park research, as it reflects not only tourists’ evaluations of their experiences but also their willingness to re-engage with the destination in the future (Liang et al., 2024). Unlike other forms of tourism where novelty often dominates decision-making, theme parks are designed as evolving environments in which competitiveness and financial viability are heavily dependent on return visits. As such, revisit intention functions as a key indicator of brand loyalty, service quality, and experiential depth, highlighting the extent to which one-time visitors can be transformed into long-term participants (Sugiama et al., 2024).

Emotional resonance is a core emotional concept in theme park tourism, referring specifically to the empathic state formed through emotional connections with cultural symbols, IP images, or narrative content in immersive experience scenarios (Chen et al., 2021). In the context of theme parks, this resonance is not regarded as a passive perception but as an active arousal driven by multi-dimensional experiences, such as the sense of cultural identity formed in traditional cultural IP scenarios, the sense of familiarity generated through interaction with classic cartoon characters, or the empathy and joy

aroused through identification with the fate of characters in narrative-based projects (Oh & Kong, 2022). The core value of emotional resonance lies in the construction of emotional anchors, through which external experiences such as technological presentation and scene creation are transformed into internal emotional memories (Ralf C Buckley, 2022). Emotional resonance also serves as a key emotional bridge connecting “experience input” and “behavioral tendency output.” This emotional state is not only reflected in immediate psychological satisfaction but also provides the foundation for subsequent cognitive evaluations, thereby influencing overall judgments of the experience.

Another essential construct is satisfaction, which in tourism behavior is represented as a post-consumption judgment based on the comparison between pre-visit expectations and actual performance (Wang, 2025). Satisfaction may be derived from first or prior experiences, such as cultural immersion, storytelling authenticity, or technological novelty. Current satisfaction is often evaluated by returning visitors in relation to previous experiences, meaning that the “source” of satisfaction can stem both from the memory of a past visit and from the confirmation or disconfirmation of expectations in the present (Choi et al., 2025). Through this process, cognitive appraisals and emotional fulfillment are transformed into behavioral loyalty.

Internationally, the global theme park industry continues to be shaped by established operators such as Disney and Universal through their reliance on widely recognized intellectual properties and their ability to combine innovation with operational excellence (Zhang, 2024). Through these strategies, strong emotional connections with visitors have been cultivated and high levels of loyalty have been maintained across diverse markets (Rasheed & Balakrishnan, 2025). Domestically, the influence of competitors such as Chimelong, Chimelong Group, and Overseas Chinese Town (OCT) Group, the operator of Happy Valley parks, has been expanded through diversified attractions and steady investment in infrastructure and digital technologies, further intensifying competition (Florido-Benítez, 2025).

Within this context, several inherent limitations are faced by Fantawild, although its national scale, rapid expansion, and emphasis on localized cultural storytelling remain notable. First, its reliance on indigenous cultural narratives, while providing a distinctive national identity, constrains its international appeal and cross-cultural recognizability compared with global operators built upon transnational intellectual property universes

such as Marvel or Harry Potter (Fu et al., 2022). Second, Fantawild's creative model, centered on the reinterpretation of classical Chinese myths and legends, is challenged by limited narrative renewal and content innovation, leading to a perceived lack of novelty for repeat visitors (Zhang & Zhou, 2025). Third, the consistency of the overall visitor experience is reduced by operational disparities, including variations in service quality, infrastructure maintenance, and visitor management across its regional parks (Benito et al., 2025). Collectively, Fantawild's capacity to sustain long-term visitor engagement and loyalty is limited by these structural, creative, and managerial constraints in a market increasingly driven by innovation and global cultural exchange. In such a competitive environment, the identification of determinants of revisit intention becomes central to evaluating Fantawild's ability to maintain loyalty and ensure long-term survival in both domestic and international markets.

At the marketing level, a mature model of "celebrity collaboration, UGC co-creation, short-path conversion" has been formed by Fantawild, through which passenger flow is activated by event designs closely linked to brand characteristics and efficient conversion paths (Wang, 2024). For instance, a "Spooky Night" special event was co-hosted by Zhengzhou Fantawild with celebrities, and an "interest-search-decision-purchase" closed loop was constructed through topic guidance and the Point of Interest (POI) blue link function, thereby realizing the accurate conversion of online popularity into offline passenger flow (Yu et al., 2024). From the perspective of geographical layout, nearly 50% of Fantawild's parks are located in third-tier and lower-tier cities (Xu et al., 2024). In sinking markets, dual demands for cultural identity and convenient experience need to be balanced in marketing. A representative example is provided by Taiyuan Fantawild, where themed events such as "Trendy Chinese New Year" and "Summer Electronic Music Party" are designed as interactive scenarios integrated with local cultural characteristics (Baker, 2022). These events attracted 68,900 visitors in a single session during the 2024 National Day holiday and ranked among the top popular scenic spots in the region (Fantawild News, 2020). However, issues of content homogenization and lagging innovation are still faced in existing marketing (Amin, 2024). The continuous strengthening of user mindset through precise positioning and emotional design has therefore become a key requirement for maintaining brand popularity.

IP constitutes Fantawild's core competitiveness. A differentiated advantage distinct from international operators' standardized IP licensing has been established through a dual IP matrix of "classic myths and original animations." The original IP Boonie Bears has performed exceptionally well, with its 2024 film Boonie Bears: Reverse Time and Space grossing 2 billion yuan at the box office (Zhipeng & Yaping, 2025), driving digital animation revenue to 633 million yuan with a year-on-year increase of 25.56%, and becoming the core pillar of cultural content product revenue. Yichun Boonie Bears Theme Park, the first park built around this IP, receives over 70% of its visitors from surrounding provinces and cities, demonstrating the scene conversion capability of local original IP (Baker, 2022). In the field of traditional cultural IP, classic resources such as Classic of Mountains and Seas and Journey to the West have been deeply explored by Fantawild. Projects such as Nüwa Mending the Sky and Ne Zha Conquering the Sea at Mianyang Fantawild use technological empowerment to immerse visitors in mythological scenes. Taiyuan Fantawild Oriental Myth has successfully ranked among the Top 20 Theme Parks in the Asia-Pacific region due to IP-derived projects such as Meng Jiangnu and Rhythm of the Nine Provinces (Merlin, 2019). Nevertheless, the risk of over-reliance on a single IP is highlighted by financial report data. The enrichment of the IP matrix and the deepening of scene integration have therefore become core propositions for enhancing the lifecycle value of IP.

As a key carrier of emotional connection, storytelling at Fantawild is characterized by "cultural core and technological presentation," with space, facilities, and cultural symbols being integrated into a coherent experiential world and tourists being transformed from onlookers into story participants (Fu et al., 2023). The play Qu Yuan at Jingzhou Fantawild reproduces the poet's life journey through holographic projection technology, creating an immersive "poetic realm" with ink wash painting styles and dynamic special effects (Jia & Yunhua, 2023). A unique approach is adopted by Story of Qingdao at Qingdao Fantawild, where marine myths, intangible cultural heritage skills, and urban spirit are integrated into six chapters. The Flight project achieves dual satisfaction of cultural experience and sensory stimulation through a suspension dome theater that allows tourists to "traverse" thousands of miles of rivers and mountains (Baker, 2022). This storytelling model is not only consistent with the theoretical logic of "narrative frameworks integrating experiential worlds" proposed by Mars (2023), but is also

distinguished from the standardized storytelling of international brands through localized innovation, thereby serving as a core link for maintaining emotional connections with tourists. However, as tourists' experience thresholds continue to rise, continuous innovation and in-depth iteration of storytelling content have become increasingly urgent.

Fond travel memories are central to the maintenance of tourist loyalty. Long-term emotional assets are constructed by Fantawild through the superposition of multi-dimensional experiences. At the emotional level, projects such as Nüwa Mending the Sky allow tourists to "become protagonists of the story," thereby forming memories that combine excitement and a sense of achievement (Baker, 2022). At the cultural level, the glory of Yuanmingyuan is reproduced through digital restoration technology, enabling tourists to comprehend history amid shock (Dai & Cai, 2023). At the scene level, ritualistic shared memories are created for family tourists through events such as Spring Festival lantern shows and National Day fireworks, becoming important drivers of revisit intention. Nevertheless, existing studies indicate that satisfaction with theme parks tends to decline over time due to a lack of novelty (Torres et al., 2021). The arousal of emotions and the iteration of fond travel memories through experiential innovation therefore constitute a key challenge for maintaining Fantawild's long-term competitiveness.

Building on these distinctive features, several unique advantages are possessed by Fantawild, positioning it favorably within China's tourism sector. A strong emotional anchor is provided by its ability to mobilize national cultural symbols, especially for tourists seeking leisure experiences that are both entertaining and culturally affirming. Moreover, broader accessibility is enhanced by the relative affordability of Fantawild tickets compared to international parks, particularly for families from smaller urban centers. Additionally, regional customization of content and themes is enabled by the company's strategy of geographic dispersion, with parks situated across diverse regions, thereby fostering local tourism economies and enhancing contextual relevance (Gretzel & Koo, 2021). These factors contribute to Fantawild's appeal as a "national brand" in the theme park sector, distinct from the exclusivity and premium pricing models associated with global giants.

Given the capital-intensive nature of theme park development and operation, the sustainability of long-term profitability relies heavily on the ability to attract repeated visitors. Unlike one-time tourist attractions, theme parks are designed as dynamic,

experience-based environments in which continuous engagement and reinvestment are required to retain the consumer base (Rasheed & Balakrishnan, 2025). Within this context, revisit intention, referring to a tourist's intention or actual decision to return to a destination, has emerged as a critical indicator of visitor loyalty and business sustainability. Revisit intention is particularly vital in the theme park industry, where fixed operational costs are high and marginal revenue generated by repeat visitors often determines long-term financial sustainability (Desai & Pearlman, 2024). It serves not only as a measure of customer satisfaction but also as a strategic signal of brand strength, emotional connection, and experiential quality.

In the case of Fantawild, where localized cultural themes and narrative immersion constitute the core of the visitor offering, added significance is attached to the understanding of the determinants of revisit intention. As Fantawild continues to expand across China's regional markets, the challenge is not merely associated with the attraction of first-time visitors but is also linked to the cultivation of conditions that encourage repeated engagement. Decisions to return are shaped by a complex interplay of factors, including emotional attachment to cultural narratives, perceived value relative to cost, overall satisfaction with the experience, novelty of attractions, and the park's broader destination image (Jin et al., 2015). Each of these dimensions contributes to the cognitive and emotional evaluation of the park, thereby influencing whether the experience is perceived as worth repeating.

Importantly, in an era where experiential consumption increasingly drives tourism behavior, revisit intention transcends simple utilitarian assessment. Deeper psychological and emotional processes are reflected in revisit intention, such as memory formation, affective resonance, and symbolic association with the destination (Chen et al., 2022). These processes demonstrate that decisions to return are not purely rational but are shaped by the ways in which the meaning of experiences is interpreted and internalized. A profound influence on post-visit attitudes is exerted by memorable encounters characterized by novelty, immersion, and emotional engagement, thereby fostering long-term loyalty behaviors. In this regard, revisit intention should be understood as more than a behavioral outcome. It represents an ongoing relationship between the visitor and the park, which is continuously shaped by past experiences and future expectations. Consequently, the role of experience becomes critical for understanding revisit intention

in theme parks, where immersive technologies and narrative-based attractions are central to the creation of enduring psychological connections with visitors.

Therefore, for Fantawild, the identification and analysis of these underlying determinants are essential for informing strategic marketing, improving service design, and enhancing the cultural and emotional appeal of its offerings.

1.1.2 Research Gaps

In the field of research on theme park visitors' revisit intentions, existing studies have achieved preliminary accumulation by focusing on the application of single theories and the identification of common influencing factors. However, when considering Fantawild theme parks' unique scenario characteristics—combining traditional culture, IP, and narrative experiences—three critical gaps remain: insufficient integration of theoretical frameworks, absence of core distinctive variables, and unclear variable mechanisms. These gaps hinder a comprehensive understanding of the logic underlying visitors' revisit intentions.

At the theoretical framework level, existing studies predominantly rely on single-theory paradigms for analysis. For instance, Žabkar et al. (2010) applied the Cognitive-Affective-Intentional Model, while Jeong and Shin (2020) employed the Technology Acceptance Model (TAM) in isolated theoretical applications. This lack of multi-theoretical integration covering the entire chain “stimulus triggering, affect generation, cognitive judgment, and constraint regulation” limits theoretical explanatory power. Furthermore, existing studies either apply the S-O-R model in isolation to examine the linear relationship between “external stimuli, internal states, and behavioral responses” such as research using Chengdu Happy Valley as a case study, which treats tourism scenario experiences solely as stimuli and emotional responses/perceived value as the organism, without delving into the internal interaction mechanisms between emotions and cognition within the organism (Kim et al., 2020). Alternatively, some studies focus solely on the emotion-driven logic through the Affect Event Theory (AET) without integrating the Expectancy Confirmation Theory (ECT) to explain the satisfaction formation process of “expectation-perceived performance-confirmation” (Yao et al., 2025). This approach struggles to simultaneously account for the dual behavioral characteristics of Fantawild visitors: “emotion-driven experiences” and “rationally supported decisions.” This study

bridges this gap by integrating the S-O-R model, AET, ECT, and the leisure constraint model to construct a comprehensive, end-to-end framework.

At the level of influencing factors, existing research predominantly focuses on generic variables such as perceived value, service quality, and destination image (Abbasi et al., 2021; Lee et al., 2020), while neglecting Fantawild theme parks' core differentiating elements. This results in significant shortcomings in defining and measuring key variables. First, marketing activities predominantly revolve around generic dimensions like advertising placements and promotional campaigns (Kim et al., 2020), failing to integrate Fantawild's core characteristics into a targeted analytical framework. Fantawild's marketing deeply integrates traditional cultural IPs with VR immersive experiences—for instance, social media campaigns linking the “Boonie Bears” IP with traditional cultural projects, or previews of festival-themed immersive experiences (Seo & Park, 2018). Second, Fantawild's memorable travel experiences are predominantly associated with traditional cultural immersion and VR interactive scenarios (Li et al., 2022). Theoretically, these should amplify the emotional resonance evoked by subsequent external stimuli (e.g., IP interactions, narrative experiences), yet existing research fails to incorporate this into the “stimulus→emotional resonance” transmission pathway. Third, IP appeal studies suffer from generalization issues. Existing research predominantly examines the symbolic influence of commercial IPs (Chen, 2022), failing to deconstruct Fantawild's unique dimensions—such as “cultural authenticity, technical fidelity, and interactive engagement”—specific to its immersive presentations of traditional cultural IPs like Classic of Mountains and Seas and Journey to the West. It also neglects to distinguish the narrative logic differences between these and international brand IPs like Disney. Fourth, storytelling has long been absent as an independent variable. with existing studies implicitly embedding it within “thematic experiences.” For instance, Zhou et al. (2022) focused solely on thematic experiences without identifying Fantawild's unique blend of “linear traditional cultural narratives, character emotional development.” They also failed to construct measurement dimensions like “narrative integrity, emotional resonance, and scene integration” tailored to this context, thereby obscuring Fantawild's core competitive advantages. Furthermore, insufficient research exists on defining emotional resonance dimensions and exploring mediating mechanisms (Habib et al., 2021). Fantawild's emotional resonance fundamentally stems from “cultural pride and immersive

identification" driven by traditional cultural identification and immersive experiences (Chen et al., 2021). However, existing studies neither deconstruct these proprietary emotional dimensions nor examine the differentiated mediating effects of various dimensions within the "IP attraction/narrative→revisit intention" pathway (Aeron & Rahman, 2025). Finally, transportation ease has only been validated as a direct influencing factor, neglecting its boundary role as a structural constraint. The variable system fails to comprehensively cover Fantawild's experiential characteristics. To address this, this study specifically introduces Fantawild's distinctive core variables, deconstructs exclusive dimensions, and clarifies their functional positioning, filling the gap in existing research that insufficiently addresses theme park differentiation variables.

Regarding the mechanism of action, existing studies on variable interactions often remain at a simple linear level, failing to reveal the complex transmission logic of multiple variables in the Fantawild context, resulting in fragmented understanding of the mechanism. While existing studies have validated the mediating roles of emotions and satisfaction, such as the chain-mediated effect of emotional responses on perceived value (Yan et al., 2024), they have not deeply analyzed Fantawild's complete chain transmission pathway. Nor have they distinguished the differentiated mediating effects of dimensions like attention, interest and nostalgia within emotional resonance. Regarding moderation effects, existing studies overlook the moderating boundaries of transportation ease on the "satisfaction → revisit intention" pathway (Sugiama et al., 2024), such as whether high transportation convenience enhances the driving role of core psychological states on revisit intention. This study systematically validates mediation and moderation effects, filling gaps in existing research on complex mechanisms.

In summary, existing research fails to align with Fantawild theme parks' unique scenario of deep integration between "IP, culture, storytelling," exhibiting three critical gaps: insufficient theoretical integration, absence of core variables, and ambiguous operational mechanisms. By integrating multiple theories, introducing distinctive variables, and validating complex mechanisms, this study aims to comprehensively reveal the formation mechanism of revisit intention among Fantawild visitors, providing new perspectives and support for related research and practice.

1.2 Significance of the Study

1.2.1 Theoretical Significance

The theoretical significance of this study can be articulated through four interrelated dimensions: the integration of multiple theoretical frameworks, the systematic expansion of influencing variables, the clarification of underlying mechanisms, and the enrichment of domestic theme park research.

First, this study contributes to theoretical integration by combining four complementary frameworks : Stimulus–Organism–Response (SOR) model, affective events theory (AET), expectation confirmation theory (ECT), and the leisure constraints model. The SOR model provides a structural foundation for understanding how external stimuli such as marketing activities, IP appeal, and storytelling influence internal psychological states and behavioral responses. AET emphasizes the affective dimension of tourist experiences, explaining how emotionally charged events during visits give rise to emotional resonance and post-visit attitudes. ECT explains satisfaction as a result of expectation-performance alignment, reinforcing its role in post-experience evaluation. The leisure constraints model brings structural considerations into the analysis, introducing transportation ease as a moderating factor that conditions the translation of satisfaction into behavioral intention. By synthesizing these perspectives, the study offers a more comprehensive framework for understanding revisit intention in experiential and emotionally rich tourism settings.

Second, the study refines the system of influencing variables by incorporating constructs particularly suited to the theme park context, such as IP appeal, fond travel memories, storytelling, and emotional resonance. Prior research has often centered on generalized service quality or value perceptions, while overlooking the affective, symbolic, and narrative dimensions of visitor experience in culturally theme parks. By foregrounding variables that reflect symbolic immersion and emotional connectivity, this study captures the unique mechanisms through which themed environments foster post-visit engagement.

Third, the study contributes to the clarification of internal psychological mechanisms. Existing models frequently emphasize linear causal paths—such as from satisfaction to loyalty—without accounting for the layered interactions between cognitive, emotional, and contextual factors. This study distinguishes between emotional resonance

and satisfaction as parallel mediators, and identifies their respective antecedents and outcomes. Furthermore, the inclusion of transportation ease as a moderator acknowledges the role of external constraints in shaping post-experience behavioral translation, offering a more realistic understanding of decision-making under structural conditions.

Lastly, this study expands the contextual scope of theme park research by focusing on Fantawild, a domestically developed brand grounded in Chinese cultural narratives. Most prior theoretical explorations have centered on globally dominant operators, limiting their relevance to localized cultural and consumption contexts. By examining how Fantawild mobilizes traditional mythology, IP development, and narrative-driven design to stimulate revisit intention, the study not only contributes to the theoretical diversification of tourism behavior research but also enriches the understanding of brand loyalty formation in non-Western contexts.

In sum, this study advances theoretical discourse by integrating multiple psychological and structural frameworks, refining the variables most relevant to cultural theme parks, and situating the inquiry within a distinct domestic case. These contributions enhance the explanatory power of revisit intention models and offer broader implications for experiential tourism theory.

1.2.2 Practical Significance

From a practical perspective, this study offers significant insights for theme park operators, experience designers, destination marketers, and tourism policymakers seeking to foster sustainable growth within China's domestic theme park industry. In particular, it addresses one of the most pressing managerial challenges faced by theme parks today—how to encourage repeat visit in a context marked by increasing competition, evolving consumer expectations, and rapid technological transformation. By systematically analyzing the factors that influence visitors' intention to return to Fantawild Theme Park, the study provides actionable guidance for improving service quality, enhancing experiential value, and strengthening visitor loyalty.

For park operators, understanding the dynamics of revisit intention is critical to long-term profitability. As initial visitor acquisition costs rise and markets become saturated, retaining existing customers through repeat engagement becomes more cost-effective and strategically beneficial. This study offers practical recommendations on how to optimize the visitor journey by addressing not only the functional aspects of service

delivery, such as convenience, cleanliness, and infrastructure, but also the emotional and experiential dimensions that shape how visitors evaluate their prior experiences. Insights from the study can inform decisions related to attraction renewal cycles, performance scheduling, and interactive programming, all of which are essential to maintaining novelty and interest among returning visitors.

In addition, the study is valuable for marketing professionals aiming to cultivate deeper connections between the brand and its audience. The findings can inform the development of targeted marketing strategies that speak to the motivations and expectations of different visitor segments. For example, personalized campaigns, loyalty programs, and post-visit engagement efforts can be better aligned with the specific preferences and behavioral patterns of repeat visitors. Furthermore, destination branding efforts can benefit from a clearer understanding of how perceptions of value, identity, and authenticity influence long-term attachment to a theme park experience.

The study also holds important implications for regional tourism development and public-sector planning. Theme parks such as Fantawild play a growing role in the cultural and economic revitalization of second- and third-tier cities in China. By identifying the conditions that promote sustained visitation, it supports more informed decision-making regarding public investment, cultural programming, and infrastructure planning. These findings can help local governments and tourism boards better evaluate the return on tourism-related investments and design more integrated cultural-tourism ecosystems that support repeat visitation and community engagement.

Moreover, in the broader context of the experience economy, where consumer behavior is increasingly shaped by emotional resonance and symbolic meaning, this study contributes to the refinement of tourism management practices. It underscores the need to move beyond transactional models of service provision toward the creation of emotionally fulfilling and contextually relevant experiences. In doing so, it encourages a shift in managerial thinking—from attracting more visitors to retaining them more effectively through meaningful, differentiated, and memorable experiences.

Overall, this study not only provides practical strategies to improve visitor retention for Fantawild but also offers broader lessons for the sustainable development of culturally themed leisure attractions in China. Its findings will be of value to practitioners

seeking to balance economic goals with cultural authenticity, technological innovation with emotional engagement, and operational efficiency with long-term destination loyalty.

1.3 Statement of Research Questions

(1) How do marketing activities, fond travel memories, IP appeal, and storytelling influence emotional resonance and satisfaction?

(2) How do marketing activities, storytelling, emotional resonance, and satisfaction affect revisit intention?

(3) How do emotional resonance and satisfaction mediate the relationships between marketing activities, fond travel memories, IP appeal, storytelling, and revisit intention?

(4) How does transportation ease moderate the relationship between satisfaction and revisit intention?

1.4 Statement of Research Objectives

(1) To examine the effects of marketing activities, fond travel memories, IP appeal, and storytelling on emotional resonance and satisfaction.

(2) To evaluate the influence of marketing activities, storytelling, emotional resonance, and satisfaction on revisit intention.

(3) To test the mediating roles of emotional resonance and satisfaction in the relationship between marketing activities, fond travel memories, IP appeal, storytelling, and revisit intention.

(4) To assess the moderating effect of transportation ease on the relationship between satisfaction and revisit intention.

1.5 Methodology

This study adopts a quantitative research design to investigate how experiential factors influence emotional responses, satisfaction and revisit intention within Fantawild theme parks. A structured questionnaire was developed based on validated measurement scales widely used in tourism and consumer experience research. The instrument covers marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease and revisit intention, all assessed through a five point Likert scale. A pilot test involving 25 visitors was first conducted to evaluate item clarity, reliability and survey feasibility. Reliability was assessed through Cronbach’s alpha, and

sampling adequacy was confirmed through the Kaiser Meyer Olkin index and Bartlett's test. Feedback from the pilot study guided minor revisions that improved wording precision and ensured the appropriateness of the measurement items. The main survey was then administered both online and on site, yielding 573 valid responses, which exceeds recommended sample size requirements for structural equation modeling. Data analysis followed a multi step process. Confirmatory factor analysis was performed to validate the measurement model and examine convergent and discriminant validity. Structural equation modeling was used to test the proposed relationships among experiential antecedents, emotional and evaluative constructs and revisit intention. Mediation effects were examined through bootstrap procedures with confidence intervals, and moderation analysis was performed to assess the role of transportation ease.

1.6 Definitions of Terms

1.6.1 Marketing Activities

Marketing activities refer to the collection of on site and digital communication practices designed to inform, guide and stimulate visitors during their interaction with a theme park environment (Seo & Park, 2018). This construct encompasses the clarity and accessibility of information, the design and delivery of promotional events and the extent to which visitors are encouraged to engage with marketing touchpoints such as themed shows, interactive performances or informational displays. Within the context of theme parks, marketing activities serve not only as informational tools but also as experiential stimuli that shape expectations, influence affective responses and contribute to the formation of overall experience quality (Liu et al., 2026). Effective marketing activities typically integrate visual communication, service interaction and narrative cues that help visitors navigate attractions and enhance their involvement with the thematic content (Alamäki et al., 2022). In this study, marketing activities capture visitors' perceptions of how well Fantawild's communication strategies support decision making, reduce uncertainty, build thematic anticipation and contribute to enjoyment throughout the visit.

1.6.2 Fond Travel Memories

Fond travel memories describe the positive recollections, emotional impressions and mental representations of previous visits that continue to shape current evaluations and behavioral intentions (Li et al., 2022). This construct reflects the idea that past

experiences are stored as affect laden memories, which may be reactivated when visitors encounter similar environments or stimuli. These memories often include enjoyable moments, meaningful interactions, impressive attractions or emotionally rich experiences that leave a lasting imprint. In the context of theme park tourism, fond travel memories function as a form of experiential residue that enhances familiarity, strengthens emotional attachment and increases the likelihood of revisiting (Hu & Xu, 2021). They also help visitors interpret new experiences by providing a cognitive frame of reference, allowing them to compare current impressions with previously formed expectations. In this study, fond travel memories represent the degree to which visitors retain clear, positive and emotionally charged recollections of earlier visits to Fantawild, shaping both their immediate emotional resonance and their satisfaction assessments.

1.6.3 IP Appeal

IP appeal refers to the attractiveness, symbolic value and emotional relevance of intellectual property based content presented within the theme park. This includes visitors' evaluations of story worlds, characters, thematic concepts and cultural motifs that constitute the core narrative identity of the park. IP appeal reflects the ability of these creative assets to generate interest, recognition and psychological engagement, particularly when the IP carries cultural meaning or is associated with widely recognized media products (Zhang & Luo, 2024). In the Fantawild context, IP appeal encompasses narratives inspired by classical literature, folklore and animated franchises, each of which contributes to thematic immersion and emotional identification. IP appeal functions as both a cognitive and affective stimulus. It provides narrative structure, aesthetic coherence and cultural resonance, all of which help shape visitor expectations and emotional involvement (Bai et al., 2026). Within this study, IP appeal captures visitors' perceptions of how compelling, meaningful and enjoyable Fantawild's IP based themes are, and how these perceptions contribute to emotional resonance and satisfaction.

1.6.4 Storytelling

Storytelling refers to the intentional use of narrative structures, thematic sequences and character driven content to deliver meaningfully organized experiences within a theme park setting. It involves the creation of coherent plots, symbolic cues, sensory details and emotional arcs that guide visitors through attractions or themed spaces (Yuxin et al., 2024). Storytelling transforms individual attractions into unified experiential journeys by

providing context, continuity and emotional depth. It promotes immersion by enabling visitors to perceive themselves as participants within a story world rather than as observers of isolated events (Khater et al., 2025). Effective storytelling relies on spatial design, show performance, ride technology and character interaction to convey narrative meaning (Ciancarini et al., 2023). In this study, storytelling captures visitors' perceptions of the clarity, coherence and emotional strength of Fantawild's narrative design, including the extent to which attractions and performances present understandable stories, reinforce cultural themes and enhance the richness of the overall visit experience.

1.6.5 Emotional Resonance

Emotional resonance refers to the internal affective response that arises when visitors feel psychologically connected to the thematic content, atmosphere or symbolic elements of the theme park experience. It reflects a sense of interest, enthusiasm, attachment or emotional alignment that goes beyond cognitive evaluation (Chen et al., 2021). Emotional resonance often emerges when experiential stimuli such as storytelling, marketing cues or IP content successfully evoke curiosity, admiration or sentimental feelings. This construct captures the degree to which visitors experience emotional engagement that intensifies their involvement and contributes to meaningful experience formation. Emotional resonance influences how visitors interpret stimuli, evaluate experience quality and form behavioral intentions (Li et al., 2025). In this study, emotional resonance represents the extent to which Fantawild stimulates interest, emotional involvement and affective connection, functioning as a central psychological mechanism linking experiential attributes to satisfaction and revisit intention.

1.6.6 Satisfaction

Satisfaction refers to the overall evaluative judgment that visitors form after comparing their actual experience with their prior expectations. It reflects the perceived quality, value and fulfillment derived from the theme park visit (Başarangil, 2016). Satisfaction captures a holistic assessment that encompasses enjoyment, service quality, emotional fulfillment and the perceived success of the experience as a whole. Within theme parks, satisfaction is shaped by the integration of multiple elements, including attraction quality, narrative immersion, service performance and emotional stimulation (Yuan & Marzuki, 2024). Satisfied visitors perceive the experience as rewarding, coherent and worth the investment of time and resources. In this study, satisfaction represents the

degree to which visitors feel content with their visit to Fantawild, reflecting an overarching psychological state that predicts future behavioral intention and mediates the influence of experiential stimuli on revisit behavior.

1.6.7 Transportation Ease

Transportation ease refers to visitors' perceptions of the accessibility, convenience and efficiency of both external transport links to the theme park and internal mobility systems within the park. It includes evaluations of travel cost, travel time, directional clarity, availability of transportation options and overall logistical simplicity (Ezeoke et al., 2025). Transportation ease reduces psychological and physical barriers that may discourage visits, and it influences how smoothly visitors are able to enter, navigate and exit the destination (Sharma et al., 2026). Convenient transportation enhances comfort, reduces stress and increases the likelihood that positive experiential evaluations translate into behavioral intention (Najmi et al., 2023). In this study, transportation ease captures the extent to which visitors perceive Fantawild as easy to reach and convenient to move through, functioning as a contextual moderator that strengthens the effect of satisfaction on revisit intention.

1.6.8 Revisit Intention to theme Parks

Revisit intention to theme parks refers to visitors' behavioral inclination to return to the same theme park in the future. It represents a forward-looking commitment that expresses loyalty, preference, and continued interest (Lee et al., 2019). Revisit intention is shaped by a combination of positive emotional responses, satisfactory evaluations, cognitive associations, and contextual facilitators (Zhou et al., 2022). Within theme parks, it reflects whether visitors perceive the experience as enjoyable, valuable, and worth repeating. Revisit intention is also influenced by familiarity, trust in experience quality, and the perceived uniqueness of thematic content (Godovykh et al., 2019). In this study, revisit intention captures visitors' likelihood of choosing Fantawild again during future travel decisions, representing the ultimate behavioral outcome influenced by marketing activities, experiential quality, emotional resonance, satisfaction, and external conditions such as transportation ease.

1.7 Delimitation of the Thesis

This thesis is delimited by several intentional boundaries that define the analytical scope and ensure the feasibility and coherence of the research design. First, the empirical investigation focuses exclusively on visitors to Fantawild theme parks, which represent a specific category of culturally themed amusement parks within China. This contextual focus allows for an in depth analysis of narrative based experience structures and IP driven content, yet it does not extend to other entertainment formats such as traditional amusement parks, scenic destinations or international theme parks with different operational models.

Second, the study examines only eight core constructs, including marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease and revisit intention. These variables were selected based on their theoretical relevance to experiential consumption and behavioral intention formation. Broader psychological, social or environmental determinants that fall outside the conceptual model are not included, allowing the analysis to remain concentrated on the experiential and emotional mechanisms central to the research objectives.

Third, the study employs a cross sectional survey design administered at a single point in time. The intention is to capture visitors' immediate perceptions and evaluations following their experience. Longitudinal dynamics, seasonal variations or evolving behavioral patterns are therefore outside the temporal scope of the thesis. Additionally, the study relies on self reported data collected through structured questionnaires, which emphasizes subjective perceptions rather than physiological or behavioral tracking measures.

Finally, the moderation analysis incorporates transportation ease as the sole contextual variable, reflecting its theoretical importance and operational relevance within the study context. Other potential external factors such as weather conditions, crowd density or service variability are not examined. These delimitations collectively ensure a focused and manageable inquiry that aligns with the conceptual framework while recognizing that broader generalization requires future extensions beyond the defined scope of this thesis.

1.8 Outline of Thesis

This thesis is organized into five chapters that collectively present the theoretical foundation, methodological approach and empirical analysis of the experiential, emotional and behavioral mechanisms shaping revisit intention in Fantawild theme parks. Chapter One introduces the research background, identifies the research problem, outlines the objectives, explains the methodological orientation and defines key terms, establishing the conceptual basis for the study. Chapter Two reviews the relevant literature on theme park experience, emotional processing and revisit behavior, and develops the conceptual model and hypotheses by integrating insights from the stimulus organism response model, affective events theory, expectation confirmation theory and the leisure constraints model. Chapter Three presents the research design, including the development of the questionnaire, pilot testing procedures, measurement operationalization and data collection strategy. It also reports the pre testing results for reliability and validity. Chapter Four provides the empirical analysis using descriptive statistics, confirmatory factor analysis, structural equation modeling, mediation testing and moderation assessment. It evaluates the direct, indirect and total effects among the constructs and interprets the structural relationships within the conceptual model. Chapter Five discusses the findings in relation to the research objectives and theoretical foundations, articulates the theoretical and practical implications, addresses the limitations of the study and proposes directions for future research. This organizational structure ensures a coherent flow from conceptual development to empirical verification and contributes to a comprehensive understanding of the determinants of revisit intention in theme park settings.

1.9 Conclusion

Chapter One has established the conceptual and contextual foundation of this thesis by outlining the significance of studying revisit intention in the evolving landscape of China's theme park industry, with a specific focus on Fantawild. The chapter positioned theme parks as culturally embedded experiential environments shaped by marketing communication, narrative design, IP development and emotional engagement, all of which operate within a competitive market driven by shifting consumer expectations and technological innovation. Against this backdrop, the chapter identified a series of research gaps in existing scholarship, including the lack of integrated theoretical frameworks, the

insufficient incorporation of culturally distinctive variables and the limited understanding of mediating and moderating mechanisms relevant to culturally themed parks.

To address these gaps, the chapter articulated four research questions and four corresponding objectives that guide the empirical inquiry. These objectives reflect the intent to clarify how external experiential stimuli shape internal psychological states and behavioral outcomes, how emotions and satisfaction transmit these effects and how contextual conditions such as transportation ease regulate the translation of positive evaluations into revisit intention. The chapter also outlined the methodological design of the study, including the quantitative approach, measurement framework and analytical strategy, which collectively support a rigorous examination of experiential, emotional and structural determinants of revisit behavior.

Key constructs central to this research—marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease and revisit intention—were conceptually defined to ensure clarity and analytical consistency. The delimitations of the thesis were also presented, specifying the contextual, conceptual and methodological boundaries that focus the study on Fantawild's culturally immersive environment and its core experiential mechanisms. Finally, the chapter provided an overview of the thesis structure, highlighting how subsequent chapters build upon the foundation established here.

CHAPTER 2
LITERATURE REVIEW

This chapter first outlines the contextual background of Fantawild Theme Parks by systematically reviewing the emergence and development trends of the theme park industry, the evolutionary trajectory of Fantawild Theme Parks in China, and their distinctive characteristics. Building on this foundation, the chapter further elaborates on four theoretical underpinnings: the SOR model, affective events theory, expectation confirmation theory, and the leisure constraints model. Then, the chapter clearly defines and examines key constructs, including marketing activities, fond travel memories, IP appeal, storytelling, satisfaction, emotional resonance, transportation ease, and revisit intention to theme parks. Finally, by integrating the relevant theories and research variables, a comprehensive empirical research model is developed, and corresponding hypotheses are proposed to systematically depict the direct, mediating, and moderating pathways that explain the formation of tourists' revisit intention.

2.1 Contexts of the Study

2.1.1 The Rise and Development of Theme Parks

Theme park has undergone profound transformation over the past two centuries, evolving from rudimentary forms of public amusement into complex, immersive environments that integrate entertainment, culture, and consumer experience (Wong & Cheung, 1999). The historical lineage of the modern theme park can be traced to early recreational venues such as pleasure gardens and fairs in 19th-century Europe. Notable examples include Tivoli Gardens in Copenhagen (est. 1843) and Prater Park in Vienna, which offered structured settings that combined musical performances, theatrical spectacles, and mechanical rides. These venues introduced the notion of enclosed, purpose-built leisure environments, laying the conceptual and spatial groundwork for the contemporary theme park (Norden, 1999).

A significant paradigm shift occurred with the inauguration of Disneyland in Anaheim, California, in 1955. Walt Disney's innovative vision diverged from the traditional amusement park model by emphasizing coherent theming, narrative immersion, and family-oriented experiences. Disneyland operationalized a new standard in recreational design by introducing themed lands, costumed characters, and synchronized storytelling, alongside unprecedented levels of cleanliness, safety, and spatial organization (Walsh, 1992). This model fundamentally redefined the experiential dimension of leisure, positioning emotional engagement and thematic coherence as central to the visitor experience.

The establishment of Disneyland marked the crystallization of the modern theme park model, catalyzing its global diffusion and localization. In subsequent decades, theme parks proliferated across diverse cultural contexts, increasingly characterized by technological sophistication, interactive storytelling, and experiential personalization. This evolution reflects broader societal shifts associated with the rise of the experience economy, wherein consumer demand prioritizes immersive, affective, and participatory forms of leisure.

Contemporary theme parks thus function not only as entertainment venues but also as hybridized spaces of cultural production, digital innovation, and identity performance (Jung et al., 2015). From traditional thrill rides to virtual and augmented reality attractions, the design and operation of theme parks now embody a convergence of narrative architecture, technological mediation, and consumer agency (ElFeky et al., 2025). As such, the theme park has emerged as a salient exemplar of modern cultural consumption, continuously adapting to changing expectations in tourism, leisure, and global popular culture.

Over time, a range of theme park typologies has emerged, distinguished by their core design philosophy, experiential emphasis, and narrative content. These types are not mutually exclusive but represent dominant trends in park development strategies. Table 2.1 outlines four primary categories of theme parks, each defined by distinct core characteristics and representational strategies: entertainment-oriented parks prioritize thrill rides and sensory spectacle; culture and heritage-based parks emphasize historical narratives and national traditions; eco-natural parks integrate environmental education and wildlife exhibits; and IP-driven parks rely on popular media franchises and cross-platform

storytelling. This classification reflects the thematic diversification and evolving functions of contemporary theme parks within global leisure industries.

