

The Role of Destination Image and Sociability in Boosting Service Quality for Wellness Tourism: Insights from Hot Spring Resorts

Qin, Chen ¹ Paulo Noel A. Mazo, DBA, LPT ^{2*} Emmanuel P. Paulino, DBA, LPT³

Lou-Rena S. Boquila, PD, PhD² Anna Liza Aterrado, DBA³

1. Fuzhou University of International Studies and Trade
2. Pamantasan ng Lungsod ng Maynila, Gen. Luna corner Muralla St. Intramuros, Manila
3. College of Business Administration and Accountancy, De La Salle University Dasmarias

* pnamazo@plm.edu.ph

Abstract

This study examines the influence of service quality, perceived image, and sociability on customer satisfaction in hot spring tourism in China. Understanding key satisfaction drivers becomes essential as hot spring destinations evolve to attract wellness-focused tourists. The research aims to reveal the relationship between perceived destination image, service quality, and customer satisfaction and explore sociability's mediating effect.

Utilizing a correlational design and survey data from hot spring resort visitors, the study applies multiple regression to analyze the variables' relationships. Findings indicate that both perceived image and service quality positively impact customer satisfaction, while sociability significantly mediates this effect, enhancing the overall customer experience. This study contributes to service quality management by providing insights into customer engagement strategies for the tourism industry.

Keywords: Service Quality, Customer Satisfaction, Destination Image, Sociability, Wellness Tourism, Hot Spring Resorts

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1. Introduction

China's tourism industry has seen consistent growth in both domestic and international sectors, positioning the country as a key player globally (Hoque et al., 2020). The influx and outflow of tourists have significantly increased, with many international visitors being drawn to China's famous landmarks like the Great Wall and the Forbidden City, as well as its rich cultural experiences (Zhang & Zhang, 2021; Liu et al., 2020; Yang, 2018; Chen & Huang, 2018). The industry's resilience is demonstrated by its ability to rebuild and thrive through strategic integration with other sectors (Wang et al., 2020; Zhang, Guo, & Bashir, 2022). Following the COVID-19 pandemic, hot spring tourism has surged in popularity, especially among tourists seeking authenticity and wellness (Liu, Browne, & Iossifova, 2022). Many tourists are now more focused on maintaining good health, recognizing the wellness benefits that hot springs provide (Liu, Fu, & Li, 2