Table 2.1 The Major theme Park Categories

Type of Theme Park	Core Characteristics	Examples
Entertainment-Oriented	Emphasis on thrill rides, sensory stimulation, and visual spectacle	Universal Studios, Six Flags
Culture and Heritage-Based	Centered on historical narratives, folk traditions, and national symbols	Fantawild Oriental Heritage, Splendid China
Eco-Natural and Wildlife	Integration of ecological education, animal exhibitions, and landscape immersion	Chimelong Safari Park, Ocean Park Hong Kong
Intellectual Property (IP)-Driven	Built upon well-known media franchises and characters, with cross-media storytelling	Disneyland, Warner Bros. World Abu Dhabi

The global theme park industry represents a significant segment of the entertainment and tourism market, characterized by continuous growth and evolving consumer demands. In 2022, the global theme park market was valued at approximately USD 50.5 billion and is expected to expand at a CAGR of 6.2% through 2030 (Bai et al., 2024). The market is predominantly driven by North America, home to industry giants such as Disney and Universal Studios, followed by the Asia-Pacific region, where China has emerged as a major growth hub. The expansion of theme parks in China, particularly through large-scale investments in Disneyland Shanghai, Universal Beijing Resort, and Fantawild parks, reflects the increasing domestic demand for high-quality entertainment experiences (Liu et al., 2025). The Chinese theme park market alone is projected to reach USD 20 billion by 2025, fueled by rising disposable incomes, urbanization, and government support for cultural tourism.

Figure2.1 demonstrates the economic trends in theme park revenues across China, Japan, South Korea, and Thailand, which represent major theme park markets in Asia. The industry experienced consistent growth from 2016 to 2019, reflecting increasing tourism

demand and infrastructure development. By 2022, the sector had surpassed pre-pandemic levels, driven by increased visitor demand, metaverse integration, and enhanced theme park experiences. These trends highlight the resilience of the theme park industry in Asia and its potential for future growth through digital innovation and immersive tourism experiences.

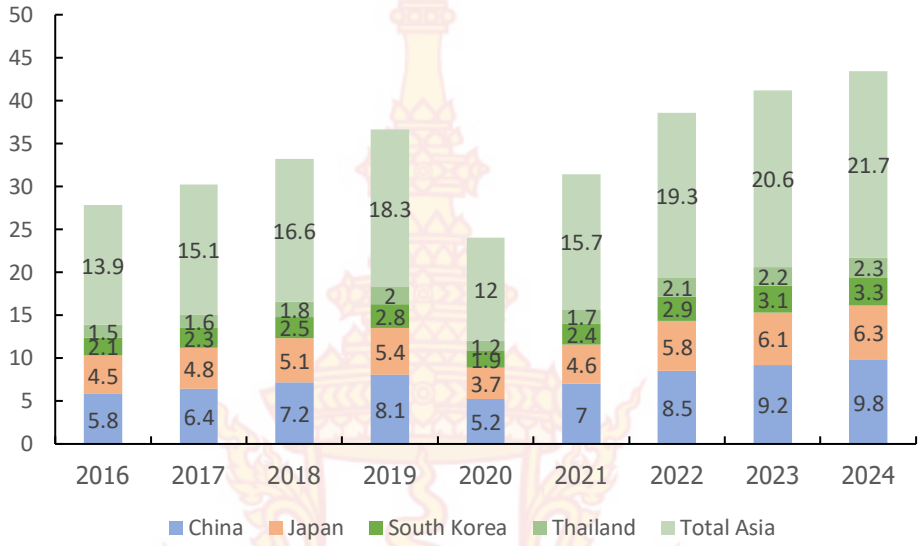

Figure 2.1 Economic Contribution of Theme Parks in Selected Asian Countries (2016-2024) (USD Billion)

Source: Adapted from China Tourism Academy (2024) and World Travel & Tourism Council (WTTC) Economic Impact Reports (2016–2024)

Theme parks worldwide experience cyclical fluctuations in attendance, influenced by economic conditions, seasonality, and external factors such as global health crises. In 2022, attendance levels at Disney, Universal Studios, and Fantawild parks in China rebounded strongly, with a 30% increase in visitors compared to the previous year. By 2024, the total market value in Asia rose further to USD 21.7 billion, with China alone contributing nearly USD 9.8 billion, underscoring its central role in the regional industry. The recovery has been driven not only by the easing of travel restrictions and renewed consumer interest in leisure activities but also by the accelerating adoption of digital and immersive technologies. Consumer demand is increasingly shifting toward highly interactive, technology-driven attractions, as visitors seek novel and engaging experiences. Market research indicates that more than 65% of theme park visitors prioritize attractions

featuring virtual and augmented reality, highlighting the deepening integration of digital technologies into theme park entertainment (Arya et al., 2025).

Table 2.2 Major Theme Parks' Locations and Key Characteristics

Serial Number	Theme Park Name	Location	Characteristic Features
1	Disneyland Shanghai	Shanghai, China	Iconic Disney storytelling, themed attractions, high-tech rides, and family-friendly experiences.
2	Universal Studios Beijing	Beijing, China	Hollywood movie-themed attractions, immersive 3D and VR experiences, high-speed roller coasters.
3	Fantawild Adventure	Multiple Cities, China	Chinese mythology and culture-based themes, interactive performances, digital entertainment technology.
4	Chimelong Ocean Kingdom	Zhuhai, China	Marine-themed attractions, large-scale aquariums, animal encounters, and world-class roller coasters.
5	OCT Happy Valley	Multiple Cities, China	Thrill rides, water parks, themed lands with diverse entertainment offerings.
6	Lotte World	Seoul, South Korea	Indoor and outdoor theme parks, VR-enhanced rides, and fantasy-based attractions.
7	Tokyo Disneyland	Tokyo, Japan	Classic Disney attractions, themed lands, and immersive entertainment.
8	Legoland Malaysia	Johor, Malaysia	LEGO-themed interactive experiences, family-friendly attractions, and educational entertainment.
9	Ocean Park Hong Kong	Hong Kong, China	Blend of amusement rides, wildlife experiences, and digital entertainment

Table 2.2 presents a selection of prominent theme parks across China and neighboring regions, highlighting their unique characteristics and market positioning. Disneyland Shanghai and Universal Studios Beijing stand as international theme park brands, leveraging global intellectual property and immersive digital experiences to attract a diverse audience. Meanwhile, Fantawild Adventure and Chimelong Ocean Kingdom represent China's domestic innovation in the theme park sector, offering culture-rich narratives and high-tech attractions. OCT Happy Valley caters to thrill-seekers with its roller coasters and water parks, while Lotte World and Tokyo Disneyland are key players in East Asia's entertainment industry. Legoland Malaysia represents a growing trend of educational and interactive play-based theme parks.

The evolution of these parks reflects an increasing reliance on advanced technologies, storytelling integration, and experiential marketing to enhance visitor engagement and sustain long-term growth. In particular, Fantawild, with its focus on Chinese mythology and cultural themes, has integrated digital technologies into its attractions, offering visitors interactive performances and high-tech experiences that resonate with both domestic and international audiences.

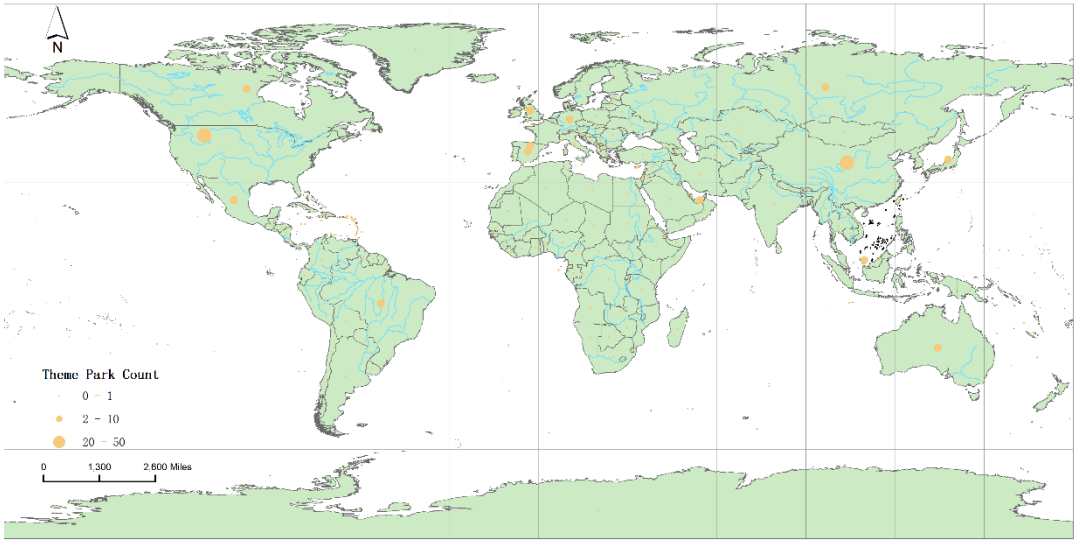

Figure 2.2 Global Distribution of Theme Parks

Source: Adapted from Themed Entertainment Association & AECOM, 2023

Figure 2.2 presents the global distribution of theme parks, where North America and East Asia emerge as the primary clusters. North America maintains its leadership through established operators such as Disney and Universal, while East Asia—particularly China—shows the most rapid expansion, driven by the simultaneous presence of domestic brands and international franchises. Europe reflects a moderate yet stable market with culturally oriented parks, whereas Africa and the Pacific islands display minimal development. This dual-core structure highlights both the stability of North America and the dynamic rise of East Asia, contextualizing Fantawild's strategic role within the global theme park landscape.

2.1.2 Theme Park Industry in China

The evolution of China's theme park industry has followed a path distinct from that of Western markets, shaped by the country's rapid socio-economic transformation, evolving cultural policies, and strategic adaptation of global entertainment paradigms (Zhang & Shan, 2016). From fragmented amusement facilities in the early reform era to sophisticated, narrative-driven complexes today, China's theme park market mirrors broader trends in consumption upgrading, urbanization, and cultural soft power projection.

The emergence of theme parks in China began in the early 1990s, catalyzed by the reform and opening-up policy and increasing domestic demand for recreational spaces. Initially, many parks imitated foreign models without clear theming or cultural localization, often resulting in short-lived operations due to inadequate planning, weak brand identity, and limited consumer engagement. Nonetheless, this early phase laid the conceptual and infrastructural foundation for future growth, familiarizing the public with the notion of themed entertainment.

The subsequent phase, spanning roughly from 2005 to 2015, marked a turning point characterized by industry consolidation and thematic innovation. Leading domestic players such as OCT Group (Happy Valley series) and Fantawild Holdings began to craft experiences rooted in Chinese mythology, folklore, and national heritage (Fu et al., 2022). Theme parks increasingly became anchor projects within integrated cultural tourism zones, supported by government initiatives like the Outline for National Tourism and Leisure (2013–2020). This period also saw improved standardization, better management models, and closer alignment with regional development goals.

From 2015 onwards, the industry entered a phase of technological upgrading, international integration, and diversified positioning. Flagship foreign brands such as Disneyland and Universal Studios successfully localized their intellectual property (IP) within the Chinese cultural and regulatory landscape, while domestic players expanded their offerings through intelligent systems and immersive technologies like AR, VR, and AI. Digital transformation not only enhanced visitor engagement but also reshaped the design and operation of theme parks (Xu, 2023). Meanwhile, market strategies have expanded beyond megacities to include second- and third-tier cities, with differentiated content catering to regional audiences and family-based leisure demand.

Overall, China's theme park development illustrates a dynamic interplay between globalization and cultural localization, state-led planning and private innovation, as well as physical expansion and digital convergence. As the industry matures, it increasingly functions as a key platform for cultural storytelling, urban regeneration, and high-quality domestic tourism.

Table 2.3 Development Stages and Characteristics of China's Theme Park

Development Phase	Period	Key Characteristics	Examples
Emergence and Imitation	1990s–early 2000s	Fragmented growth; imitation of Western models; low thematic depth; limited differentiation	Beijing World Park, Window of the World (Shenzhen)
Thematic Consolidation	2005–2015	Rise of domestic brands; cultural localization; integration with regional tourism policies	Happy Valley, Fantawild Oriental Heritage
Digital and Global Expansion	2015–present	Technological innovation; market segmentation; successful localization of global IP	Shanghai Disneyland, Universal Studios Beijing, Fantawild Silk Road Park

2.1.3 Fantawild Theme Parks

As a flagship domestic brand in China's theme park industry, Fantawild Holdings Inc. represents a uniquely localized and technologically ambitious player in the cultural tourism economy. Founded in 2007, the company has developed over 30 parks across more than 20 cities in China, including signature properties such as Fantawild Adventure, Fantawild Oriental Heritage, and Fantawild Silk Road Dream. Unlike many early Chinese theme parks that merely replicated Western models, Fantawild has positioned itself at the intersection of cultural storytelling and digital innovation, making it a key player in the localization of the global theme park concept (Baker, 2022). Its focus on original animation IP, domestically produced multimedia shows, and immersive cultural content has allowed it to establish a strong national presence and brand identity (Cheng et al., 2016).

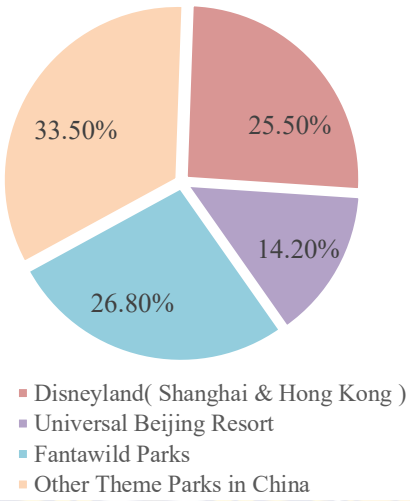

Figure 2.3 Visitor Distribution Among Major Theme Parks in China
Source: China Tourism Academy (CTA) Reports, 2023

Figure 2.3 illustrates the distribution of visitors among major theme parks in China. The data indicates that Fantawild Parks account for 26.8% of the total visitor share, reflecting their widespread presence and appeal among domestic tourists. Shanghai Disneyland and Hong Kong Disneyland together attract 25.5% of total theme park visitors, demonstrating the strong market influence of the Disney brand in China. Universal Beijing Resort, despite being a relatively recent addition to the theme park industry, holds 14.2% of the market, showcasing its rapid growth and popularity (Liu et al., 2025). This distribution highlights the competitive nature of the Chinese theme park industry and

underscores the significance of both international brands and domestic enterprises in shaping visitor preferences and market dynamics.

Fantawild's developmental trajectory is marked by the strategic integration of advanced digital technologies with immersive cultural content, which together form the core of its experiential offerings. Signature attractions such as *The Legend of Nuwa, Bridge to the Past, and The Chinese Zodiac Adventures* exemplify this approach, blending 4D cinematic effects, virtual and augmented reality applications, and projection mapping to construct emotionally engaging and culturally meaningful experiences (Baker, 2021). These technological deployments are aligned with national priorities that emphasize cultural confidence and technological modernization, reinforcing the park's role as a proponent of "digital Sinicization" in the leisure economy. Beyond its technological infrastructure, Fantawild also curates seasonal events, patriotic performances, and educational programs tailored to family and school audiences, further enriching the multidimensional nature of the visitor experience (Anton Clavé et al., 2023). Notably, attractions with high levels of technological integration tend to generate stronger visitor engagement and satisfaction, as evidenced by visitor experience data (CTA Reports), which highlights the effectiveness of immersive technologies in shaping both preference and perception.

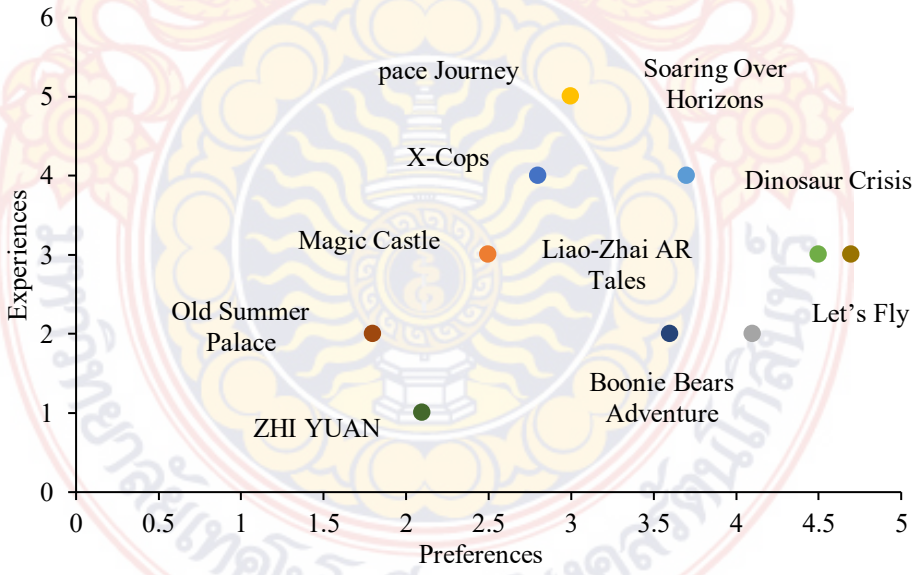

Figure 2.4 Some attractions of Fantawild

Source: China Tourism Academy (CTA) Reports, 2023

Figure 2.4 illustrates the relationship between visitor preferences and experiences across Fantawild attractions, emphasizing the role of technology in shaping these factors. The x-axis indicates visitor preferences, while the y-axis reflects the level of experience. Attractions such as Virtual Reality Roller Coaster and Interactive Dinosaur Adventure exhibit high scores in both dimensions, underscoring the successful integration of cutting-edge technologies like virtual reality and augmented reality. These technological applications not only enhance visitor immersion but also significantly contribute to engagement and satisfaction. However, attractions with lower technological integration, such as Traditional Heritage Shows, show comparatively weaker performance, highlighting the need for broader technological incorporation to meet evolving visitor expectations.

However, Fantawild's continued reliance on a limited intellectual property ecosystem and relatively static content portfolio presents significant challenges to long-term brand engagement and visitor loyalty. Despite its success in attracting first-time visitors, revisit rates remain comparatively low, indicating insufficient emotional attachment and experiential continuity (Fu et al., 2022). In contrast to the expansive narrative universes cultivated by international competitors such as Disney and Universal, Fantawild's original IPs lack transmedia scalability and enduring symbolic value, weakening their capacity to foster intergenerational loyalty. Furthermore, service personalization remains underdeveloped, and slow content renewal cycles diminish the appeal for repeat visits. These limitations are particularly salient in a market increasingly influenced by international standards of service quality and narrative immersion, where consumer expectations are shaped by globally competitive benchmarks (Cheng et al., 2016).

While prior studies acknowledge the significance of technological features and cultural content in shaping initial satisfaction, few have systematically examined how these elements contribute to deeper emotional engagement and long-term behavioral outcomes (Wu, 2024). The critical role of personalized services and dynamic narrative strategies in fostering visitor loyalty, suggesting that frequent content innovation and individualized experiences are key drivers of repeat visitation. These insights point to a strategic imperative for Fantawild to align its technological strengths with a more coherent and emotionally resonant narrative framework. Doing so would not only enhance the

quality of the visitor experience but also support the development of sustainable brand attachment.

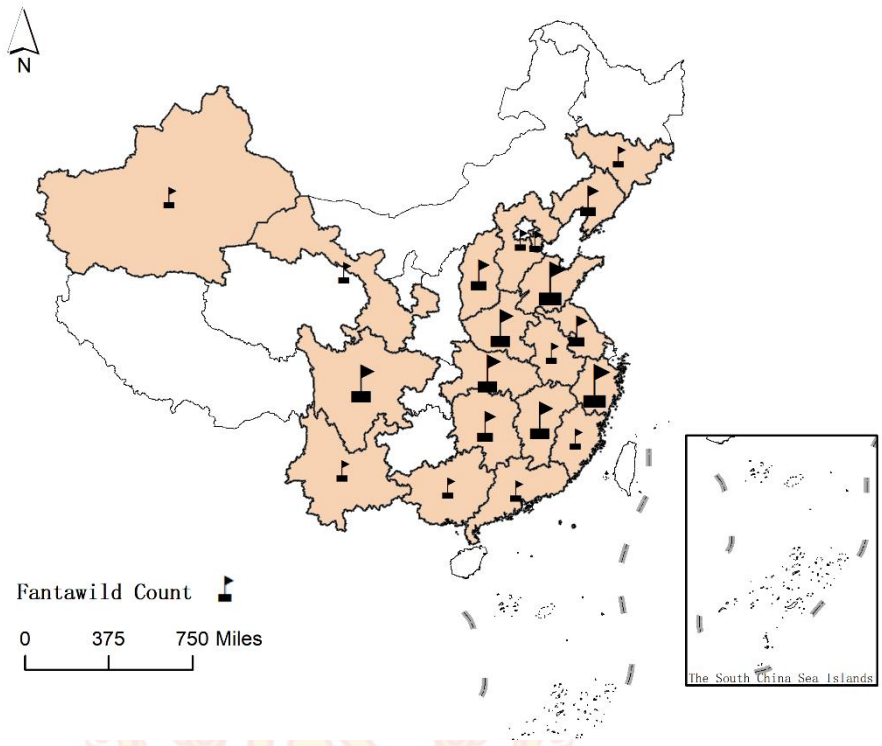

Figure 2.5 Distribution of Fantawild in China
Source: https://fantawild.com/layout.shtml, 2024

Figure 2.5 illustrates the spatial distribution of Fantawild theme parks across China, highlighting their regional clustering and strategic placement. The majority of parks are concentrated in central and eastern provinces such as Henan, Shandong, Anhui, and Jiangsu, reflecting both dense population bases and strong consumer demand. The presence of parks in provinces like Liaoning, Heilongjiang, and Gansu indicates Fantawild's effort to extend its brand influence into northeastern and western regions, though the distribution in these areas remains relatively sparse. Notably, large metropolitan regions such as Beijing, Shanghai, and Guangdong are surrounded by Fantawild parks, underscoring their alignment with urban tourism flows and accessibility. This uneven yet strategic layout demonstrates a dual orientation: maximizing exposure in high-demand eastern provinces while gradually penetrating emerging markets in inland China, thereby reinforcing Fantawild's role as a national brand in the cultural tourism economy.

2.1.4 Visitor Profiles and Attractions of Fantawild

Fantawild's visitor base demonstrates distinct demographic and motivational characteristics that differentiate it from both international and domestic competitors. (Baker, 2022) . This reflects the park's positioning as a family-oriented destination, where attractions integrate entertainment, cultural learning, and intergenerational participation. Compared with international parks that often rely on premium pricing strategies, Fantawild offers comparatively affordable entry fees, thereby expanding accessibility to middle-income households from China's second- and third-tier cities. Such affordability has significantly broadened its consumer base beyond metropolitan elites, aligning with the growing demand for regional leisure opportunities in rapidly urbanizing inland provinces (Carson et al., 2022).

Cultural motivation further distinguishes Fantawild's visitors. The brand's reliance on indigenous myths, folklore, and historical narratives appeals to audiences seeking leisure experiences that affirm cultural identity and heritage (Pomering & White, 2011). Surveys conducted by the China Tourism Academy (2023) indicate that cultural curiosity and educational value are cited as primary motivations among Fantawild visitors, particularly for school groups and family travelers. Attractions such as The Legend of Nüwa and Qin Palace Adventure not only provide entertainment but also function as cultural pedagogical spaces, reinforcing national identity and intergenerational knowledge transfer. This combination of leisure and cultural affirmation strengthens Fantawild's resonance among domestic tourists, especially those who prioritize cultural authenticity over imported global franchises.

In addition to family and culture-driven visitors, Fantawild also attracts technologically oriented tourists drawn by its immersive digital experiences. With sustained investment in VR/AR and large-scale multimedia shows, the parks cater to younger generations seeking novelty and interactivity in leisure consumption (Le et al., 2022). Data from Fantawild Group (2023) suggests that attractions with high levels of technological integration report above-average satisfaction scores among visitors aged 18–35, underscoring the importance of digital innovation in appealing to tech-savvy demographics.

Taken together, Fantawild's visitor profile highlights three intersecting segments: family-based consumers seeking affordable and safe leisure; culturally motivated travelers

in search of identity-affirming experiences; and younger tourists attracted by technologically mediated immersion. These overlapping audiences reflect Fantawild's hybrid positioning as both a cultural-brand park and a technology-driven entertainment space, providing unique competitive advantages within China's highly diversified theme park market.

2.1.5 Cultural Immersion and Emotional Engagement in Theme Parks

In the era of experiential tourism, theme parks have evolved into multidimensional cultural spaces that transform traditional heritage and collective memory into living experiences. Rather than merely serving as entertainment venues, they function as platforms for cultural interpretation and emotional engagement, where visitors encounter narratives, symbols, and values embedded in local traditions. Immersive design, spatial storytelling, and performance aesthetics allow visitors to actively participate in these narratives, transforming passive observation into meaningful cultural experience. Such engagement reflects a shift from consuming cultural representations to experiencing culture as emotion and identity, thereby reinforcing visitors' sense of belonging and attachment to the destination (Sun et al., 2024).

In the Chinese context, cultural immersion has become a defining feature of domestically developed theme parks. Fantawild, in particular, has distinguished itself by reinterpreting classical mythology, folklore, and historical imagination through narrative-driven attractions and performance art. Stories such as The Legend of Nüwa, The Spirit of Jiuzhou, and The Romance of the Three Kingdoms are not simply recreated for visual enjoyment but are designed to communicate moral symbolism and national values that resonate deeply with domestic audiences (Shi & Xiao, 2024). Through the fusion of spatial design, music, costume, and choreography, these experiences transform ancient cultural meanings into contemporary forms of leisure and emotional participation.

Cultural immersion in such contexts operates as both a cognitive and affective process. Visitors interpret symbolic meanings through sensory encounters, while simultaneously experiencing emotional resonance that strengthens identification with the cultural narratives represented (Chen, 2024). This dual engagement fosters a deeper appreciation of heritage and enhances overall satisfaction, serving as a foundation for revisit intention. Unlike globally standardized entertainment franchises, Fantawild's approach emphasizes cultural authenticity and interpretive depth, enabling visitors to

perceive the park as a space where national culture is not only displayed but also emotionally lived and reimagined.

Consequently, the role of culture in theme park experiences extends beyond thematic decoration—it constitutes the core experiential substance that connects memory, emotion, and identity. By positioning cultural storytelling and traditional symbolism at the heart of its creative model, Fantawild demonstrates how immersive cultural experience can generate both aesthetic pleasure and emotional loyalty. Such experiences cultivate meaningful connections between visitors and heritage, thereby contributing to sustainable engagement and the long-term vitality of cultural tourism destinations.

2.2 Parent Disciplines

The theoretical foundation for explaining revisit intention is constructed through the integration of the stimulus-organism-response model, affective events theory, expectation confirmation theory, and the leisure constraints model. The stimulus-organism-response model provides the overarching logic for linking external experiential stimuli, internal psychological states, and behavioral responses. Within this structure, external stimuli include marketing activities, fond travel memories, IP appeal, and storytelling; internal organismic states include emotional resonance and satisfaction; and the behavioral response is represented by revisit intention. Emotional resonance is explained through affective events theory, which clarifies how emotionally salient theme park experiences generate affective responses. Satisfaction is explained through expectation confirmation theory, which clarifies how experiential performance is evaluated against prior expectations. The moderating role of transportation ease is explained through the leisure constraints model, which indicates that the effect of satisfaction on revisit intention may depend on perceived accessibility and convenience. Through this theoretical arrangement, experience-based stimuli, emotional and cognitive evaluations, and structural conditions are connected within a coherent conceptual model.

2.2.1 Stimulus-Organism-Response Model (S-O-R)

The Stimulus–Organism–Response (S-O-R) model, originally proposed by Mehrabian and Russell (1974), offers a comprehensive theoretical framework for understanding the psychological mechanisms through which external stimuli generate internal responses and subsequent behavioral outcomes. The model posits a sequential

process involving three core components: stimulus, organism and response. Environmental stimuli, which may include physical, symbolic, or communicative factors, act upon the organism, encompassing individuals' cognitive and emotional systems. These internal states then influence the eventual behavioral response, such as approach or avoidance behavior. Within leisure and tourism contexts, the S-O-R model is particularly useful in conceptualizing how designed experiences and external influences stimulate emotional engagement and shape visitors' decision-making processes.

The S-O-R model has been extensively applied in marketing research to explain how various forms of external stimuli, such as store atmospherics, product design, or brand communication, influence internal emotional states like pleasure, arousal, or satisfaction, which ultimately determine consumer behaviors such as purchase, loyalty, or advocacy (Yun & Good, 2007). Marketing communications, nostalgic triggers, symbolic imagery, and immersive storytelling function as salient environmental stimuli that stimulate internal affective responses such as emotional arousal, nostalgia, and cognitive appraisal (Jiang et al., 2022). In the tourism sector, the model has been employed to investigate how destination images, promotional materials, or short video content impact tourists' emotions, cognitive evaluations, and subsequent behavioral intentions (Cao et al., 2021; Lusianingrum & Pertiwi, 2023). The S-O-R model has also been applied to explain the influence of brand appeal and marketing campaigns on consumer memory and re-engagement behavior, suggesting that past experience and branding narratives act as enduring stimuli that continue to activate internal responses even post-visit (Kim et al., 2020).

In summary, the S-O-R framework serves as a foundational model to explain the formation of revisit intention to Fantawild theme parks. Four independent constructs—marketing activities, fond travel memories, IP appeal, and storytelling—are conceptualized as external stimuli that activate tourists' internal states, represented by emotional resonance and satisfaction. These internal reactions are essential evaluative and affective outcomes through which visitors process and internalize their theme park experience. The final response is operationalized as revisit intention, representing a behavioral outcome derived from both emotional and cognitive organismic states. The adoption of the S-O-R model allows for an integrated understanding of how external

experiential components are transformed into internal psychological outcomes and, ultimately, into loyalty-driven behaviors in a culturally themed park environment.

2.2.2 Affective Events Theory (AET)

Affective Events Theory (AET) emphasizes the critical role of affective experiences in shaping individuals' attitudes and behaviors in response to specific events within an environment (Weiss and Cropanzano, 1996) . Unlike models that rely solely on cognitive appraisals, AET posits that emotions—triggered by discrete and often momentary events—play a central role in the formation of evaluative judgments and behavioral intentions (Weiss & Beal, 2005). These emotional reactions are not isolated; they feed into broader affective states that influence long-term satisfaction, commitment, and loyalty. AET divides these processes into two levels: short-term emotional responses to specific events and their longer-term impact on attitudes and behaviors. This dual structure highlights the importance of identifying emotionally salient elements within a given experience that act as catalysts for deeper psychological engagement.

In education, AET has been employed to investigate how classroom events such as feedback, peer interaction, or teaching styles affect student engagement and academic motivation (de Ruiter et al., 2019). In healthcare, AET has informed studies on patient experience, demonstrating how emotionally charged encounters—such as empathy from staff or procedural anxiety—influence satisfaction and treatment adherence (Christensen et al., 2023). In the context of human-computer interaction, researchers have used AET to analyze how user emotions elicited by system feedback or interface design affect digital engagement and satisfaction (Jeon, 2017). Additionally, in public administration, AET has been applied to explore how citizens' emotional responses to bureaucratic interactions shape their trust in government institutions (Sarker et al., 2019). These diverse applications affirm the theory's versatility in capturing the psychological impact of emotionally salient events across multiple life domains. Despite the diversity of these contexts, a consistent finding emerges: affective responses to experiential stimuli are central to the formation of enduring evaluative judgments and behavioral intentions.

Extending this logic to the domain of theme park tourism, AET provides a valuable framework to explain how emotionally charged experiential elements trigger emotional resonance and satisfaction among visitors, which in turn shape revisit intention. In Fantawild theme parks, narratives drawn from Chinese mythology and popular IPs serve

not merely as entertainment but as emotionally evocative episodes that connect visitors to collective memory and personal identity (Freitag & Liu, 2022). These affective experiences act as psychological mechanisms that mediate between stimulus and response. This theoretical grounding enables a deeper understanding of how theme park visitors form emotional attachments that extend beyond functional enjoyment and translate into sustained behavioral engagement.

2.2.3 Expectation Confirmation Theory (ECT)

Expectation confirmation theory (ECT), first articulated by Oliver (1977) within consumer behavior research, offers a widely applied framework for understanding post-purchase satisfaction and its influence on loyalty-related behaviors. The central premise of ECT is that consumers form expectations prior to consumption, which are subsequently compared against perceived performance during or after the experience. When performance meets or exceeds prior expectations, confirmation or positive disconfirmation occurs, leading to higher satisfaction. Conversely, negative disconfirmation—when perceived performance falls short of expectations—reduces satisfaction and weakens future behavioral intentions (Schiebler et al., 2025).

In tourism studies, ECT has been frequently employed to explain visitor satisfaction and loyalty, as travel experiences are inherently expectation-driven and highly evaluative. Satisfaction mediates the relationship between pre-visit expectations and post-visit behaviors such as revisit intention and word-of-mouth advocacy (Wang, 2025). Expectations are often shaped by marketing communications, word-of-mouth, and symbolic narratives, while actual performance is evaluated through service quality, attraction novelty, and emotional engagement (Liu et al., 2025). Thus, the degree of expectation confirmation significantly determines whether initial excitement translates into long-term loyalty.

Fantawild's emphasis on Chinese myths, marketing activities, fond travel memories, IP appeal, and storytelling shapes visitors' pre-visit expectations of novelty, cultural enrichment, and interactive immersion. Whether these expectations are confirmed during the actual visit directly affects satisfaction levels, which in turn influence loyalty outcomes such as revisit intention and recommendation. Moreover, repeated visitation raises the threshold for novelty and innovation, making expectation confirmation increasingly critical in sustaining long-term engagement. By applying ECT, this study

positions satisfaction not merely as an outcome but as a pivotal psychological mechanism linking pre-visit anticipations, experiential evaluations, and future behavioral intentions.

2.2.4 Leisure Constraints Model

Leisure Constraints, first conceptualized by Crawford and Godbey (1987) and later refined by Crawford et al. (1991), offers a theoretical framework for understanding the multifaceted barriers that inhibit individuals from engaging in leisure activities. The model posits that constraints to participation occur in a hierarchical sequence of intrapersonal, interpersonal, and structural dimensions. Intrapersonal constraints involve psychological factors such as anxiety, perceived lack of skill, or internal motivation. Interpersonal constraints refer to difficulties arising from social interactions, such as the absence of companions. Structural constraints, positioned as the most distal yet significant in the decision-making chain, encompass contextual and environmental factors including time availability, cost, accessibility, and transportation (Zientara et al., 2024).

The Leisure Constraints Model has been applied widely to diverse domains including sports participation, museum attendance, outdoor recreation, and cultural tourism. Even high-intent participants may face substantial structural constraints such as cost or limited mobility that deter actual behavior (Nyaupane & Andereck, 2007). Transportation access, physical effort, and time constraints as major inhibitors to travel planning and destination choice (Popp et al., 2024). Other researchers have extended the model to international travel, highlighting how visa complexity, unfamiliarity with transport systems, and travel costs interact to reduce destination desirability (Zhang et al., 2025). Crowding, inconvenient locations, or insufficient infrastructure have been identified as structural constraints directly shaping both initial participation and revisit intention (Zhan et al., 2024).

In the context of this study, the leisure constraints model offers a valuable lens through which to interpret the moderating role of transportation ease in the relationship between satisfaction and revisit intention to theme parks. While marketing efforts and narrative appeal may successfully generate emotional engagement and satisfaction, actual behavioral follow-through—such as revisiting the destination—remains contingent upon overcoming structural barriers. For Fantawild, which may be geographically dispersed or unevenly accessible, the practical realities of transportation availability, cost, and convenience may serve either to reinforce or to diminish visitors' behavioral intentions (Li

Yuan & Azizan Marzuki, 2024). By incorporating this model, the study acknowledges that consumer loyalty is not merely a function of emotional or experiential variables, but is also conditioned by structural feasibility. Thus, transportation ease is not treated as a background logistical factor, but as a psychologically meaningful determinant of whether favorable experiences result in sustained engagement.

2.3 Immediate Disciplines

2.3.1 Marketing Activities

Marketing activities represent a set of strategic, communicative, and experiential efforts that organizations implement to inform, attract, and retain consumers (Jamil et al., 2022). These activities typically encompass promotional messaging, multimedia storytelling, personalized engagement, and the use of various communication channels to deliver compelling brand narratives. Particularly within theme parks, marketing activities extend beyond mere advertising; they serve to construct emotional expectations, highlight unique features, and generate pre-visit imagery that frames visitors' overall interpretive experience (Fu et al., 2022). These activities may include animated content releases, social media interactions, themed events, influencer collaboration, merchandise design, and seasonal promotions—all of which work in tandem to create brand distinctiveness and initiate affective bonds with potential visitors (Deng & Liu, 2024).

High-quality marketing communication increases brand credibility, enhances perceived value, and improves consumer satisfaction by aligning promotional narratives with actual experiences (Monfort et al., 2025; Shukla & Kaur, 2025). In digital marketing environments, user-centric strategies—such as interactive social media content, real-time updates, and influencer-led promotions—have been found to foster trust, emotional involvement, and purchase intention (Theodorakopoulos et al., 2025). Within the theme park industry, the marketing focus has evolved toward delivering immersive and emotionally resonant content that reinforces brand identity. Disney and Universal Studios highlights how their IP-driven campaigns build emotional expectation, encourage parasocial attachment to fictional characters, and promote revisitation through nostalgia-infused branding (Sheldon et al., 2021).

In summary, marketing activities within theme park tourism are not merely functional or promotional in nature but operate as symbolic and emotional catalysts in

shaping visitor behavior (Seo & Park, 2018). By engaging prospective tourists through interactive, informative, and culturally embedded content, such strategies stimulate anticipatory emotions and guide experiential interpretation. As theme parks increasingly compete not only on service delivery but also on symbolic value and emotional engagement, the strategic design and perceived quality of marketing activities become decisive factors influencing long-term visitor loyalty and revisit intention.

2.3.2 Fond Travel Memories

Fond travel memories refer to tourists' positively valenced recollections of past travel experiences, encompassing cognitive appraisals and emotional impressions formed across the pre-visit, on-site, and post-visit stages (Li et al., 2022). These memories are not limited to factual recall but are often filtered through emotional salience, narrative coherence, and subjective interpretation. Fond memories may derive from thrilling attractions, family bonding moments, immersive storytelling, or culturally resonant experiences (Bainbridge, 2019). As emotionally charged mental representations, such memories contribute to the construction of personal meaning and attachment to a destination, which in turn influences future decision-making and loyalty behaviors (Williams et al., 2020).

Emotionally intense and personally significant experiences are more likely to be remembered and to shape repeat visitation (Buckley, 2022). Novelty, escapism, aesthetic quality, and local interaction are strong antecedents of fond travel memories (Barnes et al., 2016). In cultural tourism, the integration of local heritage and personal storytelling has been shown to generate nostalgia and emotional attachment, thereby reinforcing destination loyalty (Zhou et al., 2025). Within theme parks, particularly those embedded with intellectual property (IP) and narrative content, memory formation is enhanced by multisensory stimulation, character interactions, and symbolic elements that resonate with visitors' cultural identities (Wiyata et al., 2024).

Given Fantawild's reliance on cultural storytelling, myth-based IP, and immersive spatial design, fond travel memories serve as an essential psychological mechanism linking past experiences with future intention. Fond travel memories are treated not merely as passive reflections of experience but as active determinants of emotional and behavioral outcomes (Li et al., 2022). Their role is particularly salient in explaining how past affect-laden encounters can predict satisfaction, emotional bonding, and ultimately revisit

intention, highlighting the long-term psychological imprint of well-crafted tourism experiences.

2.3.3 IP Appeal

Intellectual Property (IP) appeal refers to tourists' cognitive and emotional evaluations of the intellectual properties integrated within a theme park, including their narrative coherence, symbolic depth, character familiarity, and cultural significance (Al-Romeedy, 2024). IP appeal manifests in visitors' recognition of thematic content, attachment to iconic characters, and appreciation of embedded cultural values. Such appeal contributes to the perceived uniqueness and immersive quality of the destination, differentiating it from standardized entertainment offerings and fostering a deeper sense of psychological engagement (Leung et al., 2024). IP appeal is therefore not only a branding strategy but also a core experiential driver that enhances emotional immersion, symbolic identification, and long-term loyalty (Liu et al., 2025).

In recent years, IP-driven experience design has gained increasing attention across entertainment, cultural consumption, and tourism domains. Successful IPs—whether commercial (e.g., Marvel, Pokémon) or culturally rooted—serve as narrative anchors that enhance consumer immersion, stimulate emotional bonding, and encourage repeat engagement through transmedia storytelling (Liu & Zhao, 2024). Theme parks that integrate strong IP elements were found to elicit higher levels of perceived authenticity, emotional arousal, and brand trust, which ultimately drive satisfaction and revisit intention (Wiyata et al., 2024). In the Chinese context, the rise of domestically developed cultural IPs has been linked to national identity expression and affective nationalism, further intensifying their appeal to domestic audiences (Chang & Zhang, 2024). Fantawild's strategy of embedding mythological archetypes and localized folklore within ride narratives and performances exemplifies this IP-localization synergy.

Given Fantawild's extensive use of culturally significant IPs to construct immersive environments and symbolic meaning, IP appeal serves as a critical construct in understanding tourists' emotional responses and post-visit intentions. Unlike generic entertainment features, culturally embedded IPs offer symbolic familiarity and emotional depth, contributing to visitors' satisfaction, emotional resonance, and ultimately revisit behavior (Yang et al., 2025). This study therefore conceptualizes IP appeal not only as a cognitive appraisal of design and content but also as a relational construct that bridges

cultural memory, emotional immersion, and brand loyalty within the context of theme park tourism.

2.3.4 Storytelling

Storytelling, as a theoretical construct rooted in marketing, consumer experience, and tourism research, refers to the process of using narratives to communicate meaning, structure experiences, and evoke emotional and symbolic engagement (Mossberg, 2008). Within the context of tourism, storytelling transforms destinations from physical spaces into experiential stages where visitors interpret, feel, and internalize cultural messages. It embodies three interrelated dimensions: cognitive, affective, and symbolic (Mei et al., 2018; Su et al., 2022). The cognitive dimension concerns how stories provide interpretive context, historical knowledge, and thematic coherence, enabling visitors to make sense of the cultural environment. The affective dimension relates to how narratives evoke emotions, empathy, and resonance, transforming passive observation into active emotional participation. The symbolic dimension emphasizes how stories convey shared meanings, reinforce collective identity, and embody cultural values, allowing tourists to connect personally and culturally with the destination (Lundqvist et al., 2013).

From the perspective of the Experience Economy, storytelling acts as an integrative mechanism linking the four experiential realms—educational, entertainment, aesthetic, and escapist (Han et al., 2022). Through narrative design, visitors learn cultural knowledge (educational), enjoy dramatized performances (entertainment), appreciate themed environments (aesthetic), and temporarily escape everyday reality (escapist). In theme park contexts, coherent and emotionally resonant stories thus enhance immersion, memorability, and satisfaction, leading to deeper behavioral commitment and revisit intention (Fu et al., 2022).

For culturally themed destinations such as Fantawild, storytelling represents a core experiential mechanism that translates Chinese mythology, folklore, and classical literature into emotionally meaningful experiences. Attractions such as The Legend of Nüwa, The Spirit of Jiuzhou, and The Romance of the Three Kingdoms exemplify how traditional narratives are reimagined into performative spaces that communicate heritage, moral symbolism, and collective memory (Moneta et al., 2025; Yuxin et al., 2024). These narrative encounters foster both cultural learning and emotional resonance, enabling visitors to experience culture not merely as a display but as a lived, participatory event.

In summary, storytelling in theme park settings constitutes a multidimensional experiential process that integrates knowledge acquisition, emotional engagement, and cultural identification. By shaping cognitive interpretation, affective fulfillment, and symbolic connection, storytelling enhances satisfaction and fosters revisit intention. In the case of Fantawild, it serves as both a cultural communication tool and a behavioral catalyst, linking traditional Chinese heritage with contemporary leisure experience in ways that align with the principles of the experience economy.

2.3.5 Emotional Resonance

Emotional resonance is a psychological construct rooted in affective science and symbolic interactionism, describing the intensity and persistence of emotional responses triggered by external stimuli that align with individuals' internal values, memories, or self-concept (Chen et al., 2021; Dewaele et al., 2024). Unlike transient emotional states, emotional resonance involves a deeper affective engagement that is meaning-laden and personally significant, often connected to symbolic or culturally embedded experiences (Wu et al., 2024). It is typically elicited by stimuli that are emotionally salient or socially meaningful, such as narratives, rituals, or artistic expressions, leading to a felt sense of connection or identity affirmation (Shi & Tian, 2025). Emotional resonance differs from simple emotional arousal in that it entails both affective depth and cognitive processing, contributing to stronger memory encoding and sustained behavioral motivation (Chen & Huang, 2025). As such, emotional resonance functions as a mediating psychological mechanism that links experiential stimuli with long-term attitudinal and behavioral outcomes.

Emotional resonance is considered essential for cultivating deep consumer-brand relationships, particularly when symbolic values, nostalgia, or identity-based elements are embedded in brand narratives (Hussain, 2025). Emotionally resonant content—whether in advertising, product design, or brand storytelling—can significantly enhance brand loyalty, affective commitment, and long-term engagement (Herskovitz & Crystal, 2010). Emotional resonance plays a pivotal role in audience response to narrative-based content, with research demonstrating that emotionally engaging stories, especially those rooted in cultural familiarity or moral values, lead to stronger message internalization and behavioral influence (Huang et al., 2025). Within the tourism sector, although relatively less explored compared to satisfaction or image, emotional resonance has begun to attract

attention as a critical experiential outcome. Emotional alignment with symbolic narratives enhances not only on-site engagement but also post-visit memory retention and behavioral intention (Alkhozaim et al., 2025).

In summary, emotional resonance operates as a psychological mechanism through which IP appeal, storytelling, and cultural immersion generate enduring emotional connections that influence satisfaction and revisit intention. Rather than acting as a passive affective reaction, it reflects an evaluative and meaning-making process in which visitors align their personal or cultural identities with the symbolic narratives offered by the theme park.

2.3.6 Satisfaction

Satisfaction is a psychological state resulting from the evaluation of an experience, where the outcome meets or exceeds an individual's expectations (Ekinci et al., 2008). It is commonly defined as the degree to which visitors perceive the services, experiences, or outcomes of their visit to be fulfilling and aligned with their initial desires or goals (Başarangil, 2016; Wang, 2012). Satisfaction serves as a critical determinant in shaping future behaviors, such as revisits or recommendations, and is often seen as a key indicator of the quality of the tourism experience.

Satisfaction is a multi-dimensional construct that is evaluated through various components of the visitor experience. It is influenced by a range of factors, including emotional enjoyment, decision-making congruence, visit quality, and destination value. Emotional enjoyment refers to the positive feelings and pleasure derived from the visit, such as joy, relaxation, or excitement. Decision-making congruence evaluates how well the destination aligns with the visitors' expectations and prior judgments made before the visit (Lee et al., 2020). The quality of the visit, encompassing the effectiveness of services, interactions with staff, and environmental factors, also plays a significant role in shaping satisfaction (Luo et al., 2023). Lastly, destination value is the perceived benefit that the visitor gains from their visit, considering both tangible and intangible factors such as cost, perceived authenticity, and unique experiences (Alam et al., 2024).

In summary, satisfaction in theme parks like Fantawild is influenced by factors such as emotional enjoyment, decision-making congruence, visit quality, and destination value. Emotional enjoyment is heightened through immersive attractions and engaging storytelling, while decision-making congruence reflects how well the destination aligns

with visitors' expectations. The quality of the visit, encompassing service interactions and the effectiveness of attractions, also plays a significant role. Furthermore, perceived value, which includes the uniqueness and authenticity of the experience, contributes to overall satisfaction. These factors collectively shape the visitor's decision to return, with high satisfaction levels fostering loyalty and motivating repeat visits.

2.3.7 Transportation Ease

Transportation ease, as a concept rooted in spatial interaction theory and destination accessibility research, refers to tourists' perceived convenience, efficiency, and comfort in reaching and navigating a travel destination (Ezeoke et al., 2025). It is commonly conceptualized as part of structural constraints within the Leisure Constraints Model, where it represents external environmental or infrastructural factors—such as distance, transportation infrastructure, connectivity, and service availability—that influence an individual's ability or willingness to participate in leisure travel (Zientara et al., 2024). Unlike intrinsic motivation or emotional factors, transportation ease focuses on the practical and logistical aspects of travel that often act as prerequisites for tourism decision-making. From a psychological perspective, perceived transportation ease not only affects destination choice but also shapes overall evaluations of the tourism experience by either facilitating or hindering seamless access and mobility (Lasisi et al., 2025).

Perceived accessibility—encompassing factors such as travel time, cost, infrastructure quality, and multimodal connectivity—significantly influences both first-time visitation and repeat travel behaviors (Mehdizadeh & Kroesen, 2025). In particular, destinations with well-developed transport systems tend to be perceived as more attractive, trustworthy, and visitor-friendly (Prideaux, 2000). In Fantawild theme parks, where visitors often travel from various regional or interprovincial locations, perceived transportation ease is especially salient. While Fantawild invests in storytelling and cultural immersion to build emotional connections, the effectiveness of these strategies may be undermined if visitors perceive difficulty in accessing or returning to the park. Accordingly, by integrating transportation ease into the analytical framework, this research acknowledges the interplay between emotional and infrastructural dimensions of the tourism experience, contributing to a more comprehensive understanding of revisit behavior.

2.3.8 Revisit Intention to Theme Park

Revisit intention is a key dimension of behavioral loyalty, defined as an individual's conscious plan or willingness to return to a previously visited destination (Jang & Feng, 2007; Lee et al., 2019). Revisit intention reflects a tourist's future-oriented behavioral commitment shaped by attitudes, social influence, and perceived control. It is typically measured through intention-based indicators such as willingness to revisit, recommend to others, or prefer the destination over alternatives (Soliman, 2021).

Revisit intention has been recognized as a critical indicator of long-term destination competitiveness and visitor retention. Factors such as destination image, service quality, emotional experience, perceived value, and technological innovation (e.g., VR immersion) significantly influence tourists' willingness to revisit (Wu & Wang, 2025). In particular, cultural and experiential parks like Fantawild rely on multisensory engagement and narrative-driven attractions to stimulate positive post-visit evaluations. Visitor satisfaction and memorable experiences act as strong mediators between perceived service attributes and behavioral intentions, thereby reinforcing the likelihood of repeat visitation (Lee et al., 2019).

In summary, revisit intention functions as a key behavioral outcome that bridges tourists' perceptions, emotions, and future actions. Its predictive value makes it an essential focus for both academic inquiry and strategic destination management. Understanding the psychological and experiential determinants of revisit intention can help theme parks like Fantawild craft targeted interventions to foster visitor loyalty and sustain long-term market vitality.

2.4 Theoretical Model and Hypotheses Statement

2.4.1 Empirical Framework

The empirical framework integrates four theoretical foundations to explain revisit intention in the context of Fantawild Theme Parks. The SOR model establishes the foundation by conceptualizing marketing activities, IP appeal, storytelling, and fond travel memories as external stimuli that influence revisit intention through internal psychological processes. Affective events theory highlights the mediating role of emotional resonance and satisfaction, suggesting that emotionally charged and evaluative reactions to these stimuli shape behavioral outcomes. Expectation confirmation theory further explains

satisfaction as a post-visit judgment formed through the comparison of prior expectations and actual experiences. In addition, drawing from the leisure constraints model, transportation ease is introduced as a structural moderator that conditions the strength of the satisfaction–intention relationship. Collectively, this integrated framework captures the interplay of experiential, emotional, and contextual factors in shaping tourists' revisit intentions within culturally themed theme park environments.

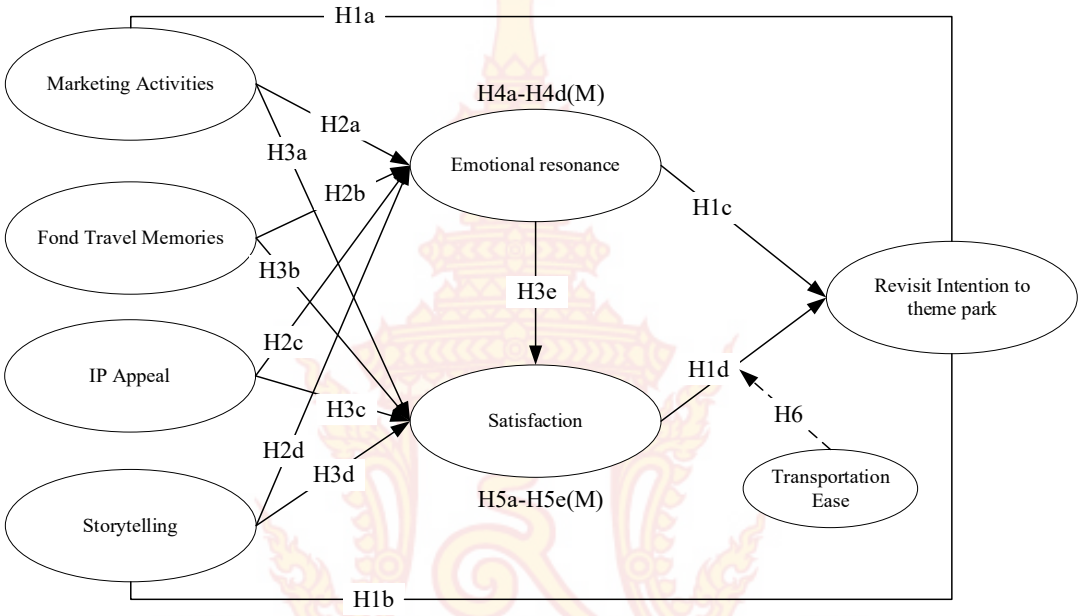

Figure 2.6 Conceptual framework of the study

Figure 2.6 presents the empirical research model designed to examine the factors influencing tourists' revisit intention in the context of Fantawild Theme Park. The model identifies marketing activities, fond travel memories, IP appeal, and storytelling as the independent variables; satisfaction and emotional resonance as the mediating variables; and transportation ease as the moderating variable influencing the relationship between satisfaction and revisit intention. The dependent variable is revisit intention to theme park. This framework captures the interplay between external experiential stimuli, internal emotional responses, and structural contextual factors, offering a comprehensive perspective on what drives return visits in a culturally themed theme park environment.

The model proposes that marketing activities, storytelling, satisfaction, and emotional resonance exert direct influences on revisit intention to the theme park (H1a–H1d). Furthermore, it theorizes that marketing activities, fond travel memories, IP appeal,

and storytelling directly affect emotional resonance (H2a–H2d), while marketing activities, fond travel memories, IP appeal, storytelling, and emotional resonance also exert direct effects on satisfaction (H3a–H3e).

To capture the underlying emotional mechanisms, the model incorporates additional hypotheses, proposing that satisfaction and emotional resonance mediate the relationships between the four antecedents—marketing activities, fond travel memories, IP appeal, and storytelling—and revisit intention (H4a–H4d).

In addition, the framework includes a further layer of mediating hypotheses, suggesting that satisfaction mediates the effect of all five independent variables—marketing activities, fond travel memories, IP appeal, storytelling, and emotional resonance—on revisit intention (H5a–H5e). Finally, a moderated relationship is proposed, where transportation ease moderates the effect of satisfaction on revisit intention (H6).

This framework provides a clear structure for examining how marketing efforts, experiential perceptions, and contextual accessibility contribute to visitors' intentions to return. It provides a comprehensive structure for empirical testing through quantitative methods, offering insights into both functional and emotional drivers of theme park revisit intention.

2.4.2 Hypothesis Development

Marketing activities encompass a series of strategic actions designed to promote attractions, engage audiences, and reinforce brand positioning through various offline and online channels (George & Barksdale, 1974). In the tourism context, effective marketing enhances tourists' awareness, stimulates interest, and reduces decision-making uncertainty, thereby increasing the likelihood of behavioral engagement with a destination (Buhalis et al., 2023). Marketing-driven initiatives—such as digital storytelling, themed campaigns, and IP-linked promotions—positively shape visitors' perceptions and influence their behavioral outcomes (Kwangsawad et al., 2025). Particularly in experience-based tourism settings, interactive and personalized marketing strengthens post-visit commitment by deepening emotional connection and perceived value (Yawised & Apasrawirote, 2025).Therefore, we propose:

H1a: Marketing activities positively affects revisit intention to theme park.

Storytelling, as a narrative framework that integrates space, attractions, and cultural symbols, is widely recognized as a central mechanism for shaping visitors'

cognitive and emotional engagement in theme parks (Campos et al., 2023). Through coherent narratives and symbolic representation, storytelling fosters immersion, emotional resonance, and identity construction, enabling tourists to interpret their experiences in meaningful ways (Fu et al., 2022). When visitors perceive that the destination delivers compelling and culturally significant narratives, their emotional attachment and symbolic association with the park are strengthened, which in turn increases their likelihood of returning (Luo et al., 2023). Thus, we propose:

H1b: Storytelling positively affects revisit intention to theme park.

Emotional resonance refers to the depth and intensity of affective responses elicited during a tourism experience, capturing how meaningfully visitors connect with a destination on a personal and psychological level (Jiang et al., 2025). Emotionally evocative experiences contribute significantly to post-consumption evaluations and future behavioral tendencies (Li et al., 2025). Destinations that foster cultural pride, nostalgia, or symbolic identification are more likely to encourage return visits due to the affective bonds formed during the initial experience (Nguyen & Duong, 2024). As visitors seek emotional continuity and reconnection, strong emotional resonance becomes a powerful driver of revisit motivation in culturally themed tourism contexts. Therefore, we propose:

H1c: Emotional resonance positively affects revisit intention to theme park.

Satisfaction, commonly understood as a post-consumption evaluative judgment, reflects the extent to which a tourist's expectations are met or exceeded during their experience at a destination (Rasoolimanesh et al., 2021). Satisfaction is often shaped by multiple service dimensions, including entertainment value, service quality, crowd management, environmental aesthetics, and emotional resonance. When tourists perceive high levels of satisfaction, they are more inclined to maintain a favorable attitude toward the destination, which can significantly increase their intention to return (Baghirov et al., 2023). Emotional fulfillment and cognitive appraisal jointly reinforce the psychological attachment to a destination, thereby stimulating revisit intentions. Thus, we propose:

H1d: Satisfaction positively affects revisit intention to theme park.

Marketing activities encompass a wide array of strategic communications and experiential engagements designed to inform, attract, and emotionally connect with target audiences. These include promotional campaigns, social media storytelling, IP-based merchandising, and themed events—all of which aim to shape not only visitor awareness

but also emotional involvement (Al-Romeedy, 2024). Marketing stimuli can evoke affective responses by building anticipation, shaping expectations, and reinforcing symbolic meaning associated with the brand or destination (Praveen et al., 2025). Emotionally engaging marketing content can create a sense of warmth, nostalgia, and cultural pride even before the actual visit, amplifying emotional resonance during on-site experiences (Huang et al., 2025).Thus, we propose:

H2a: Marketing activities positively affects emotional resonance.

Fond travel memories refer to tourists' positively valenced recollections of past travel experiences, formed across pre-visit anticipation, on-site activities, and post-visit reflection (Buckley, 2022). These memories are not simply passive records but are imbued with emotional tones that contribute to meaning-making and personal connection. When visitors recall moments of joy, excitement, or cultural connection from a previous theme park visit, those memories can serve as emotional anchors that reinforce their affective ties to the destination (Zheng et al., 2021). In particular, emotionally rich memories—such as bonding moments with family, immersive engagement with IP-based attractions, or sensory experiences like music and visual design—can deepen feelings of nostalgia, warmth, and symbolic attachment. Therefore, we propose:

H2b: Fond travel memories positively affect emotional resonance.

IP appeal refers to tourists' cognitive and emotional evaluations of a theme park's intellectual property assets, including character design, narrative depth, symbolic meaning, and cultural relevance (Wang et al., 2025). In entertainment and tourism domains, strong IPs often serve as emotional catalysts that enhance brand attachment and experiential engagement. Well-developed IPs create immersive worlds that allow visitors to connect with stories and characters on a personal level, thereby fostering emotional intensity and psychological belonging (Qiu & Zuo, 2023). IPs function not merely as aesthetic components but as emotional touchpoints that stimulate meaningful interactions and facilitate identification with cultural values. Therefore, we propose:

H2c: IP appeal positively affects emotional resonance.

Storytelling refers to the strategic use of narrative structures to enhance the richness and meaning of tourism experiences (Moreira et al., 2024). Narrative elements can significantly influence tourists' emotional involvement by providing interpretive frameworks that organize experience and stimulate affective interpretation. When stories

are rooted in traditional myths or cultural heritage, they foster emotional alignment through symbolic resonance and identity affirmation (Zort et al., 2023). Visitors who engage with coherent, culturally meaningful narratives are more likely to experience awe, nostalgia, or emotional pride—emotions that deepen their psychological connection to the destination. Therefore, we propose:

H2d: Storytelling positively affects emotional resonance.

Marketing activities encompass a set of planned promotional efforts and communication strategies designed to inform, attract, and engage potential visitors through various touchpoints such as advertisements, social media content, event promotions, and personalized messaging (Xie & He, 2022). These activities serve not only to shape visitors' expectations prior to a visit but also to facilitate smooth information access and emotional anticipation. Effective marketing can enhance tourists' perceived value and experiential satisfaction by aligning promotional messages with actual service delivery (Padrón-Ávila et al., 2021). When marketing efforts are perceived as enjoyable, trustworthy, and informative, they foster a sense of reassurance and familiarity that positively shapes post-visit evaluations (Xie et al., 2022). Therefore, we propose:

H3a: Marketing activities positively affects Satisfaction.

Fond travel memories refer to the positively valenced recollections tourists retain from their travel experiences, encompassing sensory impressions, emotional highs, and personally meaningful moments that leave a lasting imprint (Anaya & Lehto, 2023). Such memories serve as post-consumption reflections that shape future attitudes and influence evaluative judgments of satisfaction. Visitors often draw satisfaction not only from the immediate enjoyment of rides or shows, but also from the lasting emotional impact created by storytelling, ambiance, and social interactions (Juliana et al., 2025). When tourists recall their visit as joyful, meaningful, and coherent, these affect-laden memories validate the worth of the overall experience and reinforce positive post-visit evaluations. Consequently, Thus, we propose:

H3b: Fond travel memories positively affect Satisfaction.

A strong IP appeal often facilitates emotional identification and symbolic engagement, allowing visitors to connect with the story worlds and personas embedded in the park's design (Steriopoulos, 2025). When tourists perceive IP-based elements as authentic, well-developed, and culturally resonant, they are more likely to experience

heightened enjoyment and personal relevance during their visit (Oh & Kong, 2022). In theme park environments, the appeal of IP not only differentiates the park from global competitors but also reinforces the coherence and emotional depth of the attractions. Such engagement enhances perceived value and fosters a sense of fulfillment, both of which are essential to forming positive evaluations (Wiyata et al., 2024). Thus, we propose:

H3c: IP appeal positively affects Satisfaction.

Storytelling in the tourism context refers to the structured use of narratives, symbols, and cultural motifs to create coherent and emotionally engaging visitor experiences (Campos et al., 2025). Storytelling significantly shapes tourists' emotional and cognitive evaluations, leading to stronger perceptions of authenticity and meaning (Su et al., 2022). In theme park, narrative-driven environments have been found to heighten emotional involvement and foster a sense of continuity throughout the visit, which directly contributes to higher satisfaction levels (Hong et al., 2025). Storytelling provides depth and symbolic value to attractions, transforming entertainment into meaningful cultural encounters that resonate with visitors (Sinha & Chinki, 2025). Therefore, we propose:

H3d: Storytelling positively affects satisfaction.

Emotional resonance refers to the affective depth of tourists' psychological engagement with a destination, encompassing feelings of warmth, joy, cultural pride, and attachment that arise from immersive and meaningful experiences (Ahmed et al., 2024). It reflects not only emotional reactions to specific stimuli but also a broader sense of symbolic alignment and personal relevance. Emotional resonance contributes to visitors' sense of presence, immersion, and fulfillment, ultimately translating into favorable post-visit evaluations (Zhou & Wang, 2024). Moreover, emotionally resonant experiences foster deeper memory encoding and stronger psychological attachment, which enhance satisfaction by reinforcing perceived value and meaning (Shi & Tian, 2025). Thus, we propose:

H3e:Emotional resonance positively affects satisfaction.

Emotional resonance represents the depth of affective connection tourists form with a destination, shaped by immersive experiences, symbolic meaning, and emotional relevance (Pan et al., 2025). Emotional resonance often bridges the gap between stimuli such as marketing efforts or experiential attributes and outcome variables like revisit intention or satisfaction (Chen et al., 2022). Emotionally resonant brand experiences were

found to enhance consumer loyalty by strengthening personal connection and symbolic alignment (Wang et al., 2023). In theme park contexts, marketing activities that are entertaining, interactive, and culturally immersive evoke emotional resonance, which in turn increases visitors' desire to return.

Likewise, fond travel memories, especially those rich in personal meaning and emotional depth, stimulate reflection and attachment, which deepen emotional engagement (Kim et al., 2023). When visitors recall prior visits to a theme park with nostalgia, joy, or cultural pride, these emotions strengthen their psychological bond with the destination and increase their desire to revisit (Lu et al., 2022).

The appeal of intellectual property content also contributes significantly to emotional engagement, especially when visitors form strong affective and symbolic attachments to characters, stories, or visual aesthetics (Huang et al., 2023). IP-based design elements—such as themed environments, narrative arcs, and branded performances—elicit emotional responses that shape post-visit attitudes and future behaviors. IP appeal heightens emotional connection by activating both nostalgia and narrative immersion (Chae et al., 2021), thereby reinforcing loyalty-related outcomes.

Storytelling, as a central component of experience design in culturally themed parks, enhances emotional resonance by embedding visitors in coherent, emotionally charged narratives (Yang et al., 2025). Narrative-based experiences stimulate both imagination and affect, fostering empathy, excitement, and identification. Well-crafted storytelling increases emotional absorption, which subsequently leads to stronger brand relationships and increased behavioral commitment (Leong et al., 2024). In Fantawild's context, emotional resonance activated by storytelling transforms narrative appreciation into the motivational energy that sustains revisit intention. Thus, we propose:

H4a: Emotional resonance mediates the relationship between marketing activities and revisit intention to theme park.

H4b: Emotional resonance mediates the relationship between fond travel memories and revisit intention to theme park.

H4c: Emotional resonance mediates the relationship between IP appeal and revisit intention to theme park.

H4d: Emotional resonance mediates the relationship between storytelling and revisit intention to theme park.

Satisfaction, commonly defined as the overall evaluative judgment of a visitor's experience relative to pre-visit expectations, functions as a pivotal mediator in tourism behavior research (Rasoolimanesh et al., 2025). Marketing activities serve to shape pre-visit expectations and influence visitor perceptions during the park experience. If the marketing initiatives align with or exceed what was promised or implied, visitors report a greater sense of fulfillment, which strengthens their intention to return (Ferguson et al., 2024).

Fond travel memories also rely on the evaluative lens of satisfaction to influence behavioral intention. If those memories are not only emotionally positive but also judged as meaningful and satisfying, they become a strong predictor of return behavior (Zhou et al., 2023). Satisfaction, in this case, functions as the psychological validation that bridges nostalgic recall and concrete behavioral intention.

IP appeal—through character design, symbolic depth, and cultural familiarity—shapes visitors' cognitive and emotional evaluations of the park (Liu et al., 2025). However, for this appeal to translate into sustained behavioral intention, it must enhance visitors' satisfaction with their experience as a whole. Visitors who find IP elements immersive and emotionally rewarding are more likely to feel satisfied with their park visit, thereby reinforcing their willingness to revisit (Wu et al., 2025).

Similarly, storytelling serves as a cognitive and affective tool that influences visitors' engagement and emotional investment (Leong et al., 2024). Yet, the long-term impact of storytelling depends on whether it contributes to a coherent and satisfying visitor journey. When narratives are perceived as enriching, logically structured, and emotionally moving, they significantly enhance overall satisfaction, which in turn elevates revisit intention (Ghaderi et al., 2025).

Likewise, emotional resonance must also translate into a positive evaluative outcome for it to affect behavior. Tourists may feel emotionally connected to the park or its themes, but only when these feelings contribute to a rewarding and satisfying experience does the intention to return become salient (An et al., 2022). Satisfaction thus acts as the evaluative filter that converts emotional alignment into behavioral follow-through (Han et al., 2025). Thus, we propose:

H5a: Satisfaction mediates the relationship between marketing activities and revisit intention to theme park.

H5b: Satisfaction mediates the relationship between fond travel memories and revisit intention to theme park.

H5c: Satisfaction mediates the relationship between IP appeal and revisit intention to theme park.

H5d: Satisfaction mediates the relationship between storytelling and revisit intention to theme park.

H5e: Satisfaction mediates the relationship between emotional resonance and revisit intention to theme park.

Transportation ease refers to tourists' perceived convenience and accessibility in reaching and navigating a destination (De Vos, 2024). As a structural condition, it can shape the extent to which favorable experiences translate into behavioral outcomes. Logistical barriers—such as long travel times or poor connectivity—can deter repeat visits despite positive experiences (Hussain et al., 2024). Conversely, when transportation is perceived as smooth and efficient, satisfied tourists are more likely to follow through on revisit intentions. Thus, we propose:

H6: Transportation ease moderates the relationship between satisfaction and revisit intention to theme park.

Table 2.4 Hypothesis Development Statement

Serial number	Hypothetical content
H1a	Marketing activities positively affects revisit intention to theme park.
H1b	Storytelling positively affects revisit intention to theme park.
H1c	Emotional resonance positively affects revisit intention to theme park.
H1d	Satisfaction positively affects revisit intention to theme park.
H2a	Marketing activities positively affects emotional resonance.
H2b	Fond travel memories positively affect emotional resonance.
H2c	IP appeal positively affects emotional resonance.
H2d	Storytelling positively affects emotional resonance.
H3a	Marketing activities positively affects Satisfaction.
H3b	Fond travel memories positively affect Satisfaction.
H3c	IP appeal positively affects Satisfaction.

Table 2.4 (continued)

Serial number	Hypothetical content
H3d	Storytelling positively affects satisfaction.
H3e	Emotional resonance positively affects satisfaction.
H4a	Emotional resonance mediates the relationship between marketing activities and revisit intention to theme park.
H4b	Emotional resonance mediates the relationship between fond travel memories and revisit intention to theme park.
H4c	Emotional resonance mediates the relationship between IP appeal and revisit intention to theme park.
H4d	Emotional resonance mediates the relationship between storytelling and revisit intention to theme park.
H5a	Satisfaction mediates the relationship between marketing activities and revisit intention to theme park.
H5b	Satisfaction mediates the relationship between fond travel memories and revisit intention to theme park.
H5c	Satisfaction mediates the relationship between IP appeal and revisit intention to theme park.
H5d	Satisfaction mediates the relationship between storytelling and revisit intention to theme park.
H5e	Satisfaction mediates the relationship between emotional resonance and revisit intention to theme park.
H6	Transportation ease moderates the relationship between satisfaction and revisit intention to theme park.

2.5 Conclusion

This chapter systematically reviewed the relevant literature to construct the theoretical and conceptual foundation for investigating the determinants of tourists' revisit intention in the context of Fantawild theme park, China. It first examined the evolution of theme park tourism, highlighting the integration of cultural storytelling and immersive shaping visitor experiences and loyalty.

The study's empirical framework integrates four interrelated theoretical perspectives. The SOR model conceptualizes marketing activities, IP appeal, storytelling, and fond travel memories as external stimuli that influence revisit intention via internal affective and evaluative mechanisms. Affective events theory highlights emotional resonance and satisfaction as key mediators that channel tourists' reactions to experiential stimuli into behavioral outcomes. Expectation confirmation theory explains how satisfaction results from the alignment between pre-visit expectations and actual experiences. Finally, the leisure constraints model informs the inclusion of transportation ease as a moderating factor, recognizing that structural accessibility can condition the realization of revisit intentions even when satisfaction is high.

Following this framework, the chapter defined and contextualized the core variables—marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease, and revisit intention. Their hypothesized relationships were systematically articulated, including both direct and indirect pathways. Emotional resonance and satisfaction were positioned as parallel mediators, while transportation ease was modeled as a moderator that strengthens the satisfaction–intention linkage.

In sum, this chapter provides a multidimensional model that links experiential, emotional, and contextual elements to revisit intention in a culturally themed park setting. By grounding the analysis in robust theoretical traditions and context-specific constructs, it offers a coherent basis for the empirical testing that follows.

CHAPTER 3
METHODOLOGY

This chapter constructs a rigorous positivist quantitative research framework, aiming to reveal the various factors influencing tourists' intention to revisit the Fantawild theme park. This chapter uses a structured questionnaire, the sample is limited to adult tourists who have visited any of the Fantawild theme parks in China. The focus is on their evaluations of marketing activities, fond travel memories, IP appeal, Storytelling, satisfaction, emotional resonance, and transportation ease, and then examines the direct or indirect effects on their intention to revisit. This purely quantitative design maintains the rigor of empirical research while providing a replicable and scalable research paradigm for understanding the behavioral mechanism of theme park tourists.

3.1 Overview and Justification of Research Paradigm

At the core of this study lies a positivist philosophical paradigm, which provides the foundational logic for explaining tourists' revisit intention in Fantawild Theme Parks. Positivism assumes that social phenomena, including tourist perceptions, emotional responses, and behavioral intentions, exist as objective realities that can be observed, measured, and analyzed through systematic empirical inquiry. In this study, revisit intention is not treated as an abstract or purely subjective phenomenon, but as a patterned behavioral tendency shaped by identifiable antecedents and mechanisms. This paradigm is therefore appropriate because the study seeks to examine causal relationships among clearly defined constructs, including marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease, and revisit intention, through statistical testing and model validation.

From an ontological perspective, positivism is grounded in the assumption of an external and orderly reality that exists independently of the researcher. Within this ontological stance, visitor behavior in theme park contexts is understood as governed by relatively stable patterns and lawful relationships rather than by purely idiosyncratic

personal interpretations. Emotional resonance, satisfaction, and revisit intention are therefore conceptualized as real phenomena that exist in the social world and can be represented through observable indicators. This ontological position supports the development of a structured conceptual model in which external experiential stimuli influence internal psychological states, which then generate behavioral responses under specific contextual conditions. In other words, the study assumes that the relationships proposed by the integrated theoretical framework are not arbitrary, but reflect an underlying reality that can be empirically detected.

From an epistemological perspective, positivism holds that valid knowledge is generated through objective observation, standardized measurement, and hypothesis testing. Knowledge is considered credible when it is based on empirical evidence rather than on intuition, personal interpretation, or subjective judgment. In this study, such an epistemological orientation is reflected in the use of validated measurement scales, structured questionnaires, and statistical procedures designed to test theoretical propositions in a systematic and replicable manner. The researcher is positioned as an observer who seeks to minimize personal influence on the research process by employing standardized data collection procedures and established analytical tools. This epistemological commitment also justifies the deduction of hypotheses from prior theory, because knowledge is advanced through testing whether theoretically derived relationships are supported by empirical data.

The positivist epistemology further strengthens the integration of the study's theoretical foundations. The stimulus organism response model provides a structured causal logic through which external stimuli such as marketing activities, storytelling, IP appeal, and fond travel memories are expected to activate internal organismic states, namely emotional resonance and satisfaction, which then shape revisit intention. Affective events theory reinforces the epistemic importance of emotional processes by explaining how affective experiences generate subsequent attitudes and behavioral tendencies. Expectation confirmation theory contributes to the cognitive dimension by clarifying how satisfaction emerges from evaluative comparisons between expectations and actual experiences. The leisure constraints model extends this explanatory logic by recognizing that structural conditions such as transportation ease can alter the extent to which psychological evaluations are translated into behavioral intention. Under a positivist

framework, these theories are not merely interpretive lenses, but testable explanatory systems that can be jointly examined through empirical modeling.

From a methodological perspective, positivism favors a quantitative, deductive, and structured approach to research. This methodological position directly shapes the design of the present study. The research begins with established theories and prior literature, from which hypotheses are derived regarding direct effects, mediating relationships, and moderating effects. These hypotheses are then tested using survey data collected from visitors to Fantawild Theme Parks. The use of a structured questionnaire, Likert scale measurements, pilot testing, reliability assessment, confirmatory factor analysis, structural equation modeling, bootstrap mediation analysis, and moderation testing is fully consistent with positivist methodology, because each procedure is designed to improve measurement precision, reduce random error, and evaluate causal patterns in a rigorous manner. The quantitative approach is particularly suitable because the study seeks not only to describe visitor perceptions, but to explain the strength and direction of relationships among multiple latent constructs within an integrated analytical framework.

Methodologically, positivism also emphasizes generalizability, replicability, and prediction. These principles are reflected in the study's reliance on a relatively large sample and standardized analytical procedures, which together enhance the robustness and reproducibility of the findings. By identifying statistically significant paths among constructs, the study aims to move beyond descriptive observation and toward explanatory and predictive knowledge. The goal is to determine whether specific experiential and psychological factors reliably influence revisit intention and whether these relationships remain stable when tested across a broad sample of visitors. Such an approach is especially valuable in tourism and consumer behavior research, where managerial decision making often depends on evidence about the relative importance of different determinants.

From an axiological perspective, positivism assumes that research should remain value neutral and that the investigator should strive to minimize normative bias throughout the inquiry process. In this study, this axiology is reflected in the effort to separate empirical analysis from personal preference, moral judgment, or ideological commitment. The selection of variables is based on theoretical relevance and prior empirical literature rather than on personal assumptions about what should matter. Data are collected through standardized instruments, and conclusions are drawn from statistical evidence rather than

from subjective interpretation. Although the study has practical implications for theme park managers and policymakers, these implications are derived from empirical results rather than from prescriptive values imposed by the researcher. In this sense, the positivist value position helps preserve analytical rigor and enhances the credibility of the findings.

Taken together, the ontological, epistemological, methodological, and axiological assumptions of positivism jointly govern the entire research process of this study. Ontologically, the study assumes that revisit behavior and its determinants reflect an objective and analyzable reality. Epistemologically, it assumes that this reality can be known through empirical observation and hypothesis testing. Methodologically, it adopts a quantitative and deductive design to measure and model relationships among constructs. Axiologically, it seeks to maintain researcher neutrality and evidence based interpretation. These philosophical commitments provide a coherent foundation for examining how experiential stimuli, internal psychological responses, and contextual constraints interact to shape tourists' revisit intention in Fantawild Theme Parks.

To align this paradigm with the empirical focus of the study, the objectives of the quantitative research are to examine the effects of marketing activities, fond travel memories, IP appeal, and storytelling on tourists' emotional resonance and satisfaction, to evaluate the influence of marketing activities, storytelling, emotional resonance, and satisfaction on tourists' revisit intention, to test the mediating roles of emotional resonance and satisfaction in the relationships between marketing activities, fond travel memories, IP appeal, storytelling, and revisit intention, and to assess the moderating effect of transportation ease on the relationship between satisfaction and revisit intention to theme park.

3.2 Research Tools

3.2.1 Operational Definitions of Variables

Table 3.1 presents the operational definitions of the core variables examined in this study, which collectively explain tourists' intention to revisit Fantawild Theme Park. Marketing activities describe Fantawild's promotional and communication efforts that deliver entertainment, interaction, timely information, personalization, and trend-related content, thereby fostering visitor engagement and relationship building (Seo & Park, 2018). Fond travel memories capture tourists' positively valenced recollections formed

across pre-visit, on-site, and post-visit stages, reflecting the memorability of their overall experience (Li et al., 2022). IP appeal refers to tourists' cognitive and emotional evaluations of Fantawild's intellectual properties, including thematic narratives, characters, and symbolic meanings, which enhance immersion, differentiation, and emotional attachment (Chen, 2022). Storytelling denotes the use of narratives to construct and enrich tourism experiences through cognitive, affective, and symbolic engagement (Yuxin et al., 2024). Emotional resonance represents the depth of tourists' affective connection and psychological attachment to the Fantawild brand, manifested in sustained interest and loyalty-oriented behaviors (Chen et al., 2021). Satisfaction reflects tourists' post-consumption evaluations of Fantawild's products and services based on their experiential judgments (Başarangil, 2016). Transportation ease concerns tourists' perceptions of how conveniently, safely, and efficiently they can access and navigate the destination using available transport infrastructure (Ezeoke et al., 2025). Finally, revisit intention represents tourists expressed willingness to return to Fantawild in the future to re-experience the destination (Lee et al., 2020). Together, these variables provide a comprehensive framework for understanding the experiential, emotional, and contextual determinants of revisit intention in theme park tourism.

Table 3.1 Operational Definitions of Related Variables

Construct	Operational Definition	Source
Marketing Activities	Theme parks employ a series of strategies to attract visitors and enhance brand awareness through IP-derived content, offline events, and multi-channel communication, including animation/film releases, merchandise sales, and seasonal themed activities.	Seo and Park (2018)
Fond Travel Memories	Visitors form profound, positive memories during their theme park experiences, encompassing aspects such as attractions, services, and ambiance, which influence their subsequent behavioral intentions.	Li et al. (2022)

Table 3.1 (continued)

Construct	Operational Definition	Source
IP Appeal	The appeal of a theme park's IP (commercial IP / traditional cultural IP) to visitors manifests in their recognition and affection for the IP's imagery, brand philosophy, and cultural significance.	Chen (2022)
Storytelling	The thematic presentation of traditional cultural IP (e.g., Classic of Mountains and Seas, Journey to the West) within theme parks—including plot design, narrative logic of settings, and character interaction scripts—integrates technology and culture to create a cohesive experience.	Yuxin et al. (2024)
Emotional Resonance	Visitors' subjective emotional responses during the experience—such as warmth, cultural pride, and joy—stem from service quality, cultural immersion, and IP interactions.	Chen et al. (2021)
Satisfaction	Visitors' overall evaluation of the theme park experience, reflecting the alignment between actual experience and expectations, influenced by engagement levels, service quality, and IP.	Başarangil (2016)
Transportation Ease	The ease of reaching the destination and navigating within it, encompassing transportation infrastructure and route accessibility.	Ezeoke et al. (2025)
Intention of Revisit to Theme Park	Plans and willingness to revisit the theme park in the future serve as key indicators for measuring visitor loyalty and the park's profitability.	Lee et al. (2019)

3.2.2 Variable Measurements

(1) Marketing Activities

The scale is adapted from Seo & Park (2018) to align with theme-park-specific marketing contexts. This construct captures multiple dimensions, including information accessibility, promotional effectiveness, visitor engagement, and innovation. The eight

items assess how enjoyable, interactive, updated, informative, and reassuring Fantawild's marketing activities are, as well as the extent to which they facilitate communication and support visitors' decision-making during their park experience. Responses were collected using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), offering insight into visitors' attitudinal disposition toward the theme park.

Table 3.2 Detailed Statements used to Measure Marketing Activities

Construct	Original Items	Revised Items	Source
Marketing Activities	1. The social media of this airline is enjoyable.	MA 1. The marketing activities at Fantawild Theme Park are enjoyable.	Seo and Park (2018)
	2. Information sharing is possible in the social media of this airline.	MA 2. Fantawild provides clear and accessible information about its attractions and activities.	
	3. The discussion and exchange of opinions is possible in the social media of this airline.	MA 3. The park offers opportunities for visitors to interact and engage during its marketing activities (e.g., themed events, performances, demonstrations).	
	4. The expression of opinions is easy in the social media of this airline.	MA 4. It is easy for me to communicate my needs or preferences to staff during Fantawild's marketing and promotional activities.	
	5. The information shared in the social media of this airline is up to date.	MA 5. The information provided during Fantawild's on-site promotions is up to date.	

Table 3.2 (continued)

Construct	Original Items	Revised Items	Source
	6. The use of social media by this airline is fashionable.	MA 6. Fantawild's marketing activities reflect modern and innovative trends.	
	7. The information that I need can be found in the social media of this airline.	MA 7. I can find the information I need about attractions and activities through Fantawild's on-site promotional materials (e.g., maps, signage, schedules).	
	8. The social media of this airline alleviated my concern(s) about using the airline and the airline's service.	MA 8. Fantawild's marketing activities reduce my concerns about participating in specific attractions or experiences.	

(2) Fond Travel Memories

The scale is adapted from Li et al. (2022), who conceptualized memorable tourism experiences as cognitively retained and affectively cherished recollections. This construct is unidimensional, focusing on the affective and cognitive components of memory recall. The three items assess the extent to which visitors retain wonderful memories, recall positive aspects of their experience, and enjoy reflecting on their visit to Fantawild, providing insight into how nostalgic affect influences future revisit intentions. Responses are rated on a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree), enabling an assessment of the social influence shaping revisit intentions.

Table 3.3 Detailed Statements used to Measure Fond Travel Memories

Construct	Original Items	Revised Items	Source
Fond Travel Memories	1. I have wonderful memories about this [Insert Name of Hotel] experience.	FTM 1. I have wonderful memories of my visit to Fantawild Theme Park.	Li et al. (2022)
	2. I remember many positive things about this [Insert Name of Hotel] experience.	FTM 2. I remember many positive things about my Fantawild Theme Park experience.	
	3. I like recalling and recollecting this [Insert Name of Hotel] experience in my mind.	FTM 3. I enjoy recalling and thinking back on my visit to Fantawild Theme Park.	

(3) IP Appeal

The scale is adapted from Chen (2022), who conceptualized IP appeal as a cognitive–affective evaluation of a destination's iconic characters and narrative assets. This construct is unidimensional, emphasizing the aesthetic, narrative, and brand-related attractiveness of theme-park IPs. The three items assess visitors' liking of Fantawild's core thematic concepts, their interest in major IPs such as Boonie Bears, Silk Road and Classic of Mountains–themed story worlds, and their overall appreciation of the brand image conveyed through these IPs. Responses are recorded on a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree), providing insight into perceived control over revisit intentions.

Table 3.4 Detailed Statements used to Measure IP Appeal

Construct	Original Items	Revised Items	Source
IP Appeal	1. I like Fantawild's theme, which is "Technology and Culture".	IP 1. I like the core theme and creative concepts represented by Fantawild's IPs (e.g., Classic of Mountains and Seas, Journey to the West).	Chen (2022)
	2. I like the cartoonimages of Fantawild (e.g., Boonie Bears).	IP 2. I like the characters and story worlds of Fantawild's major IPs (e.g., Boonie Bears, silk road dreamland).	
	3. I like the brand image of Fantawild.	IP 3. I like the overall brand image that Fantawild's IPs convey.	

(4) Storytelling

This construct, adapted from Yuxin et al. (2024), captures the narrative dimension of theme park experience design, reflecting how Fantawild Theme Park employs storytelling to communicate cultural meaning and create immersive experiences. The scale is unidimensional, focusing on the extent to which visitors perceive Fantawild's use of coherent, emotionally engaging, and culturally rich narratives throughout its attractions and performances. The revised items specifically measure respondents' evaluation of Fantawild's storytelling effectiveness in presenting traditional Chinese culture and enhancing visitor immersion. Responses were collected using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 3.5 Detailed Statements used to Measure Storytelling

Construct	Original Items	Revised Items	Source
Storytelling	1. The story of the place is engaging.	ST 1. Fantawild Theme Park presents its attractions through engaging and coherent stories.	Yuxin et al. (2024)
	2. The story of the place is very memorable.	ST 2. The storytelling in Fantawild's shows and rides makes the experience more immersive and memorable.	
	3. The story helps me to understand the history of the place.	ST 3. I can clearly understand the storyline that connects different attractions in Fantawild.	
	4. The story helps me to understand the people in the past.	ST 4. Fantawild's storytelling allows me to better appreciate the meaning behind Chinese myths and folklore.	

(5) Emotional Resonance

The scale is adapted from Chen et al. (2021), who conceptualized emotional resonance as an affective bond shaped by continuing interest and emotional sensitivity toward a tourism destination. This construct is unidimensional, emphasizing enduring emotional engagement. The four items assess visitors' curiosity to learn more about Fantawild, their interest when the park is discussed, their attentiveness to related news, and the sense of loss they would feel if the park no longer existed, reflecting deep affective connection. Responses were collected using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree), providing insights into tourists' cultural engagement.

Table 3.6 Detailed Statements used to Measure Emotional Resonance

Construct	Original Items	Revised Items	Source
Emotional Resonance	1. I am interested in knowing more about this museum.	ER 1. I am interested in knowing more about Fantawild Theme Park.	Chen et al. (2021)
	2. When others are talking about this museum, I feel interested.	ER 2. When others talk about Fantawild Theme Park, I feel interested.	
	3. Compared to others, I am more interested in this museum's news.	ER 3. Compared to others, I am more interested in news or updates about Fantawild Theme Park.	
	4. If this museum shuts down, I will miss it.	ER 4. If Fantawild Theme Park were to shut down, I would truly miss it.	

(6) Satisfaction

This construct, adapted from Başarangil (2016), captures satisfaction across five dimensions: comparative evaluative ranking, decision affirmation, perceived wisdom of choice, experiential enjoyment, and absence of regret. The revised items specifically assess whether visitors consider Fantawild among the most satisfying parks they have visited, feel content with their decision to visit, regard the choice as wise, thoroughly enjoyed their time, and have no regrets about the visit. Responses were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), offering a robust assessment of visitor satisfaction.

Table 3.7 Detailed Statements used to Measure Satisfaction

Construct	Original Items	Revised Items	Source
Satisfaction	1. This is one of the best parks I visited.	SA 1. Fantawild Theme Park is one of the most satisfying theme parks I have visited.	Başarangil (2016)
	2. I am satisfied with my decision to visit.	SA 2. I am satisfied with my decision to visit Fantawild Theme Park.	
	3. My choice to visit was a wise one.	SA 3. Choosing to visit Fantawild Theme Park was a wise decision.	
	4. I have really enjoyed myself in.	SA 4. I had a splendid time at Fantawild Theme Park.	
	5. I am sure it was the right thing to visit.	SA 5. I have no regrets about my decision to visit Fantawild Theme Park.	

(7) Transportation Ease

The scale is adapted from Ezeoke et al. (2025), who emphasized transportation as a critical component shaping destination accessibility and tourist experience. This construct is multidimensional, encompassing reliability, cost, convenience, infrastructure conditions, and facility standards. The five items assess visitors' evaluations of transport availability, affordability, convenience in revisit decisions, the adequacy of transportation conditions and facilities, and the contribution of efficient transport systems to enhancing overall visit experiences. Responses were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), offering a robust assessment of visitor satisfaction.

Table 3.8 Detailed Statements used to Measure Transportation Ease

Construct	Original Items	Revised Items	Source
Transportation Ease	1. The availability of reliable transportation services is crucial in any tourist destinations Centre.	TE 1. The availability of reliable transportation to and within Fantawild Theme Park is important to my visit.	Ezeoke et al. (2025)
	2. Inconvenient transportation within discourages me from visiting tourist destinations.	TE 2. High transportation costs to Fantawild discourage me from revisiting the park.	
	3. I consider transportation convenience as a significant factor when choosing tourist destinations within.	TE 3. I consider the convenience of transportation to and within Fantawild Theme Park as an important factor when deciding whether to revisit.	
	4. Poor transportation infrastructure significantly hinders my willingness to explore tourist spots.	TE 4. Poor transportation conditions or inadequate transport facilities within Fantawild Theme Park reduce my willingness to explore its attractions.	
	5. I believe efficient transportation systems contribute to a positive overall tourist experience.	TE 5. Efficient and well-organized transportation systems to and within Fantawild Theme Park enhance my overall visit experience (e.g., shuttle services, on-site transportation facilities).	

(8) Intention of Revisit to Theme Park

This construct, adapted from Lee et al. (2019), encompasses five dimensions: future preference, commitment to revisit, short-term revisit likelihood, revisit intention under similar travel conditions, and choice persistence despite alternatives. The revised items assess visitors' inclination to prioritize Fantawild Theme Park in future travel plans, including their intention to return soon and loyalty in the face of competing options. Responses were collected using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), offering a clear understanding of tourists' behavioral intentions to revisit.

Table 3.9 Detailed Statements used to Measure Intention of Revisit to Theme Park

Construct	Original Items	Revised Items	Source
Intention of Revisit to Theme Park	1. Disney will be my first choice in the future.	IRT 1. When visiting theme parks in the future, Fantawild will be my top choice.	Lee et al. (2019)
	2. I will visit Disney again.	IRT 2. I will visit Fantawild Theme Park again.	
	3. I would revisit Disney in the near future.	IRT 3. I am likely to revisit Fantawild in future.	
	4. I intend to revisit Disney if I would come to the destination again.	IRT 4. If I return to this area, I will choose to revisit Fantawild.	
	5. I will visit Disney again even if there are other theme parks near the destination	IRT 5. Even if there are other theme parks nearby, I will still choose Fantawild.	

3.3 Data Collection Administration

3.3.1 Target Population

The target population comprises adult visitors aged 18 and above who have personally visited at least one Fantawild theme park in China, as shown in Figure 2.5. This population includes both first-time visitors and repeat visitors. First-time visitors were

included because revisit intention can be formed after the current visit, based on immediate evaluations of on-site experience, emotional response, perceived authenticity, entertainment value, and overall satisfaction. Restricting participation to adults ensures that informed consent can be obtained and ethical complications associated with surveying minors can be avoided. Focusing on visitors with actual park experience guarantees first-hand exposure to Fantawild's culture-based attractions and large-scale performances, enabling experience-based evaluations of engagement, authenticity, and entertainment value.

Respondents were obtained through both online and on-site survey channels. For the online survey, questionnaire links were distributed through an online questionnaire platform and visitor-related social media channels. Screening questions were placed at the beginning of the questionnaire to confirm that respondents were aged 18 or above and had personally visited at least one Fantawild theme park in China. Responses that did not meet these criteria were excluded from the valid sample. For the on-site survey, respondents were approached through intercept sampling near Fantawild park entrances, exits, rest areas, or surrounding visitor service spaces. Before completing the questionnaire, potential participants were asked to confirm their age and actual visitation experience. Only eligible adult visitors with direct Fantawild experience were invited to participate.

The sampling frame includes major Fantawild properties, such as Fantawild Oriental Heritage, Fantawild Adventure, and Fantawild Dreamland, as well as other locations listed in Figure 2.5. This definition balances ethical compliance and measurement validity, ensuring that the study captures the perceptions of individuals with direct and recent experience of Fantawild parks.

3.3.2 Sample Size

Determining an appropriate sample size is crucial for ensuring the validity and reliability of the research findings. According to Mumtaz Ali et al. (2020), the recommended sample size should be at least 15 times the number of scale items used in the study. This guideline helps to achieve sufficient statistical power and to provide robust results. In this paper, the total number of scale items is 37. The minimum sample size required is calculated as 15 times 37, which equals 555.

*37 * 15=555*

Accordingly, 555 respondents were regarded as the minimum sample size requirement rather than the final sample size. During the actual data collection process, more questionnaires were distributed to account for potentially invalid, incomplete, or ineligible responses. After data screening, 573 valid responses were retained as the final sample for empirical analysis. Since the final valid sample exceeded the minimum requirement, the sample size was considered adequate for subsequent statistical analysis.

3.3.3 Sampling Method

Convenience sampling, a non-probability sampling approach, was employed in this study. Under this approach, participants were recruited based on their accessibility at the point of contact rather than through random selection. In field settings such as theme parks, convenience sampling is widely used to obtain timely and context-rich data from naturally occurring visitor flows (Golzar et al., 2022).

Three considerations supported the use of this sampling method. First, no unified and verifiable sampling frame or park-level attendance roster was publicly available for Fantawild parks, making probability sampling infeasible. Second, on-site recruitment allowed responses to be obtained from visitors with fresh and first-hand experiences of culture-themed attractions, which was directly relevant to the constructs examined in this study, including engagement, authenticity, and entertainment value. Third, to improve sample heterogeneity and reduce venue and time biases commonly associated with non-probability sampling, data collection was conducted across multiple parks and time windows, thereby increasing coverage of diverse visitor segments.

According to Fantawild's general admission policy, visitors are eligible to enter the parks provided that basic age and safety requirements are met. Children under 12 must be accompanied by an adult, and certain attractions may involve height or health-related restrictions. Within this general visitor population, the study focused exclusively on adult visitors aged 18 years and above who were literate and capable of completing the questionnaire independently.

Data were collected at the main entrances and exits of selected Fantawild parks across China over the past 12 months, focusing on respondents who had visited the park within this period. A standardized intercept protocol was followed by trained research assistants. Eligibility was first screened by confirming that respondents were aged 18 or above and had visited the park that day. A brief explanation of the study was then provided,

informed consent was obtained, and eligible visitors were invited to participate through a tablet or QR code. To reduce intra-group clustering, only one adult from each visitor group was surveyed.

To improve sample coverage, fieldwork was organized through time-location sampling blocks stratified by day type, including weekdays and weekends, and by time period, including opening to 12:00, 12:00 to 16:00, and 16:00 to closing time. Basic soft quotas for gender and broad age bands were monitored in real time. Nonresponse was recorded during fieldwork. When a selected visitor or visitor group declined to participate, the next eligible visitor or group was approached to maintain the planned interval. Where local operations permitted, a follow-up online link valid for 24 hours was offered to eligible visitors who were unable to complete the questionnaire on site.

3.3.4 Data Collection Method

This study employed a mixed approach to questionnaire distribution, integrating both online and offline strategies to maximize access to eligible Fantawild Theme Park visitors. The combination of online and offline methods enabled responses to be collected from a broader and more diverse visitor group, including digitally active participants and visitors less inclined to use mobile technology. This approach also helped reduce non-response bias and improve coverage across different age and travel groups.

For the online component, the survey was designed through the Questionnaire Star platform, which was selected for its user-friendly interface, real-time data capture, and secure data management. A questionnaire link and QR code were generated through the platform and then distributed through visitor communities, social media channels, and travel-related online groups associated with theme park experiences. These channels included online visitor groups, tourism discussion communities, and social media posts through which potential respondents with Fantawild visitation experience could be reached. At the beginning of the online questionnaire, screening questions were set to confirm whether respondents were aged 18 or above and whether they had personally visited at least one Fantawild theme park in China. Respondents who failed to meet these eligibility criteria were excluded from the valid sample.

For the offline component, printed posters and handouts bearing the QR code were displayed by research assistants positioned at key park locations, including entrances, exits, rest areas, and adjacent transportation hubs. Visitors were invited to participate via

their mobile devices immediately after their park experience. In addition, paper questionnaires were administered by trained researchers stationed near the Fantawild main entrance and visitor service areas. Eligible visitors were approached on site, briefed on the purpose of the study, and invited to complete the questionnaire. To ensure consistency and reduce selection bias, only one adult aged 18 or above from each visitor group was invited to participate, and informed consent was obtained before questionnaire completion.

This dual distribution framework combined the accessibility of online convenience sampling with the immediacy of on-site visitor interception. It also integrated the convenience and anonymity of mobile-based survey access with the personal engagement of face-to-face interaction, thereby enhancing response rates and improving data validity across diverse visitor segments.

3.4 Data Analysis

To thoroughly investigate and interpret the collected data, a multi-step analytical process will be employed, utilizing a range of statistical methods to ensure comprehensive and accurate insights are drawn from the survey responses.

3.4.1 Pilot Study

Prior to launching the full-scale survey, a pilot test was conducted with 25 Fantawild theme park visitors. Drawing on methodological recommendations that 30 pilot cases were sufficient to uncover major flaws and provide preliminary parameter estimates (Teresi et al., 2022), individuals who closely mirrored the target population were recruited. Participants completed the survey online via Questionnaire Star and in person at park entrances, and then provided feedback on item clarity, scale appropriateness, and the functionality of QR-code distribution. Responses were analyzed for emerging issues, such as ambiguous phrasing, misaligned response options, or technical glitches in mobile access, and item-level reliability (Cronbach's α) was estimated to gauge internal consistency. Based on these findings, question wording was tightened, scales were adjusted for balance, and distribution protocols were optimized, yielding a rigorously validated instrument ready for the main data collection.

To further assess the psychometric performance of the measurement instrument, reliability and sampling adequacy were examined using pilot data. Table 3.10 reports reliability statistics at the construct level rather than at the individual-item level. The

“Number of questions” column indicates the number of measurement items used to operationalize each construct. A total of 37 measurement items were included in the pilot questionnaire, and Cronbach’s alpha coefficients were calculated separately for the eight constructs to assess internal consistency.

As shown in Table 3.10, Cronbach’s alpha values for all eight constructs exceeded the conventional threshold of 0.70. This result demonstrated strong internal consistency among the items within each scale and indicated that respondents interpreted the construct domains in a coherent and stable manner. Constructs with higher item counts, such as marketing activities and satisfaction, yielded especially robust coefficients, reflecting well-aligned item content and conceptual clarity. These findings confirm that the instrument possesses sufficient reliability for use in the main investigation.

Table 3.10 Pretest Reliability Statistics

Study variables	Number of questions	Cronbach’s α
Marketing Activities	8	0.932
Fond Travel Memories	3	0.887
IP Appeal	3	0.903
Storytelling	4	0.928
Emotional Resonance	4	0.914
Satisfaction	5	0.947
Transportation Ease	5	0.889
Intention of Revisit to Theme Park	5	0.956

Table 3.11 reported the Kaiser-Meyer-Olkin measure of sampling adequacy and the results of Bartlett’s test of sphericity. The KMO value of 0.821 surpassed the recommended minimum of 0.80, indicating that correlations among items were adequate for factor extraction and that the underlying structure of the dataset was suitable for multivariate analysis. Bartlett’s test produced a statistically significant chi-square value, demonstrating that the correlation matrix was not an identity matrix. This provided strong evidence that shared variance existed among the observed items and supported the appropriateness of factor analysis for validating the construct structure. Together, these

results affirmed that the pilot sample met the essential statistical conditions required for subsequent exploratory and confirmatory factor analyses.

Table 3.11 Pre-Investigation KMO and Bartlett's Test

Test	Index	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.821
Bartlett's Test of Sphericity	Approx. Chi-Square	3284.517
	df	741
	Sig.	0

3.4.2 Descriptive Statistical Analysis

Descriptive statistical analysis provided a systematic way to organize, summarize and present survey data so that key patterns and characteristics became immediately apparent (Frenzel, 2023). In this study, descriptive analysis was applied to responses from visitors who had experienced Fantawild theme parks within the past 12 months. All primary constructs, including marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease and intention of revisit to theme park, were examined by calculating measures of central tendency (mean, median, mode), dispersion (standard deviation, range) and shape (skewness, kurtosis). Additionally, frequency distributions and cross-tabulations were generated for demographic variables (age, gender, visitation frequency) to profile the sample. This initial quantitative overview revealed how visitors perceived Fantawild's cultural-technology fusion, highlighted potential outliers or response biases and established a solid foundation for subsequent inferential analyses of the factors driving revisit intention.

3.4.3 Reliability Analysis

Reliability analysis was a critical component of quantitative research, aimed at assessing the consistency and internal consistency of measurement tools used in data collection (Kalkbrenner, 2023). This analysis validated that the scales employed could produce stable, repeatable and reliable results across multiple administrations, ensuring that observed response differences reflected genuine cognitive differences among respondents rather than measurement error.

This study assessed the internal consistency of scales measuring marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease and revisit intention at Fantawild theme parks. Cronbach's alpha coefficient was used as the statistical indicator of internal consistency, with the widely accepted reliability threshold set at 0.70 or above. Conducting this analysis helped identify and correct inconsistencies or ambiguities in questionnaire items, thereby improving the quality of the measurement tools and enhancing confidence in the results of subsequent analyses. Ensuring the reliability of these scales ultimately strengthened the validity of the research conclusions and provided a basis for enhancing the credibility of the study's findings on Fantawild theme park visitors' revisit intention.

3.4.4 Validity Analysis

To ensure that the measurement scale effectively captured the multifaceted drivers of revisit intention at Fantawild Theme Parks, a comprehensive validity assessment was undertaken. Content validity was established through expert review: a panel of tourism scholars, theme park managers, and technology specialists examined and refined the measurement items for each construct—marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease and intention of revisit to theme park—to guarantee adequate coverage of immersion, interactivity, and cultural–technological integration. Construct validity was assessed via exploratory factor analysis, which revealed clear factor groupings consistent with our theoretical model, followed by confirmatory factor analysis to verify item to construct loadings and overall model fit (CFI > 0.90, RMSEA < 0.08). Finally, criterion-related validity was assessed by testing correlations between the revisit intention scale and established behavioral indicators, including theme park loyalty indices and actual revisit frequency. The significant associations observed confirm the instrument's predictive validity, demonstrating its robustness in forecasting real-world visitation behaviors at Fantawild.

3.4.5 Structural Equation Model Analysis

Structural equation modeling was employed in this study as a comprehensive analytical method to investigate the complex relationships among observed and latent variables influencing visitors' revisit intention to Fantawild theme parks (Sakib et al., 2022). Given that the study was grounded in the stimulus organism response model, affective events theory, expectation confirmation theory and leisure constraints model,

structural equation modeling was particularly suitable, as it allowed for the simultaneous testing of direct and indirect causal pathways, thereby offering a nuanced understanding of the psychological and experiential mechanisms influencing revisit behavior.

Following measurement validation, the structural model was estimated using structural equation modeling. This step tested how the independent variables, including marketing activities, fond travel memories, IP appeal and storytelling, influenced revisit intention both directly and indirectly through the mediators of emotional resonance and satisfaction (Soliman, 2021). This approach provided a rigorous means of validating the proposed conceptual model, assessing model fit and identifying significant pathways that explained visitors' behavioral intentions.

The analysis began with confirmatory factor analysis, which was employed to validate the measurement model and assess the reliability and validity of the latent constructs related to revisit intention to Fantawild theme parks. Confirmatory factor analysis determined whether the observed variables accurately represented their underlying theoretical constructs, such as marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease and intention of revisit to theme park. To ensure measurement accuracy, the analysis evaluated factor loadings, composite reliability, average variance extracted and key model fit indices.

Following the validation of the measurement model, the study proceeded to estimate the structural model using structural equation modeling. This allowed for a comprehensive examination of the hypothesized relationships among the variables based on the integrated framework of the stimulus organism response model, affective events theory, expectation confirmation theory and leisure constraints model. Specifically, structural equation modeling explored how the independent variables, including marketing activities, fond travel memories, IP appeal and storytelling, directly affected revisit intention, as well as how they exerted indirect effects mediated by emotional resonance and satisfaction.

Model fit was assessed using standard indices, including the chi-square statistic, comparative fit index, Tucker-Lewis index, root mean square error of approximation and standardized root mean square residual (Peugh & Feldon, 2020). The results empirically validated the proposed conceptual model and clarified the cognitive, affective and experiential mechanisms that shaped visitors' loyalty to Fantawild theme parks. Through

structural equation modeling, this study provided a robust and theory-driven understanding of the factors influencing revisit behavior in digitally enriched theme park environments (El Barachi et al., 2022).

Table 3.12 Structural Equation Modeling Indicators

Index	Ideal Value	Source
$\chi 2$ (Chi-square)	$p>0.05$	Hair et al. (2021)
CFI (Comparative Fit Index)	CFI>0.95	
TLI (Tucker-Lewis Index)	TLI>0.95	
RMSEA (Root Mean Square Error of Approximation)	RMSEA<0.06	
SRMR (Standardized Root Mean Square Residual)	SRMR<0.08	

Following the estimation of the structural model, the moderating effect of transportation ease on the relationship between satisfaction and revisit intention is further examined. In this study, the moderation effect is tested by constructing an interaction term between satisfaction and transportation ease after standardizing the relevant variables. The analysis is conducted through hierarchical regression, in which the main effects of satisfaction and transportation ease are entered first, followed by the interaction term. A significant interaction coefficient indicates that transportation ease significantly moderates the effect of satisfaction on revisit intention. This procedure complements the structural equation modeling results by identifying whether the influence of satisfaction on revisit intention varies under different levels of transportation convenience. The inclusion of this moderation analysis is consistent with the leisure constraints model, as it demonstrates that structural accessibility conditions shape the extent to which positive visitor evaluations are translated into behavioral intention.

3.5 Ethical Considerations

Ethical considerations play a fundamental role in this research, particularly due to the involvement of human participants in the data collection process. In alignment with established ethical guidelines, this study is committed to ensuring the dignity, autonomy,

and privacy of all participants. All personal data collected are treated with strict confidentiality, with information anonymized and used solely for research purposes. Participants' identities and any sensitive information are protected through secure data storage and controlled access, preventing unauthorized use. By upholding these ethical standards, the study ensures that participants can engage without concerns regarding their personal data and privacy.

This study upholds the principles of academic integrity and ethical research conduct, particularly in the development of its theoretical framework, which integrates the S-O-R model, affective events theory, expectation confirmation theory and leisure constraints model to examine the determinants of tourists' revisit intentions to Fantawild Theme Parks. All academic materials cited in the background discussion, research design, and conceptual model construction are accurately referenced to ensure transparency and respect for intellectual property rights. The background section encompasses a wide range of peer-reviewed studies in fields such as tourism behavior, digital innovation, and experiential marketing, providing a comprehensive and balanced academic foundation for the research.

Ethical considerations were prioritized throughout the research process. The study involved voluntary participation by adult visitors, who provided informed consent after being informed of the research objectives, procedures, and confidentiality agreements. Since data collection focused solely on visitors' self-reported perceptions of their park experience, satisfaction, and repeat visit intentions, the risk of physical, psychological, or emotional harm was extremely low. The study avoided coercive behavior and ensured participants' right to anonymity and the ability to withdraw from the study at any time, with no consequences for withdrawal. Ethical safeguards ensure that the research not only respects participants' rights and well-being but also upholds the integrity of academic research, exploring how marketing activities, fond travel memories, IP appeal, and storytelling influence visitor loyalty in the context of the Fantawild Theme Park experience.

Voluntary and informed participation is a central principle of this study. Before data collection, participants are provided with a detailed explanation of the study's objectives, procedures, and their rights. Informed consent is obtained, ensuring that participants voluntarily agree to contribute, based on a clear understanding of their

involvement. Additionally, they are granted the right to withdraw at any stage without any negative repercussions. This approach respects participant autonomy and ensures that their involvement is based on free and informed decision-making.

The dissemination of this study's findings is guided by principles of transparency, scholarly accountability, and practical relevance. Grounded in the S-O-R model, affective events theory, expectation confirmation theory and leisure constraints model, the research examines how marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease and intention of revisit to theme park at Fantawild Theme Parks. The results will be shared through peer-reviewed academic journals, professional tourism and hospitality conferences, and industry-oriented platforms, ensuring that both academic audiences and practitioners can access and apply the insights gained.

By targeting diverse dissemination channels, the study fulfills its ethical responsibility to contribute to evidence-based decision-making and innovation in theme park management and destination marketing. It also encourages the integration of visitor-centered and technology-enhanced strategies in theme park operations. All findings will be communicated objectively and without fabrication or misrepresentation, reinforcing the credibility and trustworthiness of the research. Through these practices, the study supports the advancement of theoretical knowledge and provides actionable guidance for improving visitor retention and satisfaction in the context of digitally immersive tourism environments.

3.6 Conclusion

This chapter constructs and elaborates the overall methodological framework of this research, clearly adopting the post-positivist paradigm, combined with the S-O-R model, affective events theory, expectation confirmation theory and leisure constraints model, systematically defining key variables such as marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease and intention of revisit to theme park. A structured questionnaire was also designed. The aim of this chapter is to provide a rigorous measurement tool and sampling plan for subsequent empirical analysis, ensuring that the research can accurately test the causal paths among the variables.

In the questionnaire testing phase, a pre-test was conducted on 25 respondents, including visitors to the Fantawild Theme Park and operation and marketing personnel, to assess the comprehension of the questions, the filling time, and the feasibility of the technical distribution process. The sampling phase adopted a combination of online (QR code on Questionnaire Star) and offline (paper questionnaire) methods. The feedback results were used to optimize the question formulation, balance the scale structure, and correct systematic errors, thereby improving the reliability and validity of the survey tool.

The empirical research adopted the systematic sampling method, distributing questionnaires to every third visitor (or visitor group) at the entrances of each park of Fantawild, and supplemented with online promotion. Eventually, over 555 valid samples were obtained. The data analysis process included descriptive statistics to depict the sample characteristics, Cronbach's α test to verify the reliability of the scale, EFA and CFA to validate the structural validity, and finally, the structural equation model (SEM) was used to evaluate the hypothesized paths and mediating effects, comprehensively revealing how subjective factors, objective factors, and digital technology influence revisit intention through experience and satisfaction.

Through the above rigorous method design and empirical process, this chapter not only verified the applicability of the theoretical framework but also provided operational suggestions based on the real feedback of tourists for the theme park industry. The research conclusions will help Fantawild, a cultural technology integrated theme park, optimize visitor experience design, enhance satisfaction, and promote visitor loyalty, promoting the sustainable development of the industry in the digital context.

CHAPTER 4
RESULTS

This chapter presents the empirical analysis by progressing from foundational data examination to the validation and testing of the structural model. The chapter begins with Descriptive analysis, in which Sample characteristics provide an overview of the demographic profile of respondents, followed by Descriptive statistics that summarize the distributional properties of all measurement items to ensure their suitability for multivariate analysis. The chapter then turns to Data availability analysis, where Reliability analysis assesses the internal consistency of the measurement scales and Validity analysis evaluates sampling adequacy and the appropriateness of factor structures. Building on these results, the chapter conducts Confirmatory Factor Analysis. Within this part, Measurement model and fit metrics establish the overall model adequacy, Convergent validity confirms that items effectively capture their intended constructs and Discriminant validity verifies that the constructs remain conceptually distinct. The analytical focus then shifts to Structural model path analysis, beginning with Model fit metrics for the structural model and followed by detailed examinations of Path analysis for direct effects, Path analysis for indirect effects and Total effects, which together test the hypothesized relationships among experiential, emotional and behavioral variables. The chapter concludes with a concise summary that synthesizes the empirical findings and highlights the overall robustness of the measurement and structural models, thereby setting the stage for the subsequent discussion of theoretical and practical implications.

4.1 Descriptive Analysis

4.1.1 Sample Characteristics

The demographic and behavioral profile of the respondents reflects a diverse composition suitable for examining visitor experiences and revisit intention within the theme park context. As shown in Table 4.1, the age distribution is concentrated primarily in the younger and middle-aged groups. Individuals aged 26 to 35 constitute the largest

proportion at 41.9 percent, followed by those aged 36 to 45 at 22.2 percent and those aged 18 to 25 at 20.8 percent. Respondents aged 46 to 55 account for 12.2 percent, while those above 55 represent a small share of 3 percent. This distribution indicates that the sample is dominated by visitors in early and middle adulthood, a demographic segment generally associated with active leisure participation and higher levels of entertainment consumption.

Table 4.1 Sample Information

Category	Item	Frequency	%
Age	18–25	119	20.8
	26–35	240	41.9
	36–45	127	22.2
	46–55	70	12.2
	Above 55	17	3
Gender	Male	318	55.5
	Female	255	44.5
Education Level	Bachelor	288	50.3
	Master	199	34.7
	Doctorate	86	15
Monthly Income	<1000$	60	10.5
	1000$–2000$	205	35.8
	2000$–3000$	169	29.5
	3000$–4000$	104	18.2
	>4000$	35	6.1
Time Since Last Visit	Less than 1 month	68	11.9
	1–3 months	186	32.5
	3–6 months	143	25
	6–12 months	103	18
	More than 1 year	73	12.7

Table 4.1 (continued)

Category	Item	Frequency	%
Travel Companion Type	Alone	152	26.5
	Family	210	36.6
	Friends	156	27.2
	Tour group	55	9.6
Expenditure per Visit	<99$	143	25
	100$–199$	218	38
	200$–299$	97	16.9
	300$–399$	87	15.2
	>400$	28	4.9

In terms of gender composition, male respondents account for 55.5 percent and female respondents account for 44.5 percent. The educational background of the participants reveals a relatively high level of academic attainment, with 50.3 percent holding a bachelor's degree, 34.7 percent possessing a master's degree, and 15 percent having completed doctoral studies. Such a distribution suggests a sample characterized by strong educational achievement, which may influence perceptions of service quality, experiential depth, and decision-making tendencies.

The monthly income profile is broadly distributed across income brackets. Respondents earning between 1000 and 2000 dollars comprise the largest proportion at 35.8 percent, followed by those earning between 2000 and 3000 dollars at 29.5 percent. Individuals earning between 3000 and 4000 dollars represent 18.2 percent of the sample, while those earning less than 1000 dollars account for 10.5 percent. Only 6.1 percent report an income above 4000 dollars. This income structure reflects a predominantly middle-income visitor group typical of theme park tourism markets.

Regarding visitation recency, 32.5 percent of respondents last visited the theme park within the past one to three months, 25 percent within three to six months, and 18 percent within six to twelve months. Additionally, 11.9 percent visited within the past month, while 12.7 percent had not visited for more than one year. This distribution suggests that the sample includes both recent visitors and those whose experiences

occurred at a more distant point in time, which offers a balanced temporal perspective on memory formation and revisit tendencies.

Travel companion patterns further illustrate visitor behavior. Family travel is the most common form at 36.6 percent, followed by travel with friends at 27.2 percent and solo visits at 26.5 percent. Participation in organized tour groups is relatively limited at 9.6 percent. These patterns reflect the social and recreational nature of theme park visitation, where shared experiences with family and peers often shape emotional responses and satisfaction outcomes.

Expenditure per visit is generally moderate. The largest share of respondents, 38 percent, report spending between 100 and 199 dollars during a visit, followed by 25 percent who spend less than 99 dollars. Visitors spending between 200 and 299 dollars and those spending between 300 and 399 dollars account for 16.9 percent and 15.2 percent, respectively, while only 4.9 percent exceed 400 dollars per visit. This distribution aligns with typical expenditure profiles in theme park settings, where spending is concentrated in mid-range categories associated with admissions, food, and entertainment activities.

4.1.2 Descriptive Statistics

Table 4.2 reports the descriptive statistics for all measurement items, including four key indicators: mean, standard deviation, skewness, and kurtosis. The mean reflects the central tendency of responses and indicates the average level of agreement with each item on the five point Likert scale, where higher values represent stronger endorsement. The standard deviation captures the degree of dispersion around the mean and signals how heterogeneous or homogeneous the responses are, with larger values indicating greater variability among respondents. Skewness measures the asymmetry of the distribution of responses relative to a symmetric normal distribution and reveals whether responses are more concentrated toward lower or higher scale points. Kurtosis describes the peakedness or flatness of the distribution relative to a normal distribution and helps to assess whether responses are more clustered around the mean or more dispersed across the scale. Together, these indices provide an initial assessment of central tendency, dispersion, and approximate normality, which is essential for the suitability of subsequent multivariate analyses.

Table 4.2 Descriptive Statistics Results

Study variables	Items	Mean	Std.	Skewness	Kurtosis
Marketing Activities	MA1	3.759	1.101	-0.515	-0.590
	MA2	3.661	1.242	-0.501	-0.877
	MA3	3.616	1.145	-0.480	-0.525
	MA4	3.588	1.094	-0.335	-0.806
	MA5	3.634	1.144	-0.583	-0.410
	MA6	3.403	1.205	-0.133	-1.072
	MA7	3.546	1.166	-0.384	-0.770
	MA8	3.538	1.201	-0.457	-0.729
Fond Travel Memories	FTM1	3.524	1.188	-0.383	-0.779
	FTM2	3.414	1.120	-0.237	-0.732
	FTM3	3.586	1.268	-0.536	-0.782
IP Appeal	IP1	4.010	1.056	-1.210	1.125
	IP2	4.145	1.052	-1.440	1.697
	IP3	4.077	1.053	-1.064	0.471
Storytelling	ST1	3.599	1.236	-0.601	-0.587
	ST2	3.551	1.297	-0.534	-0.797
	ST3	3.757	1.197	-0.678	-0.461
	ST4	3.462	1.179	-0.302	-0.810
Emotional Resonance	ER1	3.747	1.086	-0.899	0.465
	ER2	3.808	1.067	-1.008	0.821
	ER3	3.796	1.011	-0.966	0.990
	ER4	3.796	1.032	-0.905	0.786
Satisfaction	SA1	3.653	1.206	-0.959	0.154
	SA2	3.770	1.010	-0.844	0.619
	SA3	3.660	1.190	-0.804	-0.104
	SA4	3.792	1.212	-0.974	0.054
	SA5	3.663	1.162	-0.950	0.301

Table 4.2 (continued)

Study variables	Items	Mean	Std.	Skewness	Kurtosis
Transportation Ease	TE1	3.710	1.228	-0.697	-0.379
	TE2	3.660	1.189	-0.646	-0.393
	TE3	3.681	1.218	-0.623	-0.390
	TE4	3.754	1.218	-0.738	-0.256
	TE5	3.726	1.257	-0.701	-0.468
Intention of Revisit to	IRT1	3.548	1.218	-0.564	-0.581
Theme Park	IRT2	3.654	1.220	-0.614	-0.530
	IRT3	3.754	1.190	-0.683	-0.450
	IRT4	3.468	1.159	-0.357	-0.696
	IRT5	3.618	1.170	-0.614	-0.454

Across all constructs, mean values range approximately from 3.40 to 4.15, which is above the midpoint of the five point scale. This pattern indicates that respondents generally hold moderately to strongly positive evaluations of the marketing activities, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease, and intention of revisit to the theme park. For marketing activities, item means range from 3.403 for MA6 to 3.759 for MA1, suggesting that visitors perceive Fantawild's marketing as overall favorable, particularly regarding enjoyment and clarity of information. Standard deviations for these items are close to or slightly above 1.10, indicating a moderate level of variability in how different visitors experience and interpret the marketing efforts. Skewness values for marketing items are negative and of modest magnitude, and kurtosis values are close to zero or slightly negative, implying a relatively mild left skew and distributions that are somewhat flatter than a perfect normal curve but still within an acceptable range for normality assumptions.

Fond travel memories exhibit mean scores between 3.414 and 3.586, indicating that respondents tend to recall their visit experiences at Fantawild in a generally positive light. The standard deviations around 1.12 to 1.27 again point to moderate dispersion, which suggests that while many visitors share favorable memories, some variation exists in the intensity and salience of those memories. Skewness is slightly negative and kurtosis moderately negative, which signals that more respondents lean toward agreement rather

than disagreement, without extreme clustering at the upper end of the scale. IP appeal displays the highest mean values among all constructs, with IP1, IP2, and IP3 ranging from 4.010 to 4.145. These elevated means, accompanied by standard deviations close to 1.05, demonstrate that the creative concepts, characters, and brand image associated with Fantawild's IPs are strongly appreciated by visitors. The skewness values for IP items are clearly negative and kurtosis is positive, indicating a pronounced concentration of responses in the upper range of the scale and a more peaked distribution, which confirms the strong overall attractiveness of the IP based content.

Storytelling items show means between 3.462 and 3.757, which suggests that respondents generally agree that Fantawild's attractions are presented through coherent and engaging narratives, and that these narratives enhance immersion and cultural understanding. Standard deviations are again around 1.18 to 1.30, showing a moderate spread of responses. Skewness values are negative, while kurtosis values are slightly negative, implying that more respondents favor positive evaluations but the response curves remain relatively balanced and do not reveal extreme non normality. Emotional resonance exhibits means between 3.747 and 3.808 for all four items, with standard deviations close to 1.00. These values indicate that visitors tend to feel interested in Fantawild, pay attention to information about it, and would miss it if it ceased operation. The relatively strong negative skewness and positive kurtosis of these items show that a large share of respondents choose higher scale points and that responses are somewhat concentrated around the upper levels of agreement.

The satisfaction construct displays mean values from 3.653 to 3.792, suggesting that visitors are broadly satisfied with their decision to visit Fantawild and with the overall experience. Standard deviations for satisfaction items are around 1.01 to 1.21, which continues the pattern of moderate variability. Skewness is consistently negative, and kurtosis fluctuates slightly above and below zero, indicating that the distributions are broadly symmetric with a tendency toward higher response categories. Transportation ease items are characterized by mean scores between 3.660 and 3.754, with standard deviations around 1.19 to 1.26. These results show that transportation conditions and facilities are perceived as generally convenient and supportive of the visitor experience. Skewness is moderately negative, and kurtosis is slightly negative, which indicates that respondents

tend to agree that transportation is adequate, while maintaining an acceptable level of distributional balance for further analysis.

For intention of revisit to theme park, mean scores range from 3.468 to 3.754, again above the scale midpoint. This suggests that visitors exhibit a generally favorable tendency to prioritize Fantawild in future theme park choices, to return in the future, and to maintain a preference for Fantawild even in the presence of alternative parks. Standard deviations around 1.16 to 1.22 confirm moderate dispersion in revisit propensity, reflecting that although many respondents express relatively high revisit intention, some remain more neutral. The negative skewness and slightly negative kurtosis values demonstrate that responses are tilted toward agreement, but the distributions remain sufficiently regular to support the application of structural equation modeling and related inferential techniques.

4.2 Confirmatory Factor Analysis

4.2.1 Measurement Model and Fit Metrics

The confirmatory factor analysis was conducted to evaluate the adequacy of the measurement model and to determine whether the observed items appropriately represent their corresponding latent constructs. Figure 4.1 illustrates the full measurement structure, including all eight latent variables and their associated indicators. The latent constructs included in the model are marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease, and intention of revisit to the theme park. Each construct is measured by a set of reflective indicators, all of which display standardized factor loadings that are both substantial and statistically significant.

In Figure 4.1, the standardized factor loadings for marketing activities range from 0.757 to 0.844, indicating that items describing clarity, enjoyment, interactivity, and informativeness consistently represent the construct. The indicators of fond travel memories show similarly strong loadings, ranging from 0.695 to 0.852, demonstrating that this construct is well captured by visitors' recollections of pleasant and memorable experiences. IP appeal is represented by three items with loadings from 0.799 to 0.822, confirming that visitors consistently perceive thematic concepts, character design, and brand identity as cohesive elements of IP attractiveness.

The storytelling construct exhibits loadings between 0.758 and 0.826, reflecting respondents' assessments of narrative coherence and the immersive qualities embedded in

attractions. Emotional resonance shows particularly strong loadings ranging from 0.780 to 0.892, suggesting that interest, affective attention, and emotional connection to the theme park are reliably captured by the indicators. Satisfaction is represented by five indicators with loadings between 0.749 and 0.861, showing that visitors' overall evaluative judgments are measured in a coherent and consistent manner. Transportation ease exhibits loadings between 0.728 and 0.776, indicating that perceived accessibility and mobility convenience are reliably assessed. The intention of revisit to the theme park demonstrates high factor loadings from 0.798 to 0.865, confirming that the measurement items successfully capture behavioral tendencies toward returning to the park.

The measurement model also shows the correlations among all latent constructs in Figure 4.1. These correlations are theoretically consistent and statistically meaningful, with moderate to strong associations observed particularly among marketing activities, storytelling, emotional resonance, satisfaction, and revisit intention. The pattern of correlations supports the conceptual relationships proposed in the research framework and affirms the empirical distinctiveness of each construct while demonstrating coherent interrelationships.

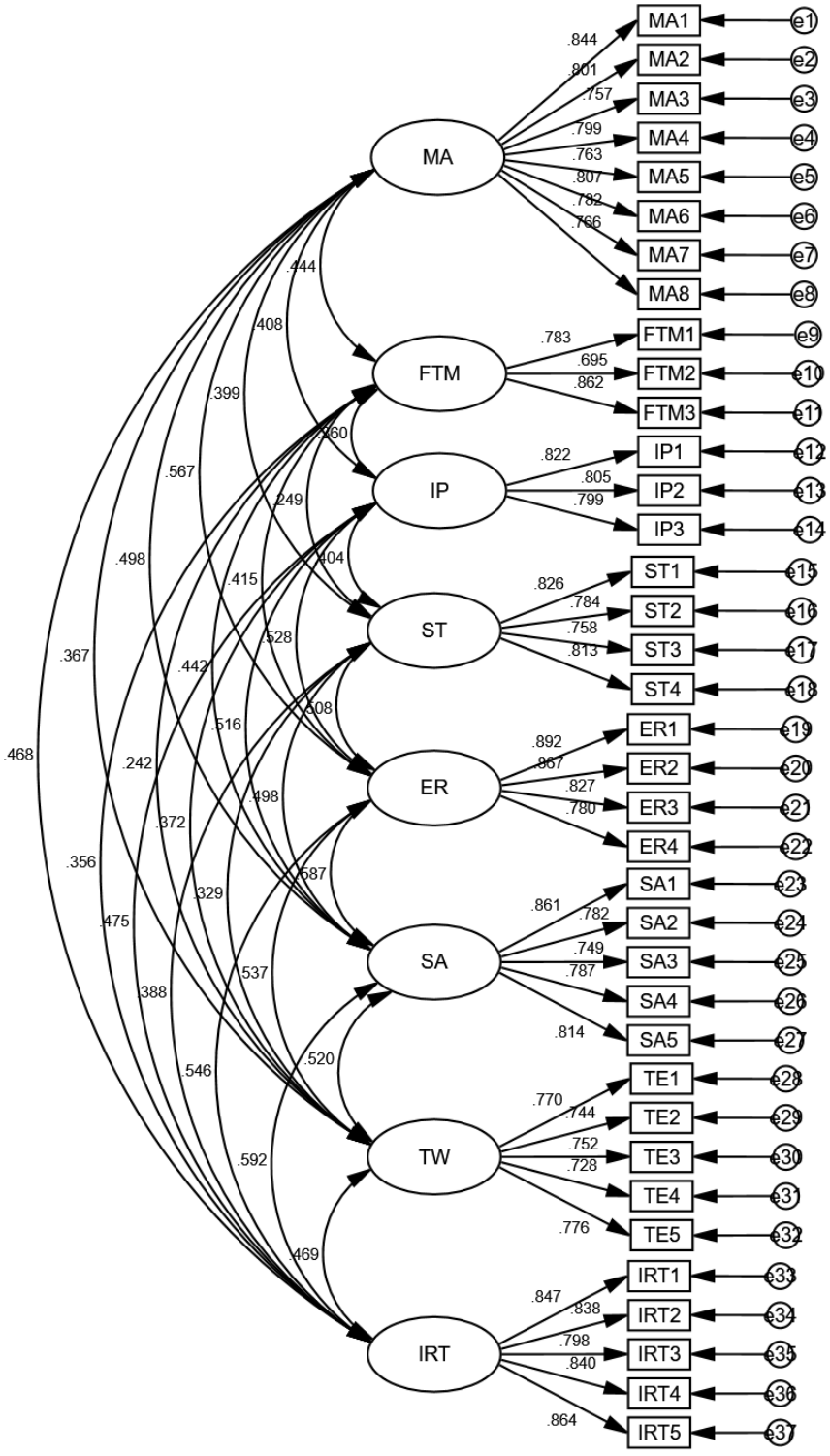

Figure 4.1 Measurement model

The measurement model demonstrates that all observed indicators load significantly onto their respective latent constructs, indicating strong construct validity. The factor loadings are consistently above the acceptable threshold, suggesting that the measurement items adequately represent their underlying theoretical constructs. In addition, the satisfactory model fit indices further confirm that the measurement model provides a reliable and valid representation of the data, thereby supporting its suitability for subsequent structural model analysis.

Table 4.3 presents the model fit metrics used to assess the adequacy of the measurement model. The chi-square to degrees of freedom ratio is 1.496, which is well below the recommended threshold of 3 and indicates that the model fits the data closely. The root mean square error of approximation has a value of 0.029, considerably below the upper limit of 0.08, demonstrating a high-quality approximation of the model to the population covariance structure. Both the goodness-of-fit index and the adjusted goodness-of-fit index exceed the conventional benchmark of 0.90, with values of 0.925 and 0.912 respectively, suggesting that the observed data align closely with the hypothesized measurement structure.

Incremental fit indices also indicate excellent model performance. The normed fit index yields a value of 0.937, the Tucker–Lewis index reaches 0.976, and the comparative fit index records 0.978. All exceed the conventional criterion of 0.90, confirming that the model improves significantly upon the null model and demonstrates strong explanatory capability. Collectively, these indices confirm that the measurement model exhibits excellent fit and robust psychometric properties.

Table 4.3 Measure Model Fit Metrics

Fit index	χ^2/df	RMSEA	GFI	AGFI	NFI	TLI	CFI
Reference standards	<3	<0.08	>0.9	>0.9	>0.9	>0.9	>0.9
Result	1.496	0.029	0.925	0.912	0.937	0.976	0.978

4.2.2 Convergent Validity

Convergent validity evaluates the extent to which the indicators assigned to each latent construct share a high proportion of common variance and collectively measure the same underlying concept (Anvari et al., 2024). Three primary criteria are commonly used for assessing convergent validity: standardized factor loadings, composite reliability, and the average variance extracted. High factor loadings indicate that each item contributes meaningfully to the construct. Composite reliability values above 0.70 signify internal consistency at the construct level, while average variance extracted values of 0.50 or higher demonstrate that the construct explains at least half of the variance in its observed indicators. Meeting these thresholds provides strong evidence that the latent constructs exhibit satisfactory convergent validity.

Table 4.4 presents the factor loadings, composite reliability, and average variance extracted for all constructs in the measurement model. For marketing activities, all eight items load strongly onto the construct, with loadings ranging from 0.757 to 0.844. The composite reliability of 0.93 exceeds the recommended threshold, and the average variance extracted of 0.625 demonstrates that more than half of the variance in the indicators reflects the underlying construct. This indicates that perceptions related to marketing activities are measured consistently and coherently across respondents.

Table 4.4 Convergence Validity

Variable	Item	Factor Loading	CR	AVE
Marketing Activities	MA1	0.844	0.93	0.625
	MA2	0.801		
	MA3	0.757		
	MA4	0.799		
	MA5	0.763		
	MA6	0.807		
	MA7	0.782		
	MA8	0.766		
Fond Travel Memories	FTM1	0.783	0.825	0.613
	FTM2	0.695		
	FTM3	0.862		

Table 4.4 (continued)

Variable	Item	Factor Loading	CR	AVE
IP Appeal	IP1	0.822	0.85	0.654
	IP2	0.805		
	IP3	0.799		
Storytelling	ST1	0.826	0.873	0.633
	ST2	0.784		
	ST3	0.758		
	ST4	0.813		
Emotional Resonance	ER1	0.892	0.907	0.71
	ER2	0.867		
	ER3	0.827		
	ER4	0.78		
Satisfaction	SA1	0.861	0.898	0.639
	SA2	0.782		
	SA3	0.749		
	SA4	0.787		
	SA5	0.814		
Transportation Ease	TE1	0.77	0.868	0.569
	TE2	0.744		
	TE3	0.752		
	TE4	0.728		
	TE5	0.776		
Intention of Revisit to Theme Park	IRT1	0.847	0.922	0.702
	IRT2	0.838		
	IRT3	0.798		
	IRT4	0.84		
	IRT5	0.864		

Fond travel memories also exhibit strong convergent validity. The factor loadings range from 0.695 to 0.862, with particularly high loading observed for the item reflecting strong recollection of experiences. The composite reliability is 0.825, and the average variance extracted is 0.613. Both metrics confirm that the items collectively capture visitors' positive retrospective evaluations of their theme park visit.

IP appeal demonstrates robust convergent validity, with factor loadings between 0.799 and 0.822. The composite reliability is 0.85, and the average variance extracted reaches 0.654. These values indicate that the indicators consistently reflect visitors' perceptions of Fantawild's thematic design, character appeal, and brand imagery.

For storytelling, the factor loadings range from 0.758 to 0.826, all of which meet the accepted threshold for convergence. The composite reliability is 0.873 and the average variance extracted is 0.633, confirming that assessments of narrative coherence and immersive elements are reliably captured by the measurement items.

Emotional resonance exhibits particularly high convergent validity. The factor loadings range from 0.780 to 0.892, with several indicators displaying very strong loadings that reflect the affective connection visitors experience toward the theme park. The composite reliability is 0.907, and the average variance extracted is 0.71, indicating that the construct captures a substantial proportion of shared variance among indicators and demonstrates excellent internal coherence.

Satisfaction also meets all convergent validity criteria. The factor loadings range from 0.749 to 0.861, with the composite reliability reaching 0.898 and the average variance extracted at 0.639. These results show that satisfaction is measured as a unified and consistent evaluative judgment, capturing visitors' perceptions of decision quality, enjoyment, and overall satisfaction with the experience.

Transportation ease demonstrates adequate convergent validity, with factor loadings between 0.728 and 0.776. The composite reliability of 0.868 and the average variance extracted of 0.569 confirm that the indicators coherently reflect perceived accessibility and convenience associated with transportation to and within the theme park.

Finally, intention of revisit to the theme park shows excellent convergent validity. The factor loadings range from 0.798 to 0.865, all well within the acceptable range. The composite reliability is 0.922, and the average variance extracted reaches 0.702, indicating

that the construct captures a substantial proportion of shared variance among its indicators and reliably represents visitors' behavioral intentions to return.

4.2.3 Discriminant Validity

Discriminant validity assesses whether each latent construct in the measurement model is empirically distinct from the others (Rönkkö & Cho, 2020). Establishing discriminant validity ensures that the constructs do not measure overlapping concepts and that the indicators assigned to each construct capture unique dimensions of visitor perceptions, experiences, and behavioral intentions. A common approach to evaluating discriminant validity is the Fornell–Larcker criterion, which compares the square root of the average variance extracted for each construct with the correlations between that construct and all others. Discriminant validity is supported when the square root of the average variance extracted exceeds the inter-construct correlation coefficients, demonstrating that each construct shares more variance with its indicators than with other latent variables.

Table 4.5 presents the discriminant validity results for all constructs in the study. The diagonal values represent the square root of the average variance extracted for each latent variable. For marketing activities, the square root of the average variance extracted is 0.791, which is greater than its correlations with all other constructs. The correlations range from 0.331 to 0.522, confirming that marketing activities are measured as a concept distinct from travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease, and revisit intention.

Table 4.5 Discriminant Validity Test

Latent variables	MA	FTM	IP	ST	ER	SA	TE	IRT
MA	0.791							
FTM	.393**	0.783						
IP	.364**	.302**	0.809					
ST	.357**	.217**	.349**	0.796				
ER	.522**	.369**	.457**	.453**	0.843			
SA	.463**	.387**	.455**	.447**	.538**	0.799		
TE	.331**	.201**	.318**	.285**	.476**	.459**	0.754	
IRT	.435**	.316**	.424**	.345**	.503**	.546**	.420**	0.838

Note: The abbreviations used in this table represent the following constructs: MA refers to marketing activities, FTM denotes fond travel memories, IP represents IP appeal, ST indicates storytelling, ER captures emotional resonance, SA refers to satisfaction, TE reflects transportation ease, and IRT represents intention of revisit to theme park.

Fond travel memories show a square root of the average variance extracted of 0.783, again exceeding the correlations with other constructs, which range from 0.201 to 0.387. This demonstrates that visitors' recollection of their experiences forms a unique dimension separate from other psychological and experiential constructs. IP appeal exhibits a square root of the average variance extracted of 0.809, which is greater than all associated correlations. This confirms that the attractiveness of Fantawild's intellectual properties is empirically separable from marketing activities, storytelling, emotional resonance, and other constructs.

The storytelling construct records a square root of the average variance extracted of 0.796. All corresponding correlation values fall below this threshold, indicating that storytelling represents an independent experiential dimension and is not confounded with respondents' perceptions of marketing activities, IP appeal, emotional responses, or satisfaction. Emotional resonance has a square root of the average variance extracted of 0.843, which is higher than its correlations with other variables, ranging from 0.369 to 0.538. This demonstrates that the emotional connection and interest evoked by the theme park form a distinct construct within the measurement model.

Satisfaction exhibits a square root of the average variance extracted of 0.799, which exceeds all inter-construct correlations, confirming that satisfaction is measured independently from other experiential, affective, and behavioral constructs. Transportation ease, with a square root of the average variance extracted of 0.754, also satisfies the discriminant validity criterion. Its correlations with other constructs range from 0.201 to 0.476, all below the value on the diagonal. This indicates that perceptions of transportation convenience are empirically distinct from other dimensions of the theme park experience.

Finally, intention of revisit to the theme park demonstrates a square root of the average variance extracted of 0.838, which exceeds correlations with all other latent variables. The correlation coefficients range from 0.316 to 0.546, confirming that revisit intention is a separate behavioral outcome rather than a reflection of any single emotional or cognitive construct.

4.3 Structural Model Path Analysis

4.3.1 Model Fit Metrics for the Structural Model

The structural model was evaluated to determine whether the hypothesized relationships among the latent variables are supported by the empirical data. Before examining the path coefficients, it is essential to assess the overall goodness of fit of the structural model to ensure that the specified relationships adequately represent the underlying covariance structure. Table 4.6 presents the primary fit indices used for evaluating the structural model, along with commonly accepted reference standards.

Table 4.6 Model Fit Metrics

Fit index	χ^2/df	RMSEA	GFI	AGFI	NFI	TLI	CFI
Reference standards	<3	<0.08	>0.9	>0.9	>0.9	>0.9	>0.9
Result	1.604	0.033	0.931	0.918	0.943	0.975	0.978

The chi-square to degrees of freedom ratio is 1.604, which falls well below the recommended upper limit of 3. This ratio indicates that the discrepancy between the observed covariance matrix and the model-implied covariance matrix is minimal, demonstrating a strong degree of absolute fit. The root mean square error of approximation yields a value of 0.033, substantially lower than the threshold of 0.08. This result suggests an excellent approximation of the structural model to the population parameters and implies low model misspecification.

The goodness-of-fit index and the adjusted goodness-of-fit index record values of 0.931 and 0.918 respectively. Both indices exceed the recommended benchmark of 0.90, indicating that the model provides a satisfactory representation of the observed covariance patterns. These results highlight that the model accounts for a substantial proportion of the variance present in the data while maintaining parsimony.

The incremental fit indices also demonstrate strong model adequacy. The normed fit index is 0.943, the Tucker–Lewis index is 0.975, and the comparative fit index reaches 0.978. All values are well above the established criterion of 0.90, confirming that the structural model provides a substantial improvement over the null model and demonstrates strong explanatory capability. These indices collectively indicate that the hypothesized

structural relationships among marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, transportation ease, and revisit intention fit the data with a high degree of precision.

4.3.2 Path Analysis for Direct Effects

Table 4.7 presents the estimated direct path coefficients of the structural model, including standardized effects, standard errors, critical ratios, and significance levels. Overall, most of the proposed hypotheses are supported, indicating that the proposed framework has substantial explanatory power. Regarding the direct determinants of revisit intention, marketing activities exert a statistically significant positive effect on revisit intention, with a standardized coefficient of 0.137, a critical ratio of 2.938, and a p value of 0.003, thus supporting H1a. Although the magnitude of this effect is moderate, it suggests that effective promotional design can directly strengthen visitors' willingness to return. Emotional resonance also shows a significant positive effect on revisit intention, with a larger coefficient of 0.238 and a critical ratio of 4.438, supporting H1c. This result indicates that affective engagement plays a stronger role than marketing activities in driving future return intention. Satisfaction emerges as the strongest direct predictor of revisit intention, with the highest standardized coefficient in the model at 0.374 and a critical ratio of 7.211, supporting H1d. This finding suggests that visitors' overall evaluative judgment of the experience is the most influential immediate determinant of return behavior.

A particularly noteworthy finding is that storytelling does not exert a significant direct effect on revisit intention. The estimated coefficient for the path from storytelling to revisit intention is only 0.028, with a critical ratio of 0.592 and a p value of 0.554, leading to the rejection of H1b. Both the small magnitude of the coefficient and its lack of statistical significance indicate that storytelling, by itself, is insufficient to directly motivate revisit behavior. This does not mean that storytelling is unimportant. On the contrary, when compared with the significant paths from storytelling to emotional resonance and satisfaction, the result suggests that its influence is indirect rather than immediate. In substantive terms, visitors do not appear to form revisit intention simply because the park provides coherent or meaningful stories. Instead, storytelling becomes behaviorally relevant only when it is translated into emotional resonance and satisfaction. This finding is theoretically important because it indicates that, in theme park settings,

narrative content functions more as a deep experiential trigger than as a direct behavioral driver.

For the antecedents of emotional resonance, all four predictors exhibit statistically significant positive effects. Marketing activities have the strongest influence on emotional resonance, with a standardized coefficient of 0.306, a critical ratio of 6.889, and a p value below 0.001, supporting H2a. This indicates that promotional and communication activities are highly effective in stimulating visitors' emotional responses. IP appeal is the second strongest predictor, with a coefficient of 0.260 and a critical ratio of 5.805, supporting H2c, showing that recognizable and attractive intellectual property substantially enhances emotional involvement. Storytelling also exerts a strong effect on emotional resonance, with a coefficient of 0.250 and a critical ratio of 5.871, supporting H2d. This suggests that narrative immersion is a major source of affective engagement, even though it does not directly predict revisit intention. Fond travel memories have a smaller but still significant effect on emotional resonance, with a coefficient of 0.124, a critical ratio of 2.876, and a p value of 0.004, supporting H2b. Taken together, these results show that emotional resonance is jointly shaped by promotional exposure, memory, symbolic attraction, and narrative experience, with marketing activities making the largest contribution.

With respect to satisfaction, all five hypothesized paths are statistically supported. Emotional resonance exerts the strongest influence on satisfaction, with a standardized coefficient of 0.235 and a critical ratio of 4.420, supporting H3e. This finding suggests that visitors' emotional reactions during the experience are central to forming favorable post visit evaluations. Storytelling and IP appeal show similarly strong effects on satisfaction, with coefficients of 0.205 and 0.203 and critical ratios of 4.537 and 4.265 respectively, supporting H3d and H3c. These results indicate that both narrative coherence and the attractiveness of intellectual property make substantial contributions to visitors' evaluative judgments. Fond travel memories also positively affect satisfaction, with a coefficient of 0.166 and a critical ratio of 3.749, supporting H3b, which shows that past positive experiences continue to shape present evaluations. Marketing activities have the smallest but still significant effect on satisfaction, with a coefficient of 0.126, a critical ratio of 2.681, and a p value of 0.007, supporting H3a. Overall, the pattern of coefficients

suggests that satisfaction is influenced more strongly by internal affective experience and content related factors than by promotional factors alone.

Viewed together, these direct effects reveal a clear hierarchy in the structural model. Satisfaction is the most powerful direct predictor of revisit intention, followed by emotional resonance and then marketing activities. In contrast, storytelling has no significant direct effect on revisit intention despite its substantial effects on emotional resonance and satisfaction. This pattern provides an important substantive insight: revisit intention in Fantawild theme parks is driven primarily by the psychological consequences of experience rather than by experiential design elements in isolation. Narrative content matters, but its influence operates through the emotional and evaluative states it generates. This interpretation strengthens the explanatory depth of the model by showing that not all significant experiential inputs function at the same stage of the behavioral formation process.

Table 4.7 Direct Path Effects

Hypothesis	**Structural path**	**Effect value (β)**	**SE**	**CR**	**P**	**Results**
H1a	MA → IRT	0.137	0.052	2.938	0.003	Supported
H1b	ST → IRT	0.028	0.047	0.592	0.554	Not supported
H1c	ER → IRT	0.238	0.057	4.438	***	Supported
H1d	SA → IRT	0.374	0.051	7.211	***	Supported
H2a	MA → ER	0.306	0.046	6.889	***	Supported
H2b	FTM → ER	0.124	0.045	2.876	0.004	Supported
H2c	IP → ER	0.26	0.05	5.805	***	Supported
H2d	ST → ER	0.25	0.04	5.871	***	Supported
H3a	MA → SA	0.126	0.052	2.681	0.007	Supported
H3b	FTM → SA	0.166	0.049	3.749	***	Supported
H3c	IP → SA	0.203	0.057	4.265	***	Supported
H3d	ST → SA	0.205	0.046	4.537	***	Supported
H3e	ER → SA	0.235	0.057	4.42	***	Supported

Figure 4.2 visually illustrates these structural relationships, with all significant paths depicted through solid arrows, while the non-significant ST→IRT path corresponding to H1b is shown with a weaker coefficient. The model indicates that both emotional resonance and satisfaction function as core mechanisms within the experiential process of theme park tourism. The figure highlights that emotional resonance is jointly driven by marketing activities, travel memories, IP appeal, and storytelling, and that satisfaction is simultaneously affected by these four constructs and emotional resonance. Together, these results confirm a theoretically consistent structure in which affective and evaluative processes mediate the influence of marketing- and experience-related variables on revisit intention.

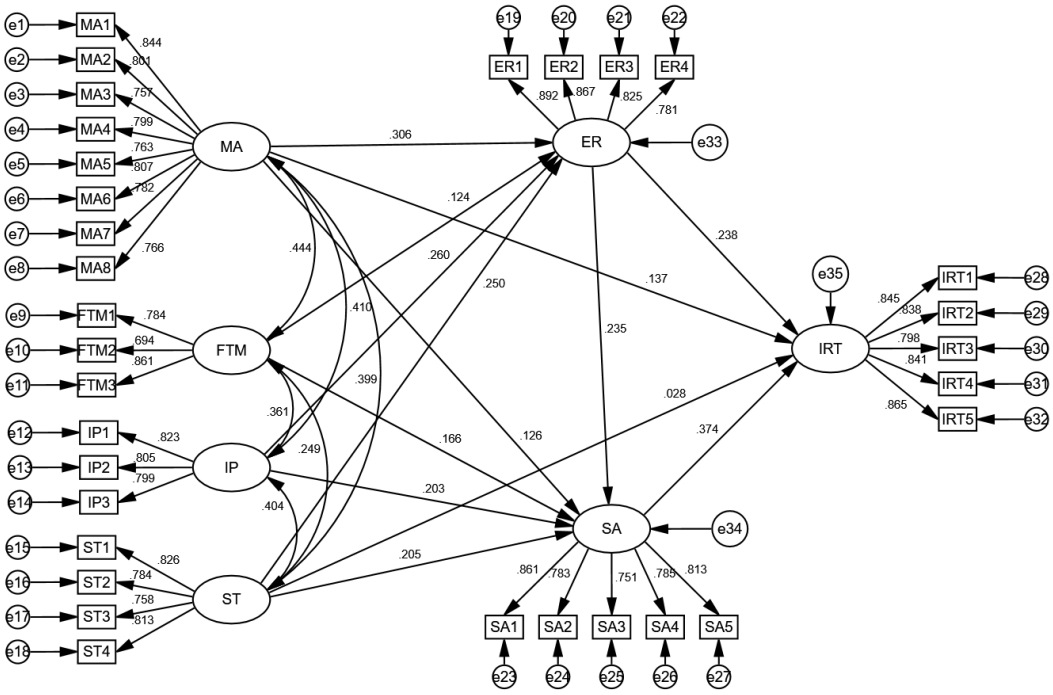

Figure 4.2 Structural model

4.3.3 Path Analysis for Indirect Effects

Table 4.8 reports the results of the bootstrap analysis of indirect effects and provides evidence for the mediating roles of emotional resonance and satisfaction in the relationships between experiential antecedents and intention of revisit to the theme park. The analysis is based on bias corrected bootstrap confidence intervals, which evaluate whether the indirect effects differ significantly from zero. When the lower and upper bounds of the 95 percent confidence interval do not include zero, the corresponding

mediating effect is considered statistically significant. All hypothesized indirect paths in Table 4.8 satisfy this criterion, indicating a consistent pattern of mediation in the structural model.

For the emotional resonance pathway, all four hypotheses from H4a to H4d are supported. Marketing activities exert a significant indirect effect on revisit intention through emotional resonance (H4a), with an effect value of 0.073 and a 95 percent confidence interval ranging from 0.038 to 0.123. This indicates that part of the influence of marketing activities on revisit intention operates by first enhancing visitors' emotional engagement. Fond travel memories also show a significant mediated effect via emotional resonance (H4b), with an effect value of 0.029 and a confidence interval between 0.009 and 0.059. This result suggests that positive recollections do not only affect revisit intention directly or through satisfaction, but also by reactivating emotional responses that in turn foster behavioral intentions. IP appeal has a notable indirect effect through emotional resonance (H4c), with an effect value of 0.062 and a confidence interval between 0.030 and 0.109, confirming that attractive IP content strengthens revisit intention by intensifying emotional involvement. Storytelling displays a similar pattern (H4d), with an indirect effect of 0.059 and a confidence interval from 0.030 to 0.103, showing that narrative immersion contributes to revisit intention primarily through its capacity to elicit emotional resonance.

The satisfaction pathway also exhibits robust mediating effects across all hypotheses from H5a to H5e. Marketing activities significantly influence revisit intention through satisfaction (H5a), with an indirect effect of 0.047 and a confidence interval of 0.006 to 0.096, indicating that effective marketing enhances revisit intention in part by raising overall satisfaction levels. Fond travel memories show a stronger mediated effect via satisfaction (H5b), with an effect value of 0.062 and a confidence interval between 0.027 and 0.104, implying that positive memories consolidate satisfaction, which then translates into higher revisit intention. IP appeal exerts an even larger indirect effect through satisfaction (H5c), with an effect value of 0.076 and a confidence interval from 0.029 to 0.133, underscoring the importance of IP related content in generating satisfaction that propels behavioral intentions. Storytelling again demonstrates a sizable mediated effect (H5d), with an indirect coefficient of 0.077 and a confidence interval between 0.036 and 0.131, suggesting that narrative quality enhances revisit intention by elevating

satisfaction with the overall experience. Finally, emotional resonance significantly affects revisit intention through satisfaction (H5e), with an indirect effect of 0.088 and a confidence interval ranging from 0.041 to 0.146. This result highlights a sequential mechanism in which emotional resonance first strengthens satisfaction, which then serves as the most proximal driver of revisit intention.

Table 4.8 Indirect Effect Bootstrap Analysis

Hypothesis	Mediation path	Effect value	SE	Lower 95% CI	Upper 95% CI	Results
H4a	MA → ER → IRT	0.073	0.021	0.038	0.123	Supported
H4b	FTM → ER → IRT	0.029	0.013	0.009	0.059	Supported
H4c	IP → ER → IRT	0.062	0.02	0.03	0.109	Supported
H4d	ST → ER → IRT	0.059	0.018	0.03	0.103	Supported
H5a	MA → SA → IRT	0.047	0.023	0.006	0.096	Supported
H5b	FTM → SA → IRT	0.062	0.019	0.027	0.104	Supported
H5c	IP → SA → IRT	0.076	0.027	0.029	0.133	Supported
H5d	ST → SA → IRT	0.077	0.024	0.036	0.131	Supported
H5e	ER → SA → IRT	0.088	0.026	0.041	0.146	Supported

4.3.4 Moderation Effect

Table 4.9 reports the results of the moderation analysis examining whether transportation ease strengthened the relationship between satisfaction and revisit intention. The findings revealed that satisfaction significantly predicted revisit intention, with a standardized coefficient of 0.546 and a p value of 0.000, indicating a strong direct effect. Transportation ease also exerted a significant independent effect on revisit intention, with a coefficient of 0.215 and a p value of 0.000, suggesting that higher levels of accessibility and convenience directly enhanced visitors' willingness to return. Most importantly, the combined effect of satisfaction and transportation ease was statistically significant, with a coefficient of 0.140 and a p value of 0.000. This result indicated that transportation ease significantly moderated the relationship between satisfaction and revisit intention.

The moderation analysis was conducted using hierarchical regression rather than being integrated into the structural equation modeling framework. This approach was

adopted for methodological clarity and estimation stability. Specifically, hierarchical regression allowed for a direct estimation of the combined effect of satisfaction and transportation ease and provided a more straightforward interpretation of the moderation effect. In contrast, modeling moderation within structural equation modeling would have required the construction of latent interaction terms, which would have increased model complexity and reduced estimation robustness, particularly because the research model already contained multiple latent constructs and mediation paths. Therefore, hierarchical regression was employed as a complementary analytical technique to structural equation modeling, enabling a more transparent and statistically stable examination of the moderating role of transportation ease.

The results implied that the positive influence of satisfaction on revisit intention became stronger when transportation ease was high. In substantive terms, although satisfaction had a strong baseline effect, its behavioral impact depended on external accessibility conditions. Highly satisfied visitors may still show a weaker intention to revisit when transportation is inconvenient, whereas convenient transportation conditions strengthen the translation of satisfaction into behavioral intention. The moderating role of transportation ease therefore represented an important boundary condition within the structural relationships, highlighting that revisit intention was jointly shaped by internal psychological evaluation and external contextual facilitation.

Table 4.9 Moderation Effect

Predictor	β	p	Result
Satisfaction → Revisit intention	0.546	0.000	Significant
Transportation ease → Revisit intention	0.215	0.000	Significant
Satisfaction × Transportation ease	0.14	0.000	Moderation supported

4.4 Conclusion

The empirical results presented in this chapter confirm the overall robustness of the measurement and structural models. The sample characteristics and descriptive statistics indicate that the data are well distributed and suitable for structural equation modeling. Reliability and validity tests further demonstrate that all constructs exhibit

strong internal consistency and satisfactory psychometric properties, with confirmatory factor analysis supporting the adequacy of the measurement model.

The structural model analysis shows that marketing activities, fond travel memories, IP appeal and storytelling significantly enhance emotional resonance and satisfaction, which subsequently serve as key drivers of revisit intention. Satisfaction emerges as the strongest predictor of revisit intention, while emotional resonance also contributes both directly and indirectly. Mediation results confirm that emotional resonance and satisfaction function as essential mechanisms linking experiential factors to revisit intention. Additionally, transportation ease is found to strengthen the effect of satisfaction on revisit intention, emphasizing its moderating role.

CHAPTER 5
DISCUSSION AND CONCLUSION

This chapter synthesizes the empirical findings by first revisiting the study's four research objectives and interpreting the results in relation to existing knowledge on experiential consumption, emotional processes and revisit behavior. Building on this foundation, the chapter then develops the theoretical implications of the study through four conceptual perspectives, including the stimulus organism response model, affective events theory, expectation confirmation theory and the leisure constraints model, explaining how the findings extend or refine these frameworks. The chapter subsequently turns to practical implications, offering targeted guidance for theme park managers, marketing and communication teams and government or local policymakers based on the identified experiential, emotional and contextual determinants of revisit intention. The discussion then acknowledges key limitations of the present study and proposes directions for future research to improve methodological rigor, theoretical depth and contextual generalizability. The chapter concludes by summarizing the study's overall contributions to academic inquiry and practical application, emphasizing the integrated experiential, emotional and behavioral pathways that underpin visitor loyalty formation in theme park environments.

RO1. To examine the effects of marketing activities, fond travel memories, IP appeal, and storytelling on tourists' emotional resonance and satisfaction in Fantawild theme parks.

The first research objective focuses on examining how marketing activities, fond travel memories, IP appeal, and storytelling influence visitors' emotional resonance and satisfaction within Fantawild theme parks. The empirical findings provide strong support for these relationships and demonstrate that multisensory, symbolic, and narrative based experiential factors constitute important antecedents of both affective responses and evaluative judgments. In relation to emotional resonance, all four antecedents are statistically significant, thus supporting hypotheses H2a to H2d. Among them, marketing

activities show the strongest effect, with a coefficient of 0.306. This finding is consistent with prior studies that emphasize the importance of promotional communication, interactive touchpoints, and experience staging in activating tourists' emotional responses. Existing tourism and theme park research has generally shown that well designed marketing cues not only attract attention before the visit but also continue to shape emotional engagement during the on site experience (Kurniawan et al., 2021). The present study extends this line of research by showing that, in the Fantawild context, marketing activities function not merely as external communication tools but as experiential stimuli that meaningfully contribute to emotional resonance (Albarq, 2021).

Fond travel memories also exert a significant positive influence on emotional resonance, with an effect size of 0.124. This result is in line with previous studies suggesting that memory is not simply a post visit outcome but also a psychological resource that influences subsequent emotional and behavioral responses. Earlier tourism research has argued that memorable tourism experiences strengthen attachment, familiarity, and emotional continuity across visits. The present study supports this view and further demonstrates that positive recollections of prior visits can be reactivated in a theme park setting, thereby enhancing current emotional resonance. Compared with studies that primarily treat memory as an outcome variable, the present findings contribute by positioning fond travel memories as an antecedent that actively shapes ongoing experience evaluation (Sholihah, 2025).

IP appeal shows a strong positive effect on emotional resonance, with a coefficient of 0.260. This finding is broadly consistent with studies on intellectual property, symbolic consumption, and themed environments, which have found that recognizable characters, story worlds, and culturally meaningful symbols enhance emotional immersion and visitor attachment. However, the current study contributes additional contextual specificity by showing that, in Fantawild, IP appeal is not limited to commercial brand familiarity but is embedded in localized cultural narratives and myth based identity systems. In this regard, the findings extend earlier research on IP driven theme parks by suggesting that culturally rooted intellectual property can be as emotionally effective as globally commercialized franchises when it successfully generates symbolic meaning and identification (Nazari & Karimpour, 2023).

Storytelling also significantly enhances emotional resonance, with an effect size of 0.250. This result supports previous research that identifies narrative immersion as a key mechanism through which visitors become emotionally involved in tourism experiences. Earlier studies have argued that coherent stories, meaningful plots, and emotionally rich scenarios increase immersion and deepen affective attachment to attractions. The present findings confirm this argument in the context of Fantawild and further suggest that storytelling remains a major emotional driver even in digitally enriched theme park environments. At the same time, the study adds nuance to the literature by distinguishing storytelling's role in generating emotional resonance from its role in predicting behavior directly, thereby showing that narrative content may be especially powerful at the affective stage of the experience process (Clark & Watson, 2019).

The results for satisfaction show a parallel but not identical pattern. All antecedents significantly and positively influence satisfaction, thus supporting hypotheses H3a to H3d. Marketing activities predict satisfaction with a coefficient of 0.126, which is consistent with previous tourism and service research showing that effective communication, guidance, and promotion improve perceived quality and overall experience evaluation. However, the relatively smaller size of this coefficient compared with its effect on emotional resonance suggests that marketing activities may be more effective in stimulating immediate affective engagement than in shaping deeper evaluative judgments. This finding complements earlier studies by indicating that the function of marketing in theme parks is partly emotional and not purely informational.

Fond travel memories have a stronger effect on satisfaction, with a coefficient of 0.166. This result aligns with previous research suggesting that prior positive experiences create a benchmark against which current visits are evaluated. Studies on repeat visitation have often found that accumulated positive memories enhance satisfaction because they foster familiarity, reduce uncertainty, and increase perceived emotional value. The present study confirms this pattern and shows that in a theme park context, satisfaction is shaped not only by present service delivery but also by the enduring influence of remembered enjoyment from earlier visits.

IP appeal also exerts a robust positive effect on satisfaction, with a coefficient of 0.203. This finding is consistent with studies indicating that themed content, character appeal, and symbolic coherence contribute to visitor fulfillment and post visit evaluation.

In contrast to research that treats intellectual property mainly as a branding tool, the present study suggests that IP appeal also functions as a substantive experiential resource that increases perceived quality and emotional payoff. This is particularly important in Fantawild, where intellectual property is closely tied to Chinese mythology, folklore, and cultural representation. The result therefore expands earlier work by showing that culturally embedded IP systems can directly improve satisfaction through thematic coherence and symbolic depth.

Storytelling produces a similarly strong effect on satisfaction, with a coefficient of 0.205. This finding supports prior research on narrative experience, which has shown that storytelling enhances the perceived richness, continuity, and memorability of tourism experiences. Earlier studies have frequently argued that visitors evaluate attractions more positively when experiences are organized through coherent narrative frameworks rather than fragmented sensory episodes. The present study confirms this argument and suggests that storytelling is a major determinant of satisfaction in Fantawild because it helps visitors interpret attractions as meaningful experiential journeys rather than isolated entertainment elements.

Moreover, emotional resonance exerts a direct effect of 0.235 on satisfaction, thus supporting H3e. This finding is highly consistent with prior theoretical and empirical work in tourism behavior, especially research grounded in affective events theory and experience based consumption models, which posits that emotional reactions form an immediate basis for evaluative appraisal. Earlier studies have often shown that satisfaction is not purely cognitive but is strongly influenced by emotional intensity, enjoyment, and involvement. The present study reinforces this view by demonstrating that emotional resonance is one of the strongest predictors of satisfaction in the model. This result confirms that affective experience is not secondary to evaluation but is one of its principal foundations.

RO2. To evaluate the influence of marketing activities, storytelling, emotional resonance, and satisfaction on tourists' revisit intention in the context of Fantawild theme parks.

The second research objective focuses on evaluating how marketing activities, storytelling, emotional resonance and satisfaction shape tourists' revisit intention in the context of Fantawild theme parks. The structural model results provide a clear and highly

structured pattern regarding both the relative strengths of these predictors and the mechanisms through which they operate. In direct terms, revisit intention is significantly influenced by marketing activities, emotional resonance and satisfaction, while storytelling does not show a significant direct effect. At the same time, storytelling exerts meaningful indirect effects through emotional resonance and satisfaction, which reveals a layered pathway from experiential content to behavioral intention.

The results for hypothesis H1a indicate that marketing activities have a positive and statistically significant direct impact on revisit intention. The standardized coefficient for the path from marketing activities to revisit intention is 0.137 with a p value equal to 0.003, which confirms that more engaging, clear and interactive marketing efforts are associated with a higher likelihood of returning to Fantawild. When total effects are considered, combining direct and mediated pathways, the overall influence of marketing activities on revisit intention reaches 0.210, with the confidence interval entirely above zero. This suggests that the behavioral impact of marketing is not only immediate but also partially transmitted through emotional resonance and satisfaction, as further evidenced by the significant indirect effects reported for H4a and H5a. These findings are consistent with experience oriented marketing theory, which emphasizes that well designed marketing communication serves both as an information source and as an experiential cue that shapes affective and evaluative responses, ultimately fostering repeat patronage (Devdutt et al., 2023).

The findings for hypothesis H1b showed a different pattern and therefore required further discussion. The direct path from storytelling to revisit intention was not statistically significant, with a standardized coefficient of 0.028 and a p value of 0.554, leading to the non-support of H1b at the direct level. This result suggested that storytelling alone did not directly translate into visitors' intention to revisit Fantawild theme parks. A possible reason was that storytelling primarily shaped tourists' internal experience during the visit, while the final decision to revisit depended more strongly on emotional resonance and satisfaction. However, storytelling exhibited significant indirect effects on revisit intention through both emotional resonance and satisfaction. For the emotional resonance pathway, hypothesis H4d showed an indirect effect value of 0.059 with a confidence interval that did not include zero. For the satisfaction pathway, hypothesis H5d indicated a stronger indirect effect of 0.077, which was also statistically significant. This pattern was

theoretically reasonable because narrative-driven design usually works by enhancing immersion, emotional involvement and evaluative judgment before affecting behavioral intention. In the Fantawild context, storytelling provided cultural meaning, narrative coherence and symbolic engagement, but these elements needed to be internalized as emotional resonance and satisfaction before they could encourage revisit intention. Therefore, the unsupported direct effect of H1b did not mean that storytelling was unimportant. Instead, it showed that storytelling functioned primarily as an upstream experiential driver whose influence on revisit intention was mediated by visitors' emotional and evaluative responses (Devdutt et al., 2023).

The role of emotional resonance is strongly confirmed. Hypothesis H1c posits that emotional resonance directly enhances revisit intention, and the results demonstrate a substantial standardized coefficient of 0.238 with a highly significant p value below 0.001. The total effect of emotional resonance on revisit intention rises to 0.300, reflecting its additional indirect influence via satisfaction as captured in hypothesis H5e, which reports an indirect effect of 0.088 with a confidence interval ranging from 0.041 to 0.146. These findings position emotional resonance as a core affective mechanism that translates experiential stimuli into behavioral tendencies. Emotional resonance captures visitors' interest, affective attachment and emotional engagement with the theme park. When these emotional responses are activated, they both directly motivate a desire to return and indirectly strengthen revisit intention by enhancing satisfaction. This dual pathway structure is consistent with emotion based models of tourism behavior, which argue that emotions are not a by product of experience but a central determinant of loyalty related outcomes (Faul et al., 2024)..

Satisfaction emerges as the most powerful predictor of revisit intention, thereby fully supporting hypothesis H1d. The direct effect of satisfaction on revisit intention is 0.374 with a p value below 0.001, the largest coefficient among all predictors. The total effect of satisfaction on revisit intention is identical in this case, as satisfaction plays the role of a proximal outcome and is not further mediated by other constructs. This result confirms that visitors' global evaluation of their experience at Fantawild, incorporating service quality, experiential richness, emotional fulfillment and perceived value, is the decisive factor driving the intention to revisit. The centrality of satisfaction is further reinforced by the mediation results in hypotheses H5a to H5d, which show that satisfaction

channels a substantial share of the influence of marketing activities, fond travel memories, IP appeal and storytelling into revisit intention. The structural model, therefore, depicts a hierarchical process in which experiential inputs feed into emotional resonance and satisfaction, and satisfaction ultimately acts as the key behavioral gatekeeper (Christensen et al., 2023).

The moderation analysis in Table 4.12 adds an important contextual nuance to the interpretation of RO2. Satisfaction retains a strong positive effect on revisit intention, with a regression coefficient of 0.546 and a p value of 0.000, while transportation ease independently predicts revisit intention with a coefficient of 0.215. More importantly, the interaction term between satisfaction and transportation ease is significant with a coefficient of 0.140 and a p value of 0.000, indicating that the positive impact of satisfaction on revisit intention is amplified when transportation is convenient and reliable. This suggests that even high levels of emotional resonance and satisfaction may not fully translate into revisit intention under poor transportation conditions, whereas favorable transport infrastructure and accessibility strengthen the behavioural implications of positive experiences (Zhang et al., 2024).

RO3. To test the mediating roles of emotional resonance and satisfaction in the relationship between marketing activities, fond travel memories, IP appeal, storytelling, and revisit intention.

The third research objective focuses on testing the mediating roles of emotional resonance and satisfaction in the relationships between marketing activities, fond travel memories, IP appeal, storytelling and revisit intention. The bootstrap results in Table 4.10, together with the direct and total effects reported in Tables 4.9 and 4.11, provide consistent evidence that emotional resonance and satisfaction function as key psychological conduits through which experiential antecedents are translated into behavioral intentions.

With respect to emotional resonance, all four mediation hypotheses from H4a to H4d are supported, indicating that emotional processes systematically transmit the influence of experiential factors to revisit intention. The indirect effect of marketing activities on revisit intention through emotional resonance (H4a) is 0.073, with a standard error of 0.021 and a 95 percent confidence interval from 0.038 to 0.123, which does not include zero. This pattern confirms that part of the impact of marketing activities operates by first enhancing emotional resonance, which then increases revisit intention. Fond travel

memories also exert a significant mediated effect via emotional resonance (H4b), with an indirect effect of 0.029 and a confidence interval between 0.009 and 0.059. This suggests that positive memories do not only influence satisfaction directly but also reawaken emotional engagement that, in turn, strengthens the desire to revisit. IP appeal shows a meaningful indirect effect through emotional resonance (H4c), with an effect value of 0.062 and a confidence interval between 0.030 and 0.109, highlighting that attractive IP content intensifies emotional connection and thereby contributes to revisit intention. Storytelling similarly exhibits a significant indirect effect via emotional resonance (H4d), with an effect value of 0.059 and a confidence interval between 0.030 and 0.103, indicating that narrative immersion shapes revisit intention primarily by enhancing visitors' affective involvement (Li et al., 2024).

The mediating role of satisfaction is equally pronounced. All hypotheses from H5a to H5e receive empirical support. Marketing activities influence revisit intention through satisfaction (H5a) with an indirect effect of 0.047, a standard error of 0.023 and a confidence interval from 0.006 to 0.096. This demonstrates that effective marketing enhances revisit intention not only directly but also by elevating overall satisfaction with the theme park experience. Fond travel memories display a stronger mediation through satisfaction (H5b), with an effect value of 0.062 and a confidence interval between 0.027 and 0.104, suggesting that cumulative positive experiences are consolidated into higher satisfaction, which then promotes revisit intention. IP appeal exhibits an even larger indirect effect via satisfaction (H5c), with an effect value of 0.076 and a confidence interval between 0.029 and 0.133, confirming that compelling IP content increases revisit intention by enhancing global evaluations of the visit. Storytelling also demonstrates a robust mediated effect through satisfaction (H5d), with an effect size of 0.077 and a confidence interval from 0.036 to 0.131, indicating that narrative quality and coherence shape revisit intention primarily through their contribution to satisfaction (Zhou & Yu, 2022).

Emotional resonance not only acts as a mediator but also feeds into satisfaction in a sequential manner, as captured by H5e. The indirect effect of emotional resonance on revisit intention through satisfaction is 0.088, with a standard error of 0.026 and a confidence interval ranging from 0.041 to 0.146. This result highlights a layered mechanism in which emotional resonance enhances satisfaction, which then becomes the

most proximal predictor of revisit intention. In other words, affective engagement strengthens evaluative judgments, and these evaluations ultimately drive behavioral intentions. When viewed alongside the total effects in Table 4.11, this pattern indicates that emotional resonance has both a direct effect on revisit intention and an indirect effect through satisfaction, reinforcing its central position in the experiential process (Chaudhry & Espinosa, 2024).

A comparison of direct, indirect and total effects reveals different mediation patterns across constructs. For marketing activities, IP appeal and fond travel memories, both direct and indirect effects on revisit intention are significant, indicating partial mediation through emotional resonance and satisfaction. This means that these antecedents influence revisit intention through a combination of direct informational or symbolic routes and indirect affective and evaluative pathways. In contrast, storytelling presents a distinct profile. The direct effect of storytelling on revisit intention is not significant, yet the indirect effects via emotional resonance and satisfaction are both significant and the total effect of storytelling on revisit intention reaches 0.093 with a confidence interval that excludes zero. This configuration is indicative of full mediation, implying that storytelling affects revisit intention exclusively through internal psychological processes rather than through a direct behavioral channel. From a theoretical perspective, this supports the view that narrative experiences are internalized as emotions and satisfaction, which then materialize as loyalty intentions (Christensen et al., 2023).

RO4. To assess the moderating effect of transportation ease on the relationship between satisfaction and revisit intention to theme parks.

The fourth research objective aims to assess whether transportation ease moderates the relationship between satisfaction and revisit intention to theme parks. The moderation test directly addresses hypothesis H6, which proposes that the positive effect of satisfaction on revisit intention is contingent on the perceived ease of transportation. The results reported in Table 4.12 provide clear quantitative support for this proposition and reveal a meaningful interaction between experiential evaluation and contextual infrastructure.

The regression estimates show that satisfaction has a strong and statistically significant main effect on revisit intention, with a standardized coefficient of 0.546 and a p value of 0.000. This confirms that higher satisfaction is associated with a substantially

stronger intention to revisit, which is consistent with the structural model results in which satisfaction exhibits the largest total effect on revisit intention with an effect size of 0.374 and a confidence interval from 0.280 to 0.470. Transportation ease also demonstrates a significant independent effect on revisit intention, with a coefficient of 0.215 and a p value of 0.000, indicating that visitors who perceive access and within-park transportation as convenient are more inclined to return, even when controlling for satisfaction. These two main effects already suggest that both experiential evaluation and logistical conditions are important determinants of behavioral intention (Li et al., 2025).

The core evidence for RO4 lies in the interaction term between satisfaction and transportation ease, which has a coefficient of 0.140 and a p value of 0.000. This statistically significant interaction confirms hypothesis H6 and shows that the relationship between satisfaction and revisit intention is strengthened when transportation ease is high. In practical terms, this pattern implies that the positive effect of satisfaction on revisit intention is not fixed but varies according to visitors' perceptions of transportation. Under conditions of high transportation ease, an incremental increase in satisfaction translates into a relatively larger increase in revisit intention. Conversely, when transportation is perceived as inconvenient, the slope of the satisfaction–revisit intention relationship becomes flatter, meaning that even highly satisfied visitors may exhibit weaker intentions to return if they anticipate difficulties in reaching or navigating the park (Chaoyi et al., 2025).

From a behavioral perspective, these findings suggest that transportation ease operates as a facilitating condition that amplifies the influence of satisfaction on future decision making. Satisfaction reflects a global evaluation of the theme park experience that integrates service performance, experiential richness and emotional fulfillment. However, the decision to revisit is not solely determined by internal evaluations but is also constrained or enabled by external conditions such as accessibility, travel time and transportation reliability. The significant interaction effect shows that favorable infrastructural conditions allow the psychological benefits of high satisfaction to be fully expressed in behavioral intentions, whereas unfavorable conditions partially suppress this translation (Tran et al., 2025).

The moderating role of transportation ease also helps to reinterpret the total effects observed in the structural model. While satisfaction has the largest total effect on revisit

intention among all predictors, the moderation analysis indicates that this influence is strongest among visitors who perceive transportation to be convenient. This reveals a nuanced hierarchy in which experiential quality forms the primary driver of revisit intention, but its behavioral impact is contingent on supportive logistical contexts. For theme parks such as Fantawild, this finding implies that investments in experience design and service enhancement must be complemented by improvements in transportation connectivity and within-park mobility to fully realize the loyalty potential generated by high satisfaction (Filieri et al., 2021).

Across all four research objectives, the empirical findings provide consistent support for the vast majority of hypothesized relationships, confirming that experiential antecedents, emotional mechanisms, and evaluative processes function as foundational drivers of revisit intention in Fantawild theme parks. Among the twenty one hypotheses developed in this study, only one hypothesis is not supported, namely H1b, which proposed a direct positive effect of storytelling on revisit intention. The non significant standardized coefficient of 0.028 with a p value of 0.554 indicates that storytelling does not directly motivate revisit intention. This result contrasts with the significant direct effects observed for marketing activities, emotional resonance, and satisfaction, and therefore represents a theoretically meaningful deviation rather than a limitation of the model (Zheng et al., 2025).

The absence of a direct effect suggests that visitors do not form revisit intention simply on the basis of narrative presence or story quality. In other words, the existence of coherent or culturally meaningful stories within the theme park does not by itself trigger a behavioral decision to return. This finding implies that storytelling lacks immediate decision relevance at the behavioral level. Unlike marketing activities, which provide explicit informational cues that reduce uncertainty and facilitate decision making, storytelling operates at a deeper experiential level that is not directly translated into action. Visitors may appreciate, enjoy, or even be impressed by narrative content, yet such appreciation alone does not automatically lead to revisit intention.

The mediation results provide further insight into this mechanism. The significant indirect effects of storytelling through emotional resonance and satisfaction indicate that its influence is fully mediated by internal psychological processes. This pattern reveals a two stage transformation mechanism. Storytelling first functions as an experiential input

that enhances emotional resonance, and this emotional activation subsequently contributes to satisfaction, which then leads to revisit intention. Without this transformation process, storytelling remains an experiential attribute without direct behavioral consequence. This finding suggests that the effectiveness of narrative content depends not on its presence, but on its ability to generate emotional engagement and evaluative approval (Gamoran et al., 2024).

From a theoretical perspective, this result repositions storytelling within the experiential consumption framework. Rather than acting as a direct behavioral driver, storytelling functions as a deep experiential trigger that initiates affective and cognitive processing. Narrative coherence, symbolic meaning, and cultural immersion contribute to the construction of an emotionally rich experience, but their behavioral relevance emerges only after being internalized as emotional resonance and satisfaction. This interpretation is consistent with narrative processing theory, which emphasizes that stories influence individuals through emotional absorption, identification, and meaning construction rather than through immediate action prompting. In the context of theme park tourism, narrative content therefore operates as a background mechanism that shapes how experiences are felt and evaluated, rather than directly determining whether visitors will return (Navarre et al., 2022).

This finding also contributes to a more nuanced understanding of experiential hierarchy in theme park settings. Experiential elements such as storytelling, IP appeal, and marketing activities do not function at the same level within the decision making process. Marketing activities demonstrate partial direct influence because they provide decision relevant cues, while storytelling exerts influence only at the affective and evaluative stages. This differentiation highlights that not all experiential inputs are equally proximal to behavior. Narrative content is structurally distal, requiring psychological mediation, whereas satisfaction is structurally proximal and directly linked to behavioral intention (Bolter & Stadler, 2025).

The significance of all hypotheses related to emotional resonance and satisfaction further reinforces this interpretation. Emotional resonance acts as an affective bridge that transforms experiential stimuli into internalized emotional states, and satisfaction serves as the immediate evaluative mechanism that drives revisit intention. The moderating effect of transportation ease adds an additional contextual dimension, demonstrating that even

when satisfaction is high, external conditions are required for its behavioral translation. Together, these results confirm that revisit intention is the outcome of a multi stage process in which experiential inputs must be transformed through emotional and evaluative mechanisms before influencing behavior (Lomholt, 2026).

The non supported hypothesis H1b therefore does not weaken the model but instead strengthens its explanatory depth. It reveals that storytelling does not directly drive revisit intention, but exerts its influence through a fully mediated pathway. This distinction provides an important theoretical contribution by clarifying that narrative content in theme parks functions primarily as a deep experiential trigger rather than a direct behavioral determinant, thereby enriching the understanding of how complex experiential environments shape tourist behavior..

5.1 Implication to Theories

5.1.1 Implication to Stimulus-Organism-Response Model

The findings of this study offer substantial theoretical extensions to the stimulus–organism–response model originally proposed by Mehrabian and Russell (1974), which posits that environmental stimuli shape internal affective and cognitive states that subsequently guide behavioral responses. Earlier applications of the model emphasized atmospheric cues within service environments, yet empirical research has often treated stimuli as primarily physical or informational. The present study broadens this conceptualization by demonstrating that marketing activities, fond travel memories, IP appeal and storytelling jointly operate as multifaceted stimuli capable of eliciting complex psychological reactions in theme park visitors. These findings extend the model by illustrating that experiential, symbolic and narrative stimuli are equally influential in shaping visitor responses, aligning with emerging perspectives in experiential consumption.

A key theoretical contribution lies in the recognition of narrative and symbolic elements as critical components of the stimulus layer. While research on narrative influence has highlighted how stories shape emotions and identity-related meanings, empirical integration of storytelling and IP-based symbolism into the stimulus–organism–response framework remains limited. The results of this study demonstrate that storytelling and IP appeal significantly affect emotional resonance and satisfaction, thereby validating

narrative immersion as a psychological stimulus rather than merely an aesthetic enhancement. This expands the range of stimuli acknowledged in the model and captures how cultural and narrative depth contribute to visitor experience formation.

The findings also enrich the organismic component of the model by identifying a sequential affective–evaluative mechanism. Earlier interpretations tended to conceptualize internal states as singular constructs, but the results here reveal a structured process in which emotional resonance functions as the initial affective reaction, followed by satisfaction as a higher-order evaluative response. The significant positive effect of emotional resonance on satisfaction confirms the hierarchical relationship between emotion and evaluation, offering empirical support for layered affect–cognition sequences suggested in the broader consumer literature. This demonstrates that organismic responses are not static but unfold in stages, each shaped by different experiential inputs.

The response component of the model is also clarified through the results. While revisit intention has frequently been examined in tourism studies, the specific pathways through which internal states translate into behavioral intention remain underdeveloped. The significant direct and indirect effects of emotional resonance, together with the dominant impact of satisfaction, indicate that behavioral intention emerges through both affective and evaluative channels. These results show that the organism–response link is multidimensional and that emotional and cognitive states vary in their proximity to behavioral outcomes. This finding advances the theoretical understanding of how loyalty-related behavior is formed within immersive tourism contexts.

Finally, the identification of transportation ease as a moderator of the relationship between satisfaction and revisit intention extends the model beyond its traditional linear form. Prior applications of the stimulus–organism–response model have often overlooked contextual conditions that may shape behavioral responses. The significant moderating effect observed in this study shows that the translation of satisfaction into revisit intention depends partly on external environmental facilitators. This reflects a more ecologically realistic interpretation of the model, capturing how infrastructural constraints or conveniences interact with internal psychological states.

5.1.2 Implication to Affective Events Theory

The empirical results of this study provide meaningful extensions to affective events theory, which originally emphasized how discrete events in the environment trigger affective reactions that subsequently shape attitudinal and behavioral outcomes over time. Within that framework, affective events function as proximal triggers of emotions, and these emotions accumulate and influence judgments and behaviors such as satisfaction, commitment and performance. By conceptualizing marketing activities, IP appeal, storytelling and the rekindling of fond travel memories as structured affective events in a theme park setting, this study demonstrates that event-like experiential stimuli are capable of generating a distinct construct of emotional resonance, which in turn feeds into satisfaction and revisit intention. This provides evidence that affective events theory can be productively applied beyond organizational settings to tourism and leisure environments where experience design intentionally orchestrates emotional episodes.

Affective events theory underscores that emotions arise from specific, temporally bounded episodes rather than from stable traits. The results show that marketing activities, storytelling and IP appeal operate as such episodes: visitors encounter promotional interactions, narrative shows, themed attractions and IP-based performances that act as focal events triggering emotional resonance. The significant paths from these stimuli to emotional resonance and the subsequent effect of emotional resonance on satisfaction and revisit intention illustrate the core mechanism proposed by affective events theory, namely that event-driven emotions shape downstream evaluations and behaviors. The finding that fond travel memories also enhance emotional resonance further suggests that remembered events from past visits can reactivate affective responses in the present, echoing insights on affective memory and the re-experiencing of past emotional states in judgment processes.

Affective events theory also posits that affective reactions play a bridging role between situational features and global evaluations such as satisfaction or attitude. The structural model in this study confirms this bridging function by demonstrating that emotional resonance significantly predicts satisfaction, and through satisfaction, revisit intention. This layered structure resonates with evidence from tourism and hospitality research showing that discrete emotional episodes during service encounters strongly influence destination satisfaction and loyalty outcomes. By formalizing emotional

resonance as a latent construct that captures interest, attachment and affective engagement with Fantawild, the study refines the “organism” component in affective events theory, illustrating how recurrent event-based emotions can be integrated into a higher-order emotional state that has stable consequences for behavioral intentions.

Affective events theory additionally acknowledges that work environments are composed of streams of positive and negative events that cumulatively shape affective trajectories over time. The present findings parallel this logic in a tourism context by revealing that multiple categories of positive events coexist within the theme park: vivid marketing contact, narrative immersion, symbolic engagement with IPs and the recall of earlier visits. The fact that all of these stimuli significantly influence emotional resonance and satisfaction indicates that visitors’ overall emotional profile is constructed from a series of interlinked affective episodes rather than from a single dominant event. This pattern aligns with research highlighting the cumulative effect of emotional micro-experiences on broader wellbeing and behavioral outcomes and suggests that affective events theory can be fruitfully extended to the design of multi-episode tourism experiences.

Finally, the study contributes to affective events theory by clarifying the relative positioning of emotional and evaluative constructs in the causal chain. The results show that emotional resonance both directly affects revisit intention and indirectly influences it through satisfaction, with satisfaction exerting the strongest proximal effect. This supports the notion that affective responses generated by specific events are more immediate and fluctuating, whereas satisfaction emerges as a more integrative and cognitively elaborated evaluation of the overall experience. By empirically distinguishing between emotional resonance as an affective event outcome and satisfaction as a higher-order evaluative integration, the study provides a more granular mapping of how affective events translate into loyalty-related behaviors in theme park settings, thereby extending the explanatory reach of affective events theory into the domain of designed leisure experiences.

5.1.3 Implication to Expectation Confirmation Theory

Expectation confirmation theory (ECT) posits that individuals form pre-consumption expectations based on prior experience, external cues, and perceived service attributes, and that satisfaction arises from comparing these expectations with actual performance. When performance meets or exceeds expectations, confirmation occurs,

generating satisfaction and subsequently fostering continued usage or revisit intentions. In tourism and hospitality research, ECT has been widely applied to explain satisfaction formation, loyalty behavior, and post-consumption evaluation. The findings of this study extend and refine ECT by demonstrating that expectations in immersive theme park settings are shaped not only by conventional service cues but also by emotionally charged, narrative-driven and symbolically rich experiential stimuli. This expands the theoretical boundaries of ECT, traditionally grounded in cognitive expectancy mechanisms.

The results show that marketing activities, fond travel memories, IP appeal and storytelling shape visitors' expectations in multifaceted ways. Prior literature emphasizes that pre-visit information cues help form cognitive expectations about service quality. However, the present study suggests that in theme parks, expectations are not purely cognitive; they include affective, symbolic and narrative components derived from exposure to branded stories, IP characters and remembered past experiences. This aligns with Martínez (2024)'s argument that emotional imagery contributes to expectation formation, and extends it by showing that narrative structures and cultural symbolism also contribute to this anticipatory process. Thus, the study positions expectations as multi-layered constructs, integrating emotional, symbolic and experiential projections, rather than being limited to rational assessments of service performance.

The prominent role of fond travel memories also expands ECT's conceptualization of expectation mechanisms. Classical ECT assumes expectations derive from abstract beliefs about future performance, but more recent work recognizes that memories act as reference anchors in evaluative comparisons. This study advances this perspective by demonstrating that memories not only provide cognitive benchmarks but also carry emotional residues that become reactivated during the visit. As such, remembered experiences shape both the expected affective tone and the implicit psychological baseline against which new experiences are evaluated. This contributes to the emerging recognition that expectations may include emotional forecasts rooted in autobiographical memory rather than solely functional predictions.

A key theoretical extension is the identification of emotional resonance as a confirmation mechanism. Traditional ECT focuses on cognitive disconfirmation, where satisfaction derives from perceived performance–expectation gaps. However, scholars increasingly argue that emotional confirmation—the alignment of emotional experience

with affective expectations—may be equally important in experiential services. This study supports and deepens this view by showing that when visitors experience emotional immersion, thematic intensity and affective engagement that align with their narrative or symbolic expectations, emotional resonance strengthens, thereby acting as a form of emotional confirmation. This demonstrates that satisfaction in theme parks arises not only from meeting cognitive expectations but also from fulfilling anticipated emotional states, offering a more holistic interpretation of confirmation processes within ECT.

The contributions extend further by highlighting the role of storytelling and IP appeal in shaping confirmation judgments. Existing literature acknowledges the importance of thematic design and experiential cues in expectation formation, but ECT applications have rarely incorporated narrative consistency or symbolic immersion as determinants of confirmation. The present study suggests that visitors form narrative expectations prior to arrival—expectations about plot coherence, character familiarity and symbolic meaning—and that the extent to which on-site experiences affirm these narrative expectations directly influences satisfaction. This positions storytelling as a confirmatory cue, enriching ECT by integrating narrative psychology into post-consumption evaluation.

Finally, the moderating effect of transportation ease adds an important contextual layer to ECT. Although ECT assumes satisfaction leads to continued intention under stable conditions, studies such as Wichianrat et al. (2026) and Hien and Tuan (2023) note that external situational factors may condition the satisfaction–loyalty link. This study confirms that infrastructural conditions shape the translation of satisfaction into revisit intention, suggesting that even when confirmation is high, behavioral intentions may be contingent on facilitating circumstances. This highlights that ECT's behavioral pathway is not universally stable but sensitive to contextual moderators, thereby extending its applicability to environments where logistical constraints influence repeat patronage.

5.1.4 Implication to Leisure Constraints Model

The leisure constraints model (LCM), initially conceptualized by Crawford and Godbey (1987) and further expanded by Crawford et al. (1991), posits that individuals encounter a hierarchical set of intrapersonal, interpersonal and structural constraints that shape leisure participation. Structural constraints—such as time, cost, and accessibility—are traditionally understood as the final barrier that determines whether leisure intentions translate into actual behavior. Subsequent work by Alexandris et al. (2011), Seyfi et al.

(2025) and Zhang et al. (2025) further elaborates that constraints do not automatically prevent participation but interact with motivation, negotiation strategies and perceived benefits to shape behavioral outcomes. The findings of this study contribute to the ongoing refinement of the leisure constraints model by demonstrating how transportation ease, as a form of structural constraint, moderates the behavioral translation of satisfaction into revisit intention in the context of theme park tourism. This provides empirical evidence that constraints do not merely exist as external barriers but can actively shape the strength of psychological determinants of behavior.

A central insight emerging from this study is that high satisfaction alone does not guarantee strong revisit intention when structural constraints—specifically transportation difficulties—are present. This finding aligns with earlier assertions that structural constraints can inhibit participation even when motivation is strong. However, the present study moves beyond prior literature by demonstrating that structural constraints do not simply act as binary barriers but instead moderate the slope of key psychological relationships, such as the satisfaction–revisit intention pathway. This expands the leisure constraints model by showing that constraints and motivations operate interactively rather than sequentially, echoing the negotiation-of-constraints perspective proposed by Jahari et al. (2022), which argued that individuals navigate constraints based on perceived benefits. The results further show that when transportation ease is high, the motivational force of satisfaction is amplified, confirming insights from Bosone et al. (2022) that reduced structural barriers increase the effectiveness of psychological drivers.

The study also contributes to theoretical development by integrating affective mechanisms into the constraints framework. Classical LCM emphasizes cognitive evaluations of constraints, but recent scholars such as Karl et al. (2022) and Kim et al. (2022) highlight that emotional factors can shape how individuals perceive and negotiate constraints. By showing that emotional resonance enhances satisfaction, which then interacts with structural constraints to determine revisit intention, the study introduces a multi-layered psychological mechanism into LCM. This indicates that emotional and evaluative states influence how visitors interpret structural barriers, providing a more nuanced explanation of why constraints do not affect all individuals equally. In contexts where emotional engagement and satisfaction are high, individuals may perceive

transportation constraints as less prohibitive, consistent with Hung and Malika et al. (2022)'s argument that perceived value mitigates the negative effects of constraints.

A further theoretical contribution lies in recognizing that structural constraints, such as transportation ease, may not only limit participation but can also influence how visitors process experiential cues. Prior studies, including those by Alister et al. (2024) and Randez and Hélie (2024), note that constraints influence both motivation and decision making. The present research extends this viewpoint by demonstrating that transportation ease shapes not only participation outcomes but also the behavioral consequences of satisfaction, thereby affecting loyalty trajectories in leisure settings. This positions transportation ease as a dynamic contextual moderator rather than a static barrier, suggesting that structural constraints should be incorporated into tourism and leisure models as interactive conditions that shape psychological pathways, not merely as final-stage obstacles.

The findings also provide empirical support for calls to update LCM for modern leisure and tourism contexts, where service experiences, accessibility technologies and mobility infrastructures increasingly determine participation. In large-scale leisure environments such as theme parks, transportation ease encompasses not only access to the destination but also internal mobility and perceived convenience. By capturing this expanded conceptualization, the study suggests that structural constraints in high-involvement recreational settings are multidimensional and continuously evaluated by visitors throughout the leisure journey. This contributes to theoretical modernization of the model by showing that constraints can emerge at multiple stages of the leisure cycle, aligning with Balagué et al. (2019)'s argument that constraints are temporally situated and dynamically experienced.

5.2 Implication to Practitioners

5.2.1 Implication to Theme Park Businesses

The empirical results provide several practical implications for theme park businesses in the areas of experiential design, marketing management, intellectual property development, storytelling strategy, and service operations. The findings indicate that marketing activities, IP appeal, storytelling, and fond travel memories exert significant influences on emotional resonance and satisfaction, which subsequently shape revisit

intention. These results suggest that long-term competitiveness depends not only on the provision of entertainment facilities but also on the effective management of visitors' emotional and cognitive experiences throughout the customer journey.

The significant effects of marketing activities highlight the importance of developing integrated marketing strategies that extend beyond information dissemination. Marketing efforts should combine promotional communication with interactive and experience-oriented activities that encourage visitor participation and emotional engagement. Given that marketing activities exert both direct and indirect effects on revisit intention through emotional resonance and satisfaction, investments in immersive campaigns, digital engagement initiatives, and event-based promotions can contribute to stronger visitor loyalty and repeat visitation.

The findings also emphasize the strategic importance of storytelling in shaping visitor experiences. Although storytelling does not directly influence revisit intention, its indirect effects through emotional resonance and satisfaction are substantial. This result suggests that narrative design should be regarded as a core business resource rather than a supplementary entertainment element. Strengthening thematic coherence across attractions, performances, landscapes, and interactive experiences can enhance emotional immersion and improve visitors' overall evaluations. For theme parks that rely heavily on culture-based attractions, the effective integration of storytelling with spatial design and experiential activities can further strengthen visitor engagement.

The positive effects of IP appeal on emotional resonance and satisfaction demonstrate the value of sustained investment in intellectual property development and management. Theme park businesses should continuously enrich existing IP portfolios, strengthen character development, expand narrative content, and create stronger connections between intellectual property and visitor experiences. The integration of IP elements across rides, performances, merchandise, digital platforms, and themed environments can increase emotional attachment and reinforce long-term brand loyalty.

The results further reveal that fond travel memories contribute significantly to both emotional resonance and satisfaction. This finding highlights the importance of designing memorable experiences that remain salient after the visit. Businesses can strengthen memory formation by creating iconic attractions, immersive cultural experiences, photo opportunities, seasonal events, and emotionally engaging performances. These memory-

related elements can enhance visitors' post-visit recall and increase the likelihood of future revisitation.

Finally, satisfaction emerges as the strongest predictor of revisit intention, underscoring the importance of maintaining high service quality and operational excellence. Theme park businesses should strengthen quality management systems, optimize crowd-flow control, reduce waiting times, improve facility maintenance, and ensure service consistency across all visitor touchpoints. Continuous improvements in operational performance can enhance satisfaction levels and amplify the long-term behavioral effects generated by marketing activities, storytelling, intellectual property appeal, and memorable visitor experiences.

5.2.2 Implication to Marketing and Communication Teams

The findings yield several implications for marketing and communication teams, particularly regarding the design of persuasive communication, the cultivation of emotional engagement, and the amplification of IP-driven brand narratives. The empirical evidence demonstrates that marketing activities exert significant direct and indirect effects on both emotional resonance and revisit intention, underscoring the importance of creating marketing content that extends beyond functional information dissemination and instead stimulates affective responses. Marketing teams should prioritize the development of multi-modal promotional materials that incorporate vivid imagery, narrative cues and interactive components capable of eliciting anticipatory emotions even before the visit begins. Campaigns that foreground immersive features, iconic attractions and distinctive cultural elements of Fantawild are especially likely to enhance emotional activation, which subsequently contributes to satisfaction and revisit intention.

The results also highlight the role of fond travel memories as a significant predictor of both emotional resonance and satisfaction. This pattern suggests that marketing efforts should not only attract potential visitors but also reinforce the memories of previous guests. Memory-based marketing techniques—such as curated photo recap emails, personalized post-visit digital content, and social media prompts encouraging guests to share nostalgic moments—can reactivate positive emotional states and increase the likelihood of revisits. User-generated content, in particular, functions as both a repository of travel memories and a powerful social proof mechanism, making it an effective tool for sustaining emotional connection.

IP appeal emerges as another critical marketing driver, demonstrating significant effects on emotional resonance and satisfaction and indirect effects on revisit intention. For marketing teams, this underscores the need to position IPs as strategic branding assets rather than passive visual symbols. Branding campaigns can emphasize the cultural significance, narrative depth and character relationships embedded in Fantawild's IP portfolio, thereby enhancing perceived authenticity and symbolic relevance. Expanding digital storytelling through animated shorts, behind-the-scenes content and interactive online experiences can strengthen emotional identification with the IP universe and extend engagement beyond the physical park.

Although storytelling did not exert a direct effect on revisit intention, the strong indirect pathways mediated through emotional resonance and satisfaction reveal that narrative framing remains central to communication strategies. Marketing teams should design cohesive, emotionally charged storylines across platforms, ensuring alignment between advertising narratives and in-park experiential narratives. Consistency between online narratives and offline experiences reduces expectation disconfirmation and strengthens the psychological continuity of the visitor journey.

Finally, the empirical significance of emotional resonance and satisfaction in predicting revisit intention highlights the necessity of emotionally intelligent communication strategies. Marketing communication must be crafted to evoke interest, curiosity and affective alignment with the theme park's identity. Social media content, promotional videos and influencer collaborations should emphasize affect-rich elements such as interpersonal warmth, wonder, excitement and belonging, as these emotional signals build resonance that later materializes as satisfaction and loyalty. By integrating emotional triggers, leveraging IP-driven narratives and reinforcing memory cues, marketing and communication teams can cultivate durable psychological connections that translate into sustained behavioral commitments.

5.2.3 Implication to Government and Local Policymakers

The findings also provide important implications for government agencies and local policymakers, particularly due to the significant moderating role of transportation ease in shaping revisit intention. The moderation analysis demonstrates that transportation ease not only exerts a direct positive effect on revisit intention but also amplifies the influence of satisfaction, indicating that even strong experiential evaluations may fail to

convert into repeat tourism behavior when transportation systems are insufficient. This underscores the pivotal role of public-sector investment in mobility infrastructure, accessibility planning and coordinated transport services for enhancing the long-term competitiveness of theme park destinations such as Fantawild.

Given that revisit intention strengthens substantially under conditions of high transportation ease, local governments should prioritize the development of integrated multi-modal transport networks that reduce travel time and uncertainty for theme park visitors. Enhancements such as expanded subway or light rail lines, dedicated shuttle services, optimized road signage and improved last-mile connectivity can significantly facilitate travel flows and increase revisit potential. Particularly in suburban or peri-urban areas where theme parks are typically located, coordinated planning between municipal transportation departments, tourism bureaus and urban development authorities is essential for ensuring convenient access routes and minimizing congestion around peak visitation periods.

The significance of transportation ease also highlights the need for policymakers to implement broader destination-level mobility strategies. For example, synchronized scheduling between public transit systems and theme park operating hours, real-time mobility information platforms, and integrated ticketing systems can enhance travel convenience and perceived accessibility. Additionally, investments in pedestrian-friendly infrastructure and barrier-free travel routes can expand inclusiveness for families, elderly tourists and visitors with mobility constraints, thereby aligning with wider public welfare and accessibility goals.

Beyond transportation infrastructure, the results also suggest that supportive policy environments can strengthen the behavioral implications of high visitor satisfaction. Local governments can facilitate this by promoting destination-wide partnerships between theme parks, hotels, restaurants and retail businesses, enabling bundled travel products and seamless visitor experiences. Policies that encourage cross-sector collaboration and cultural tourism integration can further reinforce emotional resonance and satisfaction, ultimately stimulating repeat visitation and regional tourism development.

Moreover, IP appeal and storytelling emerged as significant experiential factors in the structural model, indicating opportunities for policymakers to engage in cultural content development and intellectual property protection. By supporting local creative

industries, cultural heritage preservation, and original content production, governments can contribute to the thematic richness and competitive differentiation of parks like Fantawild, which relies heavily on cultural IP narratives. Strengthening copyright protection, incentivizing creative innovation and promoting regionally distinctive cultural branding can enhance the symbolic value of the destination and foster tourism sustainability.

5.3 Limitation of the Study and Implications of Future Research

5.3.1 Limitation of the Present Study

Although this study provides meaningful empirical insights into the determinants of revisit intention in Fantawild theme parks, several limitations should be acknowledged. First, the empirical data are drawn exclusively from visitors to Fantawild, a specific domestic theme park brand in China. While this contextual focus strengthens the internal consistency of the study, it also means that caution is required when extending the findings to other theme park brands, amusement parks, or international destinations. Different parks vary substantially in terms of intellectual property structure, narrative style, service systems, and cultural positioning, and these differences may alter the relative importance of experiential, emotional, and evaluative mechanisms.

Second, the moderation effect of transportation ease is tested through hierarchical regression rather than being fully incorporated into a unified structural equation modeling framework. This analytical strategy improves the transparency and stability of interaction estimation, but it also means that the overall model is not estimated within a single fully integrated system. As a result, the explanatory structure of the study is slightly less unified than a model in which direct, indirect, and moderating effects are simultaneously estimated within one structural framework.

Third, the dependent variable examined in this study is revisit intention rather than actual revisit behavior. Although revisit intention is widely recognized as an important predictor of future behavior, an expressed willingness to return does not necessarily lead to an actual repeat visit. Behavioral realization may still be affected by time constraints, financial considerations, accessibility, family arrangements, or changing travel preferences. Therefore, the findings should be interpreted as explaining visitors' intended loyalty rather than their confirmed repeat behavior.

5.3.2 Implications for Future Research

Although this study provides meaningful empirical insights into the determinants of revisit intention in Fantawild theme parks, several limitations of the current study should be acknowledged. First, the empirical data were drawn exclusively from visitors to Fantawild, a specific domestic theme park brand in China. This contextual focus strengthened the internal consistency of the research setting, but it also limited the generalizability of the findings to other theme park brands, amusement parks, or international destinations. Theme parks may differ substantially in intellectual property structure, narrative style, service systems, cultural positioning, and visitor composition. These contextual differences may influence the relative importance of marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, and satisfaction in shaping revisit intention.

Second, the moderating effect of transportation ease in the current study was tested through hierarchical regression rather than being fully incorporated into a unified structural equation modeling framework. This analytical strategy improved the transparency of interaction testing, but it also meant that direct effects, indirect effects, and moderating effects were not estimated simultaneously within one integrated structural model. As a result, the overall explanatory structure of the current study remained slightly less unified than a model in which mediation and moderation mechanisms are tested within the same latent-variable framework.

Third, the dependent variable examined in the current study was revisit intention rather than actual revisit behavior. Although revisit intention is widely recognized as an important predictor of future behavior, expressed willingness to return may not necessarily lead to an actual repeat visit. Behavioral realization may still be affected by time constraints, financial considerations, accessibility, family arrangements, competing destinations, or changing travel preferences. Therefore, the findings of the current study should be interpreted as explaining intended loyalty rather than confirmed repeat visitation.

Future research should respond to the contextual limitation of the current study by broadening the empirical scope to include multiple theme park brands, destination types, and cultural settings. Comparative research across domestic and international theme parks would help determine whether the experiential, emotional, and evaluative mechanisms

identified in the current study remain stable under different intellectual property systems, storytelling traditions, service environments, and market conditions. Such research could further introduce comparative variables such as cultural authenticity, perceived novelty, destination image, service personalization, or brand attachment to capture cross-park differences more effectively.

Future research should also address the analytical limitation of the current study by testing moderation effects within a more integrated modeling framework. Latent interaction effects could be estimated directly within structural equation modeling so that direct, indirect, and moderating effects can be examined simultaneously. This approach would improve model coherence and provide a more comprehensive explanation of how transportation ease or other contextual factors interact with psychological mechanisms. Additional moderators such as crowding perception, waiting time tolerance, service reliability, perceived value, or travel cost sensitivity could also be incorporated to further enrich the contextual explanation of theme park revisit intention.

Future research should further address the behavioral limitation of the current study by moving beyond revisit intention and examining actual revisit behavior. Longitudinal designs, follow-up surveys, behavioral tracking data, membership records, or ticket repurchase data could be used to test whether revisit intention is translated into actual return behavior. This extension would allow a clearer distinction between psychological willingness and behavioral realization. Additional variables such as habit, switching barriers, loyalty program participation, travel cost sensitivity, and competing destination choices could also be examined to explain why some visitors with high revisit intention may not actually return.

5.4 Conclusion

This study examined the experiential, emotional and behavioral mechanisms that shape revisit intention within Fantawild theme parks, offering an empirically grounded account of how marketing activities, fond travel memories, IP appeal and storytelling influence visitor responses. The findings demonstrate that these experiential stimuli significantly enhance emotional resonance and satisfaction, and that both constructs function as central psychological pathways through which experience elements translate into behavioral intention. Among the antecedents, marketing activities and IP appeal

exhibit particularly strong effects, while storytelling contributes primarily through indirect emotional and evaluative routes. Satisfaction emerges as the most powerful predictor of revisit intention, underscoring its role as the pivotal evaluative outcome within the experience formation process. Emotional resonance also directly and indirectly shapes revisit intention, highlighting the importance of affect in visitors' loyalty behaviors.

The indirect effects analysis confirms that both emotional resonance and satisfaction mediate the influence of all four antecedents on revisit intention, while storytelling displays a fully mediated pattern due to its nonsignificant direct path. Moreover, the moderating analysis shows that transportation ease strengthens the relationship between satisfaction and revisit intention, demonstrating that external infrastructural conditions can either amplify or constrain the behavioral impact of positive experiences. These findings collectively support experience-based tourism theories and extend them by integrating cultural IP, narrative immersion and transportation conditions into a unified framework.

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APPENDIXES

APPENDIX A

Questionnaire (English Version)

Appendix A. Questionnaire (English Version)



Rattanakosin International College of Creative Entrepreneurship
Of Rajamangala University of Technology, Rattanakosin

Introduction

Dear Participant,

Thank you for taking the time to participate in this survey, which should take approximately 5–10 minutes to complete. The purpose of this study is to examine the factors that influence visitors' intentions to revisit Fantawild Theme Park—specifically how marketing activities, fond travel memories, IP appeal, storytelling and transportation ease shape your overall emotional resonance experience and satisfaction, and in turn affect your likelihood of returning. Your insights will help us understand how immersive technologies and experiential qualities drive visitor loyalty and will provide actionable guidance for enhancing future Fantawild experiences. Your responses are anonymous and greatly appreciated.

The questionnaire is divided into seven parts, each sections are as follows:

Part I: Basic Information Statistics

Part II: Marketing Activities

Part III: Fond Travel Memories

Part IV: IP Appeal

Part V: Storytelling

Part VI: Emotional Resonance

Part VII: Satisfaction

Part VIII: Transportation Ease

Part VIIII: Intention of Revisit to Theme Park

The instruction of the questionnaire:

Instruction: Please check ✓ in the ☐ and fill form all data with your information truly.

Section 1: Basic Information Statistics

1. Age:

☐ 18-25 ☐ 26-35 ☐ 36-45

☐ 46-55 ☐ Above 55

2. Gender:

☐ Male

☐ Female

3. Education:

☐ Bachelor

☐ Master

☐ Doctorate

4. Monthly personal income

☐ <1000$ ☐ 1000-2000

☐ 2000-3000 ☐ 3000-4000

☐ >4000$

5. How long ago was your last visit to Fantawild Theme Park?

☐ Less than 1 month ☐ 1-3 months

☐ 3-6 months ☐ 6-12 months

☐ More than 1 year

6. Who did you visit Fantawild Theme Park with last time?

☐ Alone ☐ Family

☐ Friends ☐ Tour group

7. Which Fantawild theme parks have you visited? Please list and describe.

……...

……...

8. What do you consider to be the most appealing aspects of Fantawild theme parks? (Multiple selections permitted. If not listed, please tick “Other” and specify.)

☐ Signature attractions (e.g. roller coasters, 4D cinemas, flight simulators)

☐ Park thematic ambiance (e.g. regional cultural displays, decorative styles)

☐ Dining and retail offerings (e.g. specialty cuisine, themed souvenirs)

☐ Park environment (e.g. cleanliness, landscaping, noise control)

☐ Staff service (e.g. service attitude, efficiency in addressing issues)

☐ Convenient guidance information (e.g. clarity of signage, visitor tips)

☐ Rest and ancillary facilities (e.g. seating availability, toilet accessibility, baby care facilities)

☐ Other (please specify:……)

9. What is your approximate single-visit expenditure within Fantawild theme parks? (Excluding admission tickets; only includes on-site dining, shopping, and paid attractions.)

☐ <99$ ☐ 100-199

☐ 200-299 ☐ 300-399

☐ >400$

Part 2 Marketing Activities

(Please draw a ✓ 1-5 below the score that suits you to indicate 'strongly disagree strongly agree')

Items	1	2	3	4	5
MA 1. The marketing activities at Fantawild Theme Park are enjoyable.					

Items	1	2	3	4	5
MA 2. Fantawild provides clear and accessible information about its attractions and activities.					
MA 3. The park offers opportunities for visitors to interact and engage during its marketing activities (e.g., themed events, performances, demonstrations).					
MA 4. It is easy for me to communicate my needs or preferences to staff during Fantawild's marketing and promotional activities.					
MA 5. The information provided during Fantawild's on-site promotions is up to date.					
MA 6. Fantawild's marketing activities reflect modern and innovative trends.					
MA 7. I can find the information I need about attractions and activities through Fantawild's on-site promotional materials (e.g., maps, signage, schedules).					
MA 8. Fantawild's marketing activities reduce my concerns about participating in specific attractions or experiences.					

Part 3 Fond Travel Memories

(Please draw a ✓ 1-5 below the score that suits you to indicate 'strongly disagree strongly agree')

Items	1	2	3	4	5
FTM 1. I have wonderful memories of my visit to Fantawild Theme Park.					
FTM 2. I remember many positive things about my Fantawild Theme Park experience.					
FTM 3. I enjoy recalling and thinking back on my visit to Fantawild Theme Park.					

Part 4 IP Appeal

(Please draw a ✓ 1-5 below the score that suits you to indicate 'strongly disagree strongly agree')

Items	1	2	3	4	5
IP 1. I like the core theme and creative concepts represented by Fantawild's IPs (e.g., Classic of Mountains and Seas, Journey to the West).					
IP 2. I like the characters and story worlds of Fantawild's major IPs (e.g., Boonie Bears, silk road dreamland).					
IP 3. I like the overall brand image that Fantawild's IPs convey.					

Part 5 Storytelling

(Please draw a ✓ 1-5 below the score that suits you to indicate 'strongly disagree strongly agree')

Items	1	2	3	4	5
ST 1. Fantawild Theme Park presents its attractions through engaging and coherent stories.					
ST 2. The storytelling in Fantawild's shows and rides makes the experience more immersive and memorable.					
ST 3. I can clearly understand the storyline that connects different attractions in Fantawild.					
ST 4. Fantawild's storytelling allows me to better appreciate the meaning behind Chinese myths and folklore.					

Part 6 Emotional Resonance

(Please draw a ✓ 1-5 below the score that suits you to indicate 'strongly disagree strongly agree')

Items	1	2	3	4	5
ER 1. I am interested in knowing more about Fantawild Theme Park.					
ER 2. When others talk about Fantawild Theme Park, I feel interested.					
ER 3. Compared to others, I am more interested in news or updates about Fantawild Theme Park.					
ER 4. If Fantawild Theme Park were to shut down, I would truly miss it.					

Part 7 Satisfaction

(Please draw a ✓ 1-5 below the score that suits you to indicate 'strongly disagree strongly agree')

Items	1	2	3	4	5
SA 1. Fantawild Theme Park is one of the most satisfying theme parks I have visited.					
SA 2. I am satisfied with my decision to visit Fantawild Theme Park.					
SA 3. Choosing to visit Fantawild Theme Park was a wise decision.					
SA 4. I had a splendid time at Fantawild Theme Park..					
SA 5. I have no regrets about my decision to visit Fantawild Theme Park.					

Part 8 Transportation Ease

(Please draw a ✓ 1-5 below the score that suits you to indicate 'strongly disagree strongly agree')

Items	1	2	3	4	5
TE 1. The availability of reliable transportation to and within Fantawild Theme Park is important to my visit.					
TE 2. High transportation costs to Fantawild discourage me from revisiting the park.					
TE 3. I consider the convenience of transportation to and within Fantawild Theme Park as an important factor when deciding whether to revisit.					
TE 4. Poor transportation conditions or inadequate transport facilities within Fantawild Theme Park reduce my willingness to explore its attractions.					
TE 5. Efficient and well-organized transportation systems to and within Fantawild Theme Park enhance my overall visit experience (e.g., shuttle services, on-site transportation facilities).					

Part 9 Intention of Revisit to Theme Park

(Please draw a ✓ 1-5 below the score that suits you to indicate 'strongly disagree strongly agree')

Items	1	2	3	4	5
IRT 1. When visiting theme parks in the future, Fantawild will be my top choice.					
IRT 2. I will visit Fantawild Theme Park again.					
IRT 3. I am likely to revisit Fantawild in future.					
IRT 4. If I return to this area, I will choose to revisit Fantawild.					
IRT 5. Even if there are other theme parks nearby, I will still choose Fantawild.					

APPENDIX B

Questionnaire (Chinese Version)

Appendix B. Questionnaire (Chinese Version)



拉达那哥欣国际创意创业学院

拉加曼加拉理工大学拉达那科欣

参与者：

您好！感谢您抽出时间填写本问卷，预计耗时约 5 – 10 分钟。本研究旨在探讨影响游客重游方特主题乐园的因素——具体考察营销活动、美好旅行回忆、IP 吸引力、叙事以及交通便利性如何塑造您的整体情感共鸣与满意度，并最终影响您再次到访的可能性。您的回答将帮助我们更好地理解沉浸式技术与体验质量对游客忠诚度的作用，并为方特主题乐园未来优化体验与营销策略提供参考。所有数据匿名处理，请放心作答。

问卷共分为九个部分：

第一部分：基础信息统计

第二部分：营销活动

第三部分：美好旅行回忆

第四部分：IP 吸引力

第五部分：叙事

第六部分：情感共鸣

第七部分：满意度

第八部分：交通便利性

第九部分：主题乐园重游意愿

填写说明：请在对应选项上打上“√”，或者在相应位置填写信息。

第一部分：基础信息统计

1.年龄:

☐ 18 岁以下　　☐ 18-25 岁

☐ 26-35 岁　　☐ 36-45 岁

☐ 46-55 岁　　☐ 55 岁以上

2.性别:

☐ 男

☐ 女

3. 教育程度：

☐ 本科

☐ 硕士

☐ 博士

4. 个人月收入：

☐ 1000 美元以下　　☐ 1000-2000 美元

☐ 2000-3000 美元　　☐ 3000-4000 美元

☐ 4000 美元以上

5. 距上次游玩方特主题乐园多久？

☐ 1 个月内　　☐ 1-3 个月

☐ 3-6 个月　　☐ 6-12 个月

☐ 1 年以上

6. 上次游玩方特主题乐园与谁同行？

☐ 独自一人　　☐ 家人

☐ 朋友　　☐ 抱团游

7. 您曾到访过哪些方特主题乐园？请列举并简要说明（如乐园所在城市、具体名称等）：

……

……

8. 您认为方特主题乐园最具吸引力的方面有哪些？（可多选，若未列出请勾选“其他” 并注明）

☐ 特色游乐项目（如：过山车、4D 影院、飞行模拟器等）

☐ 园区主题氛围（如：地域文化主题呈现、场景装饰风格等）

☐ 餐饮与零售服务（如：特色美食、主题纪念品等）

☐ 园区环境（如：清洁度、绿化景观、噪音控制等）

☐ 工作人员服务（如：服务态度、问题处理效率等）

☐ 便捷引导信息（如：指示牌清晰度、游玩攻略提示等）

☐ 休息及配套设施（如：座椅数量、卫生间便利性、母婴室等）

☐ 其他（请注明：_____）

9. 您单次在方特主题乐园内的消费金额约为多少？（不含门票，仅统计园内餐饮、购物、付费项目等）

☐ 99 美元以下　　☐ 100-199 美元

☐ 200-299 美元　　☐ 300-399 美元

☐ 400 美元以上

第二部分：营销活动

（请在分数以下画一个√1-5，表示“强烈不同意，强烈同意”）

题项	1	2	3	4	5
MA 1. 方特乐园的营销活动很有趣。					
MA 2. 方特会清晰、易懂地提供景点及活动相关信息。					
MA 3. 乐园的营销活动（如主题活动、表演、展示）为游客提供了互动参与的机会。					
MA 4. 在方特的营销推广活动中，我能轻松向工作人员表达自己的需求或偏好。					
MA 5. 方特现场推广活动中提供的信息是最新的。					
MA 6. 方特的营销活动体现了现代创新趋势。					
MA 7. 我能通过方特的现场宣传材料（如地图、指示牌、活动日程表）找到所需的景点及活动信息。					
MA 8. 方特的营销活动减少了我对参与特定景点或体验项目的顾虑。					

第三部分：美好旅行回忆

（请在分数以下画一个√1-5，表示“强烈不同意，强烈同意”）

题项	1	2	3	4	5
FTM 1. 我对方特乐园的游玩有着美好的回忆。					
FTM 2. 我记得方特乐园游玩经历中的许多美好事物。					
FTM 3. 我喜欢回忆和回味方特乐园的游玩经历。					

第四部分：IP 吸引力

（请在分数以下画一个 √1-5，表示“强烈不同意，强烈同意”）

题项	1	2	3	4	5
IP 1. 我喜欢方特 IP 所代表的核心主题与创意理念（如《山海经》《西游记》）。					
IP 2. 我喜欢方特主要 IP 的角色形象与故事世界（如《熊出没》《丝路神画》）。					
IP 3. 我喜欢方特 IP 所传递的整体品牌形象。					

第五部分：叙事

（请在分数以下画一个 √1-5，表示“强烈不同意，强烈同意”）

题项	1	2	3	4	5
ST 1. 方特乐园通过引人入胜且连贯的故事呈现景点。					
ST 2. 方特表演及游乐项目中的叙事让体验更具沉浸感和记忆点。					
ST 3. 我能清晰理解串联方特不同景点的故事线。					
ST 4. 方特的叙事让我能更好地体会中国神话与民间传说背后的意义。					

第六部分：情感共鸣

（请在分数以下画一个 √1-5，表示“强烈不同意，强烈同意”）

题项	1	2	3	4	5
ER 1. 我有兴趣了解更多关于方特乐园的信息。					
ER 2. 当别人谈论方特乐园时，我会感到感兴趣。					
ER 3. 比起其他人，我更关注方特乐园的相关新闻或最新动态					
ER 4. 如果方特乐园停运，我真的会很怀念。					

第七部分：满意度

（请在分数以下画一个√1-5，表示“强烈不同意，强烈同意”）

题项	1	2	3	4	5
SA 1. 方特主题乐园是我到访过的最令人满意的主题乐园之一。					
SA 2. 我对选择游玩方特主题乐园感到满意。					
SA 3. 在我看来，选择方特主题乐园是一个明智的决定。					
SA 4. 我在方特主题乐园度过了一段美好的时光。					
SA 5. 我不后悔此次到访方特主题乐园。					

第八部分：交通便利性

（请在分数以下画一个√1-5，表示“强烈不同意，强烈同意”）

题项	1	2	3	4	5
TE 1. 往返及园内可靠的交通对我的游玩很重要。					
TE 2. 前往方特的交通成本过高会阻碍我重游。					
TE 3. 决定是否重游时，我会将往返及园内交通的便利性视为重要因素。					
TE 4. 糟糕的交通状况或园内不完善的交通设施会降低我探索景点的意愿。					
TE 5. 往返及园内高效有序的交通系统（如接驳车服务、园内交通设施）提升了我的整体游玩体验。					

第九部分：主题乐园重游意图

（请在分数以下画一个√1-5，表示“强烈不同意，强烈同意”）

题项	1	2	3	4	5
IRT 1. 未来再游玩主题乐园时，方特会是我的首选。					
IRT 2. 我会再次前往方特主题乐园。					
IRT 3. 未来，我愿意重游方特主题乐园。					

题项	1	2	3	4	5
IRT 4. 如果我再次来到此地，我会选择重游方特。					
IRT 5. 即使附近有其它主题乐园，我依然会选择方特。					



APPENDIX C

Publication of Journal during Ph.D. Study

APPENDIX C. Publication of Journal during Ph.D. Study

tourism and hospitality

MDPI

Article

How Narrative-Related Stimuli Shape Revisit Intention in Theme Park Tourism: The Mediating Roles of Emotional Resonance and Satisfaction—The Case of Fantawild Theme Parks in China

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Abstract

Theme park tourism has become a trend and brings huge profits; however, how Fantawild, a representative theme park in China, can attract tourists to return remains to be explored. Given the substantial economic value of repeat visitors for theme parks, this study focuses on revisit intention rather than general tourist behavior. Drawing on the Stimulus–Organism–Response (S-O-R) framework as the theoretical foundation, this study examines how narrative-based experiences influence visitors' revisit intention to Fantawild as a theme park tourism destination. Data were collected from 573 visitors to Fantawild in China and analyzed using structural equation modeling. The results show that storytelling does not directly influence revisit intention but instead operates through emotional resonance and satisfaction, indicating a fully mediated mechanism. Emotional resonance also indirectly affects revisit intention through satisfaction. In addition, marketing activities, fond travel memories, and IP appeal significantly enhance emotional and evaluative responses, which in turn drive revisit intention. These findings provide a clearer understanding of the affective and cognitive mechanisms underlying narrative immersion and offer practical implications for improving visitor engagement, repeat visitation, and retention in theme park tourism.

Keywords: storytelling; emotional resonance; satisfaction; revisit intention; theme park tourism; narrative experience

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1. Introduction

The overarching paradigm shift toward a sophisticated experience economy and the rapid transformation of cultural tourism have resulted in a sudden high rate of demand for immersive leisure, which imposes the greatest pressure on destination competitiveness and the long-term sustainability of the global theme park industry (Amaro et al., 2023). The global market for themed entertainment is still increasing at an annual rate of approximately 6.2 percent as more narrative-driven resorts are constructed, digital immersive infrastructures are developed, and the growing cultural and psychological requirements of modern tourists are met (Pratisto et al., 2022). Within this landscape, theme parks have emerged as a paramount stage for promoting cultural soft power and emotional brand equity. Strategic industrial policies specifically invite theme park operators not only to upgrade their physical attractions but also to leverage storytelling as a core mechanism to

foster narrative immersion, thereby facilitating a transition toward a society-wide model of sustained re-engagement and behavioral loyalty (Oh & Kong, 2021).

Theme parks, exemplified by the Fantawild properties in China, are large-scale, narrative-intensive organizations in the service sector which are experience-consuming. Their elaborate structures, such as high-tech theaters, themed zones, and interactive performances, demand a constant supply of narrative content and intellectual property (IP) integration to promote psychological engagement, immersion, and emotional connection (Baker, 2022). Unlike one-time visitation, revisit intention is particularly important for theme parks because repeat visitors contribute to long-term revenue, operational stability, word-of-mouth promotion, and customer lifetime value. In experience-based tourism settings, retaining previous visitors can generate sustainable economic returns through repeated ticket purchases, in-park consumption, seasonal events, and brand-related merchandise. Revisit behavior comprises close to 80 percent of the long-term commercial value inside a theme park, with the degree of narrative immersion and the parasocial attachment to story-worlds playing a significant role in total destination loyalty (Yiguo & Albattat, 2024). Therefore, focusing on revisit intention rather than general tourist behavior is both theoretically meaningful and practically necessary, especially for Fantawild as it seeks to transform short-term visitor attraction into sustained visitor retention. The cultivation of revisit intention in the Chinese market is an urgency that is facilitated by the rapid maturation of domestic brands and the aggressive entry of global entertainment giants.

Although the importance of narrative immersion is generally recognized by park designers, there remains a substantial "experience-action gap" in tourists' revisit habits (Bai et al., 2026). While more than 60% of tourists express appreciation for the cultural themes and mythological narratives presented, almost 70% perceive the experience as a one-time novelty rather than a reason for return, and less than 30% demonstrate a committed intention to revisit for the purpose of narrative re-engagement (Yuan & Marzuki, 2024; T. Zhang et al., 2021). The above phenomena imply that technological spectacle and traditional promotional campaigns in and of themselves do not suffice to induce long-term behavioral change; an in-depth investigation of the underlying narrative, psychological, and structural determinants affecting the re-engagement behavior of tourists is necessary.

Hence, in an environment where themed attractions and story-driven spaces are ubiquitous, why have the narrative-driven revisit intentions of tourists not become optimum? Guided by the Stimulus–Organism–Response (S-O-R) framework, to answer this question, it is necessary to consider three dimensions that are closely interrelated: external narrative stimuli, internal psychological processes, and structural constraints. An external environment that conditions the expectations of the visit, characterized by storytelling quality, IP appeal, and marketing activities, constitutes the stimuli, whereas individual differences in affective outcomes and cognitive evaluations are specified by psychological mechanisms, such as emotional resonance and satisfaction. Furthermore, the translation of these internal states into actual re-engagement is often conditioned by structural factors such as transportation ease. Nonetheless, the current literature does not provide a detailed model that integrates these dimensions, particularly from the perspective of narrative immersion. Consequently, this research will have the following four objectives:

RO1: To examine the effects of marketing activities, fond travel memories, IP appeal, and storytelling on tourists' emotional resonance and satisfaction within the context of Fantawild theme parks.

RO2: To evaluate the influence of marketing activities, storytelling, emotional resonance, and satisfaction on visitors' revisit intention to Fantawild theme parks.

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RO3: To test the mediating roles of emotional resonance and satisfaction in the relationship between experiential stimuli, including marketing activities, fond travel memories, IP appeal, and storytelling, and visitors' revisit intention to Fantawild theme parks.

RO4: To assess the moderating effect of transportation ease on the relationship between satisfaction and visitors' revisit intention to Fantawild theme parks.

2. Literature Review

2.1. Theoretical Framework

The S-O-R paradigm serves as the overarching blueprint, establishing a systematic nexus between environmental inputs and behavioral outputs (Hochreiter et al., 2023). In this context, experiential elements such as storytelling, intellectual property (IP) appeal, marketing activities, and fond travel memories are conceptualized as external stimuli that shape visitors' experiences within the theme park environment (Wiyata et al., 2024). These stimuli activate the visitor's internal "organism," which represents the psychological processes through which visitors interpret and evaluate their experiences.

This psychological processing phase is further explained through a dual-track mechanism based on Affective Events Theory (AET) and Expectation Confirmation Theory (ECT). AET addresses the affective dimension, suggesting that experiential encounters within theme parks can function as "affective episodes" that trigger emotional responses, particularly emotional resonance between visitors and the themed environment (Bastiaansen et al., 2019). Simultaneously, ECT explains the cognitive appraisal process, where satisfaction emerges from the alignment between visitors' expectations and the perceived performance of the experience (Jiang & Klein, 2009). These internal states—emotional resonance and satisfaction—collectively form the psychological precursors to the "response," namely visitors' intention to revisit the destination. Drawing on the integration of the S–O–R paradigm, AET, and ECT, the conceptual framework of this study is presented in Figure 1.

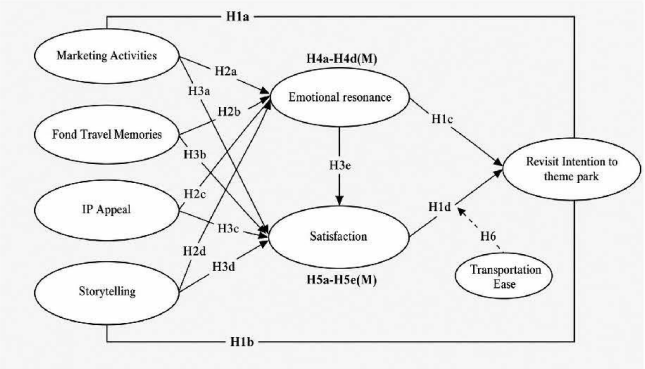

Figure 1. Conceptual framework of the study.

However, the transition from internal psychological states to actual behavioral intentions is not unconditional. The Leisure Constraints Model is integrated to identify the structural contingencies that may facilitate or inhibit revisit behavior. It suggests that even when visitors experience strong emotional engagement and high levels of satisfaction, structural barriers may limit their willingness to revisit (Yan et al., 2026). In the context of theme park tourism, transportation ease represents a key structural condition that can influence revisit decisions (Bayang et al., 2022). Accessibility therefore acts as an important

moderating factor that may strengthen or weaken the relationship between satisfaction and revisit intention.

In essence, this integrated framework utilizes the S-O-R model as its structural foundation, employs AET and ECT to explain the affective and cognitive mechanisms underlying visitor experiences, and incorporates the Leisure Constraints Model to account for the structural conditions that influence revisit behavior.

2.2. *Hypothesis Development*

Within the S-O-R framework, revisit intention can be viewed as visitors' willingness to return to a theme park in the future, representing the ultimate behavioral outcome shaped by both external experiential stimuli and internal psychological processes (Thornton & Tamir, 2024). Rather than being driven by a single determinant, this intention develops through the joint influence of experiential inputs and visitors' affective and cognitive evaluations (Robinson, 2023). In theme park settings, marketing activities and storytelling serve as two prominent experiential drivers. Marketing activities, which involve promotional communication and information provision, help reduce uncertainty, enhance awareness, and stimulate revisit consideration, whereas storytelling organizes attractions into coherent and meaningful narratives that enhance immersion and interpretive engagement (Chang & Suh, 2025). These external stimuli further trigger internal psychological responses. Emotional resonance captures the extent to which visitors feel emotionally connected to and engaged with the themed environment, while satisfaction reflects their overall evaluative judgment of the experience based on the confirmation of expectations. Together, these affective and cognitive responses transform immediate experiential perceptions into more enduring preferences and behavioral commitments. Taken together, these arguments suggest that:

H1a. *Marketing activities positively affect revisit intention to Fantawild theme parks.*

H1b. *Storytelling positively affects revisit intention to Fantawild theme parks.*

H1c. *Emotional resonance positively affects revisit intention to Fantawild theme parks.*

H1d. *Satisfaction positively affects revisit intention to Fantawild theme parks.*

From the perspective of Affective Events Theory (AET), emotional responses are generated through individuals' interactions with specific situational stimuli. In experiential environments such as theme parks, emotional resonance is not incidental but is actively constructed through exposure to multiple experiential cues that trigger affective reactions (Xu & Chia, 2025). Marketing activities stimulate interest and anticipation by shaping expectations prior to and during the visit. Fond travel memories, referring to visitors' positive recollections of past tourism experiences, reactivate previously stored emotional experiences, reinforcing positive affective states through recall and comparison (Sasu et al., 2024). IP appeal, which captures the attractiveness of intellectual property elements such as characters, themes, and brand imagery, fosters symbolic identification with characters and narratives, enhancing emotional familiarity and attachment. Meanwhile, storytelling deepens emotional engagement by structuring experiences into coherent and meaningful narratives that visitors can relate to and internalize (Kovacic & Sagovnovic, 2022). Through these mechanisms, experiential stimuli collectively contribute to the formation of emotional resonance. Based on this reasoning, the following hypotheses are proposed:

H2a. *Marketing activities positively affect emotional resonance.*

H2b. *Fond travel memories positively affect emotional resonance.*

H2c. *IP appeal positively affects emotional resonance.*

H2d. *Storytelling positively affects emotional resonance.*

According to Expectation Confirmation Theory (ECT), satisfaction is formed through the comparison between perceived performance and prior expectations, making it a more reflective and stable psychological outcome (Dudasova et al., 2023). In theme park settings, experiential stimuli such as marketing activities, fond travel memories, IP appeal, and storytelling shape visitors' perceptions of quality, value, and experiential meaning. These elements influence how visitors assess whether the experience meets or exceeds their expectations (G. Wang et al., 2025). Importantly, emotional resonance plays a reinforcing role in this process, as positive emotional engagement enhances perceived value and influences cognitive appraisal (Hasanein et al., 2026). As a result, satisfaction is jointly shaped by both experiential inputs and emotional responses. This suggests that:

H3a. *Marketing activities positively affect satisfaction.*

H3b. *Fond travel memories positively affect satisfaction.*

H3c. *IP appeal positively affects satisfaction.*

H3d. *Storytelling positively affects satisfaction.*

H3e. *Emotional resonance positively affects satisfaction.*

Building upon the formation of emotional resonance, it is important to understand how affective responses translate into behavioral outcomes (Xuan Nguyen & Nguyen, 2026). Within the S-O-R framework, emotional states function as a key mechanism linking external stimuli to behavioral responses by shaping internal psychological engagement (Yacoub et al., 2025). Emotional resonance enhances visitors' psychological attachment to the experience and strengthens the memorability of the visit (Wiyata et al., 2024). When visitors feel emotionally connected to the theme park environment, they are more likely to develop favorable attitudes and a stronger intention to revisit (H. Li et al., 2025). This indicates that emotional resonance serves as an affective pathway through which experiential stimuli influence revisit intention. In line with this argument, the study proposes that:

H4a. *Emotional resonance mediates the relationship between marketing activities and revisit intention to Fantawild theme parks.*

H4b. *Emotional resonance mediates the relationship between fond travel memories and revisit intention to theme park.*

H4c. *Emotional resonance mediates the relationship between IP appeal and revisit intention to theme park.*

H4d. *Emotional resonance mediates the relationship between storytelling and revisit intention to theme park.*

In addition to affective mechanisms, behavioral intention is also shaped through cognitive evaluation processes. Satisfaction, as an overall evaluative judgment, represents a

more stable and enduring mechanism through which experiential stimuli influence revisit intention (Acharya et al., 2023). Experiential stimuli contribute to satisfaction by enhancing perceived value and experience quality, while emotional resonance further strengthens this evaluation by increasing the perceived meaningfulness of the experience (Zhu et al., 2025). When visitors form a positive overall evaluation, they are more likely to translate this evaluation into behavioral intention (Gorji et al., 2023). Therefore, satisfaction operates as a cognitive pathway that links both experiential inputs and emotional responses to revisit intention. Taken together, these considerations indicate that:

H5a. *Satisfaction mediates the relationship between marketing activities and revisit intention to theme park.*

H5b. *Satisfaction mediates the relationship between fond travel memories and revisit intention to theme park.*

H5c. *Satisfaction mediates the relationship between IP appeal and revisit intention to theme park.*

H5d. *Satisfaction mediates the relationship between storytelling and revisit intention to Fantawild theme parks.*

H5e. *Satisfaction mediates the relationship between emotional resonance and revisit intention to theme park.*

According to the Leisure Constraints Model, structural conditions can either facilitate or constrain the realization of behavioral intentions. In theme park tourism, transportation ease, which refers to the perceived accessibility and convenience of traveling to and within the destination, represents a critical situational factor that influences accessibility and convenience. When transportation is convenient, visitors are more likely to act on their positive evaluations and revisit the destination. Conversely, when accessibility is limited, even highly satisfied visitors may be less inclined to return. Thus, transportation ease defines the boundary condition under which satisfaction translates into revisit intention. On this basis, the study advances the following hypothesis:

H6. *Transportation ease moderates the relationship between satisfaction and revisit intention to theme park.*

Figure 1 presents the S–O–R-based conceptual model in which experiential stimuli influence revisit intention through emotional resonance and satisfaction, with transportation ease as a moderator.

Overall, the proposed conceptual model is structured around three interrelated dimensions within the context of narrative immersion: (1) external narrative stimuli, including storytelling, marketing activities, IP appeal, and fond travel memories, which shape visitors' experiential inputs; (2) internal psychological processes, represented by emotional resonance and satisfaction, through which visitors interpret and evaluate their experiences; and (3) structural constraints, particularly transportation ease, which condition the extent to which internal evaluations translate into behavioral outcomes. Together, these three dimensions provide an integrated explanation of how narrative-based experiences are transformed into revisit intention, highlighting that narrative immersion operates not only through experiential and psychological mechanisms but also within the boundaries of situational conditions.

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3. Method

3.1. Data Collection and Sample

This study targeted adult visitors aged 18 years and above who had personally visited at least one Fantawild theme park in China. Restricting the sample to adult visitors ensured that respondents were able to provide informed consent and independently complete the questionnaire. More importantly, focusing on prior visitors guaranteed that all respondents possessed direct experience of Fantawild's attractions, themed environments, and service settings, thereby enabling them to provide valid evaluations of the study constructs. The sampling frame covered major Fantawild properties in China, including Fantawild Oriental Heritage, Fantawild Adventure, and Fantawild Dreamland, as well as other Fantawild parks included in the broader park network.

This study employed convenience sampling as the main sampling strategy. This approach was considered appropriate because no unified and publicly verifiable sampling frame for Fantawild visitors was available, which made probability sampling difficult to implement in practice. In addition, on-site recruitment made it possible to approach visitors with recent and first-hand experience of Fantawild theme parks, which was essential for the measurement of experience-based perceptions. Data were collected over a three-month period from July to September 2025. Respondents were instructed to base their answers on their overall experience of visiting Fantawild theme parks rather than solely on the survey-day experience. On-site respondents reflected both their current visit and prior experiences, while online respondents referred to their most recent visit. This approach ensured that the data captured comprehensive evaluations of visitors' experiences and revisit intention. To improve coverage and reduce potential bias associated with non-probability sampling, data collection was conducted across different parks and different time periods. Trained research assistants approached eligible respondents at the main entrances and exits of selected Fantawild parks and followed a standardized intercept procedure. Respondents were first screened for eligibility, then informed of the purpose of the study, and finally invited to complete the questionnaire either on site or through a QR-code-based online survey link. Only one adult respondent from each visitor group was included in order to reduce within-group duplication.

For the online survey, the questionnaire was developed through Questionnaire Star, and QR codes linking directly to the survey were displayed at key park locations. For the offline survey, paper questionnaires were distributed on site by trained researchers. To enhance consistency in field administration, every third arriving visitor or visitor group was systematically approached and invited to participate. This dual-channel approach improved accessibility for respondents with different response preferences and helped enlarge the effective coverage of the sample. Based on the recommendation that the minimum sample size should be at least 15 times the number of measurement items, the required sample size for this study was 555, given that the questionnaire contained 37 scale items. The final dataset consisted of 573 valid responses after the exclusion of incomplete and invalid questionnaires, which exceeded the minimum sample requirement.

3.2. Measurement

The measurement scales (Appendix A) used were adapted from established studies and revised to fit the context of Fantawild theme parks. Marketing activities were measured using eight items adapted from Seo and Park (2018), focusing on information accessibility, promotional effectiveness, visitor interaction, and innovative communication. Fond travel memories were measured with three items adapted from J. Li et al. (2022), capturing respondents' positive recollections and memorable impressions of their previous theme park experience. IP appeal was measured with three items adapted from the theme park brand

experience literature, particularly J. Wang et al. (2020), and was operationalised to capture visitors' evaluations of Fantawild's thematic concepts, character-based attractions, and overall brand image. Storytelling was measured through four items adapted from Qin and Zhang (2025), emphasizing narrative coherence, immersion, and visitors' understanding of cultural meanings embedded in attractions and performances. Emotional resonance was measured using four items adapted from Hosany and Gilbert's (2010) tourist emotional experience scale, examining visitors' emotional attachment, interest, and affective connection to Fantawild. Satisfaction was assessed with five items adapted from Başarangil (2016), reflecting respondents' overall evaluative judgment of their visit experience. Transportation ease was measured through five items adapted from Ezeoke et al. (2025), focusing on accessibility, transport convenience, infrastructure conditions, and their influence on visitation decisions. Intention of revisit to theme park was measured using five items adapted from Lee et al. (2019), capturing future preference, revisit likelihood, and loyalty tendency toward Fantawild. All constructs were measured using a five-point Likert scale ranging from 1 for strongly disagree to 5 for strongly agree.

3.3. Data Analysis Methods

This study employed several statistical techniques to analyze the survey data. First, descriptive statistical analysis was conducted to summarize the demographic characteristics of the respondents and examine the distribution of the main variables. Second, confirmatory factor analysis was performed to assess the measurement model and evaluate the reliability and validity of all constructs included in the study. Third, structural equation modeling was employed to test the hypothesized relationships among marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, and revisit intention, as well as the mediating roles of emotional resonance and satisfaction. In addition, the moderating effect of transportation ease on the relationship between satisfaction and revisit intention was also examined. Model fit was evaluated using commonly accepted goodness-of-fit indices.

3.4. Pre-Test

Prior to the formal survey, a pilot test was conducted with 25 visitors to Fantawild theme parks in order to evaluate the clarity, appropriateness, and reliability of the questionnaire. The pilot respondents were selected from individuals who closely matched the target population and had prior experience with Fantawild parks. Based on their feedback, minor revisions were made to improve item wording and questionnaire administration. The reliability results showed that all constructs achieved Cronbach's alpha values above 0.70, and the Kaiser-Meyer-Olkin value together with Bartlett's test of sphericity further confirmed the suitability of the instrument for subsequent factor analysis. These results indicate that the questionnaire possessed satisfactory reliability and measurement adequacy for the main survey.

4. Results

4.1. Descriptive Statistics and Demographic Analysis

The descriptive statistics of the sample are presented in Table 1. In terms of age distribution, the sample was predominantly composed of young and middle-aged visitors, with the largest proportion falling within the 26–35 age group, accounting for 41.9%, followed by the 36–45 group at 22.2% and the 18–25 group at 20.8%. In terms of gender, males accounted for 55.5% of the sample, while females represented 44.5%. Regarding educational attainment, the majority of respondents held a bachelor's degree, accounting for 50.3%, followed by those with a master's degree at 34.7%, and a smaller proportion

with doctoral degrees at 15.0%. In terms of monthly income, most respondents were concentrated in the middle-income range, with 35.8% earning between USD 1000 and USD 2000 and 29.5% earning between USD 2000 and USD 3000. With respect to visit recency, a substantial proportion of respondents had visited within the past six months, including 32.5% within 1–3 months and 25.0% within 3–6 months. In terms of travel companion type, family travel was the most common form, accounting for 36.6%, followed by visits with friends at 27.2% and solo travel at 26.5%. In terms of expenditure per visit, most respondents reported moderate spending levels, with 38.0% spending between USD 100 and USD 199 and 25.0% spending less than USD 99.

Table 1. Demographic Characteristics of Respondents.

Category	Item	N	%
Age	18–25	119	20.8
	26–35	240	41.9
	36–45	127	22.2
	46–55	70	12.2
	Above 55	17	3
Gender	Male	318	55.5
	Female	255	44.5
Education Level	Bachelor	288	50.3
	Master	199	34.7
	Doctorate	86	15
Monthly Income	<1000$	60	10.5
	1000$–2000$	205	35.8
	2000$–3000$	169	29.5
	3000$–4000$	104	18.2
	>4000$	35	6.1
Time Since Last Visit	Less than 1 month	68	11.9
	1–3 months	186	32.5
	3–6 months	143	25
	6–12 months	103	18
	More than 1 year	73	12.7
Travel Companion Type	Alone	152	26.5
	Family	210	36.6
	Friends	156	27.2
	Tour group	55	9.6
Expenditure per Visit	<99$	143	25
	100$–199$	218	38
	200$–299$	97	16.9
	300$–399$	87	15.2
	>400$	28	4.9

Table 2 reports the descriptive statistics of the study variables. The mean scores range from 3.40 to 4.15 on the five-point Likert scale, indicating generally positive perceptions of the theme park experience. Among the constructs, IP appeal records the highest mean values, suggesting that visitors strongly appreciate the thematic design and intellectual property elements of the park. Emotional resonance and satisfaction also demonstrate relatively high mean scores, reflecting visitors' positive emotional engagement and overall evaluation of the park experience.

Table 2. Descriptive Statistics of Study Variables.

Construct	Mean	Std. Dev.	Skewness	Kurtosis
Marketing Activities	3.593	1.162	−0.424	−0.722
Fond Travel Memories	3.508	1.192	−0.385	−0.764
IP Appeal	4.077	1.054	−1.238	1.098
Storytelling	3.592	1.227	−0.529	−0.664
Emotional Resonance	3.787	1.049	−0.945	0.766
Satisfaction	3.708	1.156	−0.906	0.205
Transportation Ease	3.706	1.222	−0.681	−0.377
Revisit Intention	3.608	1.191	−0.566	−0.542

The skewness values across constructs are negative, indicating that responses tend to concentrate toward higher scale points. Kurtosis values remain within acceptable ranges, suggesting that the distributions do not deviate substantially from normality. These results indicate that the dataset satisfies the statistical assumptions required for subsequent structural equation modeling analysis.

4.2. Measurement Model: Reliability and Validity Assessment

To ensure the robustness of the measurement model, reliability and validity tests were conducted before examining the structural relationships among the constructs. Internal consistency reliability, convergent validity, and discriminant validity were assessed to confirm that the measurement scales adequately captured the theoretical constructs.

Internal consistency reliability was evaluated using Cronbach's alpha coefficients. Table 3 presents the reliability results for all constructs included in the model. The Cronbach's alpha values range from 0.822 to 0.929, all exceeding the commonly accepted threshold of 0.70. Marketing activities exhibit the highest reliability ($\alpha = 0.929$), indicating strong internal consistency among its eight measurement items. Emotional resonance ($\alpha = 0.906$), satisfaction ($\alpha = 0.896$), and revisit intention ($\alpha = 0.921$) also demonstrate high reliability levels. The remaining constructs, including fond travel memories, IP appeal, storytelling, and transportation ease, also meet the recommended reliability criteria. These results confirm that the measurement items consistently represent their respective constructs.

Table 3. Reliability Analysis.

Study Variables	Number of Items	Cronbach's α
Marketing Activities	8	0.929
Fond Travel Memories	3	0.822
IP Appeal	3	0.85
Storytelling	4	0.872
Emotional Resonance	4	0.906
Satisfaction	5	0.896
Transportation Ease	5	0.868
Intention of Revisit to Theme Park	5	0.921

Convergent validity was further assessed using standardized factor loadings, composite reliability (CR), and average variance extracted (AVE) (Cheung et al., 2024). Table 4 reports the results of the convergent validity assessment. All standardized factor loadings exceed the recommended value of 0.70, indicating that the measurement items strongly represent their underlying constructs. Composite reliability values range from 0.825 to 0.922, surpassing the recommended threshold of 0.70. In addition, the average variance extracted values range from 0.569 to 0.710, all exceeding the recommended minimum level of 0.50. These results demonstrate that the constructs exhibit satisfactory convergent validity.

Table 4. Convergent Validity.

Variable	CR	AVE
Marketing Activities	0.93	0.625
Fond Travel Memories	0.825	0.613
IP Appeal	0.85	0.654
Storytelling	0.873	0.633
Emotional Resonance	0.907	0.71
Satisfaction	0.898	0.639
Transportation Ease	0.868	0.569
Revisit Intention	0.922	0.702

To further assess convergent validity at the indicator level, standardized factor loadings, composite reliability (CR), and average variance extracted (AVE) were examined (Cheung et al., 2024). As shown in Table 5, all factor loadings exceed the recommended threshold of 0.70, indicating that the measurement items adequately represent their respective constructs. In addition, CR values range from 0.825 to 0.922, and AVE values range from 0.569 to 0.702, both exceeding the recommended criteria of 0.70 and 0.50, respectively. These results provide strong evidence of satisfactory convergent validity across all constructs.

Table 5. Convergence Validity.

Variable	Item	Factor Loading	CR	AVE
Marketing Activities	MA1	0.844	0.93	0.625
	MA2	0.801		
	MA3	0.757		
	MA4	0.799		
	MA5	0.763		
	MA6	0.807		
	MA7	0.782		
	MA8	0.766		
Fond Travel Memories	FTM1	0.783	0.825	0.613
	FTM2	0.695		
	FTM3	0.862		
IP Appeal	IP1	0.822	0.85	0.654
	IP2	0.805		
	IP3	0.799		
Storytelling	ST1	0.826	0.873	0.633
	ST2	0.784		
	ST3	0.758		
	ST4	0.813		
Emotional Resonance	ER1	0.892	0.907	0.71
	ER2	0.867		
	ER3	0.827		
	ER4	0.78		
Satisfaction	SA1	0.861	0.898	0.639
	SA2	0.782		
	SA3	0.749		
	SA4	0.787		
	SA5	0.814		

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Table 5. *Cont.*

Variable	Item	Factor Loading	CR	AVE
Transportation Ease	TE1	0.77	0.868	0.569
	TE2	0.744		
	TE3	0.752		
	TE4	0.728		
	TE5	0.776		
Intention of Revisit to Theme Park	IRT1	0.847	0.922	0.702
	IRT2	0.838		
	IRT3	0.798		
	IRT4	0.84		
	IRT5	0.864		

Discriminant validity was evaluated using the Fornell–Larcker criterion. Table 6 presents the square root of the AVE values on the diagonal and the correlations among the constructs in the off-diagonal elements. The square root of AVE for each construct is greater than its correlations with other constructs, indicating that each construct shares more variance with its measurement indicators than with other latent variables. This result confirms that the constructs are empirically distinct and that discriminant validity is established.

Table 6. Discriminant Validity.

Latent Variables	MA	FTM	IP	ST	ER	SA	TE	IRT
MA	0.791							
FTM	0.393	0.783						
IP	0.364	0.302	0.809					
ST	0.357	0.217	0.349	0.796				
ER	0.522	0.369	0.457	0.453	0.843			
SA	0.463	0.387	0.455	0.447	0.538	0.799		
TE	0.331	0.201	0.318	0.285	0.476	0.459	0.754	
IRT	0.435	0.316	0.424	0.345	0.503	0.546	0.42	0.838

4.3. Structural Model and Hypothesis Testing

The structural model was estimated using structural equation modeling to examine the hypothesized relationships among the study variables. Prior to hypothesis testing, the overall model fit was assessed to ensure that the proposed structural relationships adequately represented the observed data.

Table 7 reports the structural model fit indices. The chi-square to degrees of freedom ratio (χ^2/df) is 1.604, which is well below the recommended threshold of 3. The root mean square error of approximation (RMSEA) is 0.033, indicating excellent model fit. In addition, the goodness-of-fit index (GFI = 0.931) and the adjusted goodness-of-fit index (AGFI = 0.918) both exceed the recommended threshold of 0.90. The incremental fit indices also demonstrate strong model adequacy, with the normed fit index (NFI = 0.943), Tucker–Lewis index (TLI = 0.975), and comparative fit index (CFI = 0.978) all surpassing the conventional standard of 0.90. These results indicate that the structural model provides a satisfactory representation of the data and is suitable for hypothesis testing.

Table 7. Structural Model Fit Indices.

Fit Index	χ^2/df	RMSEA	GFI	AGFI	NFI	TLI	CFI
Reference standard	<3	<0.08	>0.90	>0.90	>0.90	>0.90	>0.90
Result	1.604	0.033	0.931	0.918	0.943	0.975	0.978

The standardized path coefficients of the structural model are presented in Table 8. The results show that several hypothesized relationships are statistically significant. Among the direct determinants of revisit intention, satisfaction exhibits the strongest positive effect ($\beta = 0.374$, $p < 0.001$), indicating that visitors who report higher levels of satisfaction are more likely to revisit the theme park in the future. Emotional resonance also significantly influences revisit intention ($\beta = 0.238$, $p < 0.001$), highlighting the importance of affective engagement in shaping behavioral intentions.

Table 8. Direct Path Effects.

Hypothesis	Structural Path	β	SE	CR	*p*	Result
H1a	MA → IRT	0.137	0.052	2.938	0.003	Supported
H1b	ST → IRT	0.028	0.047	0.592	0.554	Not supported
H1c	ER → IRT	0.238	0.057	4.438	***	Supported
H1d	SA → IRT	0.374	0.051	7.211	***	Supported
H2a	MA → ER	0.306	0.046	6.889	***	Supported
H2b	FTM → ER	0.124	0.045	2.876	0.004	Supported
H2c	IP → ER	0.26	0.05	5.805	***	Supported
H2d	ST → ER	0.25	0.04	5.871	***	Supported
H3a	MA → SA	0.126	0.052	2.681	0.007	Supported
H3b	FTM → SA	0.166	0.049	3.749	***	Supported
H3c	IP → SA	0.203	0.057	4.265	***	Supported
H3d	ST → SA	0.205	0.046	4.537	***	Supported
H3e	ER → SA	0.235	0.057	4.42	***	Supported

Note. β represents the standardized path coefficient; SE represents standard error; CR represents critical ratio. *** $p < 0.001$.

In contrast, storytelling does not exert a significant direct effect on revisit intention ($\beta = 0.028$, $p = 0.554$). This finding indicates that storytelling does not directly translate into behavioral intention but operates through indirect psychological mechanisms. Within the S–O–R framework, storytelling functions as an experiential stimulus that first activates visitors' affective responses and cognitive evaluations, namely emotional resonance and satisfaction, which subsequently drive revisit intention. This result supports the view that narrative elements alone are insufficient to trigger immediate behavioral responses, and their influence is realized primarily through mediated affective and evaluative pathways.

In addition, marketing activities ($\beta = 0.306$, $p < 0.001$), fond travel memories ($\beta = 0.124$, $p = 0.004$), and IP appeal ($\beta = 0.260$, $p < 0.001$) significantly influence emotional resonance. These variables also exhibit positive effects on satisfaction, indicating that multiple experiential factors contribute to visitors' evaluations and emotional responses.

To further examine the underlying mechanisms, bootstrap analysis was conducted to test the mediating roles of emotional resonance and satisfaction. Table 9 reports the indirect effects based on bias-corrected bootstrap confidence intervals. The results indicate that emotional resonance significantly mediates the relationships between marketing activities, fond travel memories, IP appeal, storytelling, and revisit intention. In particular, storytelling exhibits a significant indirect effect on revisit intention through emotional resonance ($\beta = 0.059$, 95% CI [0.030, 0.103]), suggesting that narrative experiences enhance revisit intention by strengthening visitors' emotional engagement.

Table 9. Indirect Effects (Bootstrap Analysis).

Hypothesis	Mediation Path	Effect	SE	Lower 95% CI	Upper 95% CI	Result
H4a	MA → ER → IRT	0.073	0.021	0.038	0.123	Supported
H4b	FTM → ER → IRT	0.029	0.013	0.009	0.059	Supported
H4c	IP → ER → IRT	0.062	0.02	0.03	0.109	Supported
H4d	ST → ER → IRT	0.059	0.018	0.03	0.103	Supported
H5a	MA → SA → IRT	0.047	0.023	0.006	0.096	Supported
H5b	FTM → SA → IRT	0.062	0.019	0.027	0.104	Supported
H5c	IP → SA → IRT	0.076	0.027	0.029	0.133	Supported
H5d	ST → SA → IRT	0.077	0.024	0.036	0.131	Supported
H5e	ER → SA → IRT	0.088	0.026	0.041	0.146	Supported

Similarly, satisfaction also plays an important mediating role. Marketing activities, fond travel memories, IP appeal, storytelling, and emotional resonance all demonstrate significant indirect effects on revisit intention through satisfaction. Notably, emotional resonance exerts an indirect effect on revisit intention through satisfaction ($\beta = 0.088$, 95% CI [0.041, 0.146]), indicating a sequential process in which emotional engagement enhances satisfaction, which subsequently increases the likelihood of revisiting the theme park.

The results indicate that the majority of the proposed hypotheses are supported. Specifically, all direct effect hypotheses are confirmed except for H1b, as storytelling does not exert a significant direct effect on revisit intention. In contrast, H1a, H1c, and H1d are supported, demonstrating that marketing activities, emotional resonance, and satisfaction positively influence revisit intention. All hypotheses related to emotional resonance (H2a–H2d) and satisfaction (H3a–H3e) are supported, indicating that experiential stimuli significantly enhance both affective and cognitive responses. Furthermore, all mediation hypotheses (H4a–H4d and H5a–H5e) are supported, confirming that emotional resonance and satisfaction play significant mediating roles in the relationships between experiential factors and revisit intention. Overall, these findings suggest that storytelling influences revisit intention primarily through indirect pathways rather than direct effects, while other experiential factors contribute to revisit intention through both direct and mediated mechanisms.

4.4. Mediation Effect Analysis

The mediation analysis results indicate that emotional resonance and satisfaction serve as key mechanisms linking experiential factors to revisit intention, with all indirect effects found to be statistically significant based on bias-corrected confidence intervals. In particular, storytelling does not directly influence revisit intention but operates through emotional resonance and satisfaction, indicating a fully mediated relationship. Similarly, marketing activities, fond travel memories, and IP appeal influence revisit intention indirectly through these affective and evaluative pathways, while emotional resonance further contributes to revisit intention via satisfaction, revealing a sequential mediation process. Furthermore, as shown in Table 10, the moderation analysis demonstrates that transportation ease significantly strengthens the relationship between satisfaction and revisit intention. Both satisfaction and transportation ease exert significant positive effects, and the interaction term is also significant, confirming the presence of a moderating effect. Overall, these findings suggest that revisit intention is primarily shaped by indirect psychological mechanisms and is further contingent upon structural conditions such as transportation convenience.

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Table 10. Moderation Effect.

Predictor	β	*p*	Result
Satisfaction → Revisit intention	0.546	<0.001	Significant
Transportation ease → Revisit intention	0.215	<0.001	Significant
Satisfaction × Transportation ease	0.14	<0.001	Moderation supported

5. Discussion

5.1. Research Findings

This study examined how storytelling-driven experiences influence visitors' intention to revisit theme parks, with particular attention to the mediating roles of emotional resonance and satisfaction. The findings provide important insights into the mechanisms through which narrative-based experiences shape visitor engagement and behavioral intentions in themed tourism environments.

Specifically, the empirical results show that satisfaction is the strongest direct predictor of revisit intention, followed by emotional resonance and marketing activities, whereas storytelling does not directly predict revisit intention. Instead, storytelling influences revisit intention indirectly through emotional resonance and satisfaction. The results also confirm that marketing activities, fond travel memories, IP appeal, and storytelling significantly enhance visitors' emotional resonance and satisfaction, which subsequently strengthen revisit intention. In addition, transportation ease significantly moderates the relationship between satisfaction and revisit intention, indicating that accessibility facilitates the translation of satisfaction into future return intention.

The results indicate that storytelling significantly enhances visitors' emotional resonance and satisfaction. This finding is consistent with prior tourism research suggesting that narrative elements embedded in tourism environments can strengthen experiential engagement and emotional involvement (Xie et al., 2026). Existing studies increasingly emphasize that storytelling transforms tourism attractions into meaningful narrative environments by linking cultural symbols, characters, and thematic settings into coherent experiential narratives (Y. Zhang, 2025). Within theme park environments, storytelling structures the visitor experience by guiding attention, shaping interpretation, and facilitating emotional connections with the themed environment.

The findings further show that emotional resonance plays a crucial role in shaping revisit intention. Emotional resonance not only directly influences visitors' intention to revisit but also indirectly affects revisit intention through satisfaction. This result aligns with recent tourism studies emphasizing the growing importance of emotional engagement in shaping tourist behavior (Xu & Chia, 2025). In experience-oriented tourism settings, emotional responses generated during tourism experiences often serve as a psychological bridge connecting experiential stimuli with behavioral outcomes (Yang, 2025). Emotional engagement helps visitors form stronger attachments to tourism environments, which subsequently influences their evaluations of the experience and their willingness to return. The findings confirm that emotional resonance functions as a key mechanism through which storytelling-based experiences influence visitor re-engagement in theme parks.

Satisfaction also emerges as a strong predictor of revisit intention. This finding is consistent with a large body of tourism research that identifies satisfaction as a central determinant of tourist loyalty and repeat visitation (Acharya et al., 2023). In tourism contexts, satisfaction reflects visitors' overall evaluation of their experiences and the perceived value derived from tourism activities (Yacoub et al., 2025). When visitors perceive tourism experiences as enjoyable, meaningful, and worthwhile, they are more likely to revisit the destination and maintain long-term engagement with it (Kanina Ratih & Noer, 2024).

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Within theme park environments, satisfaction represents visitors' holistic assessment of entertainment experiences, service quality, and emotional value obtained during the visit. The results reinforce the importance of satisfaction as a key driver of revisit intention in experiential tourism contexts.

In addition to the indirect narrative pathway, the results also show that marketing activities exert a significant direct influence on revisit intention. This finding suggests that visitors' revisit intention is shaped not only by immersive storytelling and emotional experiences, but also by the quality of promotional communication and on-site informational support provided by the theme park. Effective marketing activities may directly strengthen revisit intention by reducing uncertainty, maintaining visitor interest, and enhancing perceptions of attractiveness and accessibility (Xue et al., 2022). In the context of theme parks, clear and engaging marketing communication can therefore function as an immediate stimulus that encourages future return behavior, beyond its indirect influence through emotional and evaluative processes (Ahmed et al., 2024).

Importantly, the findings reveal that storytelling does not directly influence revisit intention but instead affects revisit intention indirectly through emotional resonance and satisfaction. This mediation pattern provides insight into how narrative-based experiences influence visitor behavior. Recent research on immersive tourism experiences suggests that experiential stimuli often influence tourist behavior through emotional and evaluative mechanisms rather than through direct behavioral pathways (Zhou & Wang, 2024). We support this perspective by demonstrating that storytelling enhances revisit intention primarily by strengthening visitors' emotional engagement and overall satisfaction with the theme park experience.

In addition, experiential antecedents such as marketing activities, fond travel memories, and IP appeal also influence revisit intention indirectly through emotional resonance and satisfaction. These results are broadly consistent with recent tourism studies indicating that memorable experiences and symbolic attractions can strengthen visitors' emotional engagement with tourism destinations (Xue et al., 2022). In the theme park context, these experiential factors contribute to shaping visitors' emotional responses and experiential evaluations, which subsequently influence satisfaction and revisit intention.

5.2. *Theoretical Contributions*

This study contributes to the tourism behavior literature by extending the application of the Stimulus–Organism–Response (S–O–R) framework in the context of theme park tourism. While prior studies have widely employed the S–O–R model to explain tourist responses to environmental stimuli, they have primarily focused on general destination attributes, service environments, or experiential quality, with limited attention to storytelling as a distinct experiential stimulus in immersive tourism settings (Dogru-Dastan & Yilmaz, 2023). By incorporating storytelling alongside marketing activities, fond travel memories, and IP appeal into the stimulus dimension, this study broadens the explanatory scope of the S–O–R framework and demonstrates that revisit intention is shaped not only by functional or environmental cues but also by narrative-based experiential inputs.

In addition, this study advances theoretical understanding of the internal mechanisms linking experiential stimuli to behavioral outcomes by integrating S–O–R with Affective Events Theory (AET) and Expectation Confirmation Theory (ECT). Previous research has often acknowledged the importance of emotional and cognitive factors but has not clearly distinguished their respective roles or interactions in shaping tourist behavior (Zhou & Wang, 2024). The present study addresses this gap by conceptualizing emotional resonance and satisfaction as two complementary organism-level processes, representing affective engagement and cognitive evaluation, respectively. Furthermore, the findings reveal

that storytelling does not directly influence revisit intention but operates through these mediating mechanisms, thereby identifying a fully mediated pathway. This contributes to the literature by clarifying how narrative immersion translates into behavioral intention through interconnected affective and evaluative processes (Júnior et al., 2023).

Finally, this study extends tourism loyalty theory and the Leisure Constraints perspective by providing a more integrated explanation of revisit behavior. Traditional loyalty research has largely emphasized service quality, destination image, and satisfaction as primary determinants, with limited consideration of narrative and symbolic experience (Zhao & Li, 2023). By incorporating storytelling, emotional resonance, and experiential memories into the analysis, this study highlights the role of narrative-driven experiences in fostering visitor re-engagement. Moreover, by identifying transportation ease as a significant moderating factor, the study demonstrates that the translation of satisfaction into revisit intention is contingent upon structural conditions. This finding enriches existing theoretical frameworks by showing that tourist behavior is shaped not only by internal psychological mechanisms but also by contextual constraints, thereby extending the application of S–O–R and related theories within theme park tourism (Sun et al., 2022).

5.3. Practical Implications

The findings of this study provide several practical implications for Fantawild parks, theme park operators, destination managers, and tourism marketers seeking to enhance visitor engagement and encourage repeat visitation through narrative-driven experiences. More importantly, these implications are directly grounded in the empirical results, which show that storytelling does not directly increase revisit intention but works through emotional resonance and satisfaction, while satisfaction has the strongest direct effect on revisit intention.

Theme park operators should place greater emphasis on developing coherent narrative structures that connect different attractions, characters, and thematic environments. Instead of presenting isolated entertainment elements, attractions should be designed as parts of a continuous narrative journey that allows visitors to experience the park as an unfolding story. For Fantawild, this means that IP resources such as Chinese myths, folklore, Boonie Bears, and other story worlds should be organized into more coherent visitor routes, themed zones, and sequential storylines. Since storytelling was found to influence revisit intention indirectly through emotional resonance and satisfaction, Fantawild should transform narrative content from a background decorative element into an emotionally engaging experience process. For example, the park could design seasonal story-based festivals, follow-up plots for returning visitors, interactive character missions, and cross-attraction narrative routes that encourage visitors to return to complete or continue the story.

For destination managers and cultural tourism developers, the significant effects of emotional resonance and satisfaction suggest that visitor retention depends not only on the presence of attractive themes, but also on whether these themes generate emotional connection and positive overall evaluation. In themed environments such as cultural theme parks, heritage parks, and immersive tourism attractions, narrative interpretation can help transform tourism spaces into meaningful experiential environments that deepen visitor engagement and satisfaction. Therefore, Fantawild should strengthen emotionally engaging touchpoints throughout the visitor journey, including pre-visit promotional storytelling, immersive performances, staff interaction, themed photo spots, post-visit digital memories, and personalized follow-up communication. These practices can help visitors form stronger emotional attachment to the park and increase their willingness to revisit.

For tourism marketers, the findings suggest that marketing strategies should focus not only on promoting attractions but also on communicating compelling narratives that

enhance visitors' emotional expectations before the visit. Because marketing activities were found to significantly influence revisit intention, emotional resonance, and satisfaction, Fantawild should use marketing communication as both an information tool and a retention tool. Practical actions may include targeted campaigns for previous visitors, membership programs, limited-time IP events, family revisit packages, social media storytelling, and user-generated content campaigns that invite visitors to share their memories of Fantawild. These strategies can strengthen fond travel memories and convert satisfied visitors into repeat visitors.

Finally, because transportation ease significantly strengthens the relationship between satisfaction and revisit intention, Fantawild should not treat accessibility as a secondary operational issue. Even satisfied visitors may hesitate to return if transportation is inconvenient. Therefore, Fantawild parks should improve shuttle services, parking guidance, public transport connections, online transport information, and in-park mobility systems. By reducing practical barriers to revisitation, Fantawild can better transform visitor satisfaction into actual repeat visits. Overall, these measures can help Fantawild increase repeat visitation, improve customer lifetime value, stabilize long-term revenue, and strengthen visitor retention.

6. Conclusions

This study explored how storytelling-based experiences influence visitors' revisit intention to Fantawild theme park environments, with particular attention to the mediating roles of emotional resonance and satisfaction. Based on data from 573 Fantawild visitors, the empirical results show that satisfaction is the strongest direct predictor of revisit intention, followed by emotional resonance and marketing activities. The findings indicate that storytelling significantly enhances visitors' emotional engagement and overall evaluation of the experience. However, storytelling does not directly influence revisit intention; instead, it affects revisit intention indirectly through emotional resonance and satisfaction. Emotional resonance and satisfaction emerge as key mechanisms through which narrative-driven experiences translate into revisit intention. In addition, marketing activities, fond travel memories, IP appeal, and storytelling significantly enhance emotional resonance and satisfaction, while transportation ease strengthens the relationship between satisfaction and revisit intention. These findings highlight the importance of narrative-driven experience design in shaping visitor engagement in themed tourism environments. By demonstrating how storytelling-based experiences foster emotional connection and satisfaction, this study provides insights into the experiential mechanisms that encourage visitor re-engagement in theme park tourism and underscores the strategic value of narrative-based experience design in contemporary tourism destinations.

Nevertheless, several limitations should be acknowledged. The use of convenience sampling and the focus on Fantawild theme parks in China may constrain the generalizability of the findings, while the cross-sectional design limits the ability to capture temporal dynamics in visitor perceptions and revisit intention. Accordingly, future research is encouraged to employ more representative sampling techniques, extend the analysis to diverse theme park contexts and cross-cultural settings, and adopt longitudinal approaches to better understand the evolving nature of visitor behavior.

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Conflicts of Interest: The authors declare no conflict of interest.

Appendix A. The Measurement for This Research

Marketing Activities (MA)

MA1. The marketing activities at Fantawild Theme Park are enjoyable.

MA2. Fantawild provides clear and accessible information about its attractions and activities.

MA3. The park offers opportunities for visitors to interact and engage during its marketing activities (e.g., themed events, performances, demonstrations).

MA4. It is easy for me to communicate my needs or preferences to staff during Fantawild's marketing and promotional activities.

MA5. The information provided during Fantawild's on-site promotions is up to date.

MA6. Fantawild's marketing activities reflect modern and innovative trends.

MA7. I can find the information I need about attractions and activities through Fantawild's on-site promotional materials (e.g., maps, signage, schedules).

MA8. Fantawild's marketing activities reduce my concerns about participating in specific attractions or experiences.

Fond Travel Memories (FTM)

FTM1. I have wonderful memories of my visit to Fantawild Theme Park.

FTM2. I remember many positive things about my Fantawild Theme Park experience.

FTM3. I enjoy recalling and thinking back on my visit to Fantawild Theme Park.

IP Appeal (IP)

IP1. I like the core themes and creative concepts represented by Fantawild's IPs (e.g., Classic of Mountains and Seas, Journey to the West).

IP2. I like the characters and story worlds of Fantawild's major IPs (e.g., Boonie Bears, Silk Road Dreamland).

IP3. I like the overall brand image conveyed by Fantawild's IPs.

Storytelling (ST)

ST1. Fantawild Theme Park presents its attractions through engaging and coherent stories.

ST2. The storytelling in Fantawild's shows and rides makes the experience more immersive and memorable.

ST3. I can clearly understand the storyline that connects different attractions in Fantawild.

ST4. Fantawild's storytelling allows me to better appreciate the meaning behind Chinese myths and folklore.

Emotional Resonance (ER)

ER1. I am interested in knowing more about Fantawild Theme Park.

ER2. When others talk about Fantawild Theme Park, I feel interested.

ER3. Compared to others, I am more interested in news or updates about Fantawild Theme Park.

ER4. If Fantawild Theme Park were to shut down, I would truly miss it.

Satisfaction (SA)

SA1. Fantawild Theme Park is one of the most satisfying theme parks I have visited.

SA2. I am satisfied with my decision to visit Fantawild Theme Park.

SA3. Choosing to visit Fantawild Theme Park was a wise decision.

SA4. I had a splendid time at Fantawild Theme Park.

SA5. I have no regrets about my decision to visit Fantawild Theme Park.

Transportation Ease (TE)

TE1. The availability of reliable transportation to and within Fantawild Theme Park is important to my visit.

TE2. High transportation costs to Fantawild discourage me from revisiting the park.

TE3. I consider the convenience of transportation to and within Fantawild Theme Park an important factor when deciding whether to revisit.

TE4. Poor transportation conditions or inadequate transport facilities within Fantawild Theme Park reduce my willingness to explore its attractions.

TE5. Efficient and well-organized transportation systems to and within Fantawild Theme Park enhance my overall visit experience (e.g., shuttle services, on-site transportation facilities).

Intention to Revisit Theme Park (IRT)

IRT1. When visiting theme parks in the future, Fantawild will be my top choice.

IRT2. I will visit Fantawild Theme Park again.

IRT3. I am likely to revisit Fantawild in the future.

IRT4. If I return to this area, I will choose to revisit Fantawild.

IRT5. Even if there are other theme parks nearby, I will still choose Fantawild.

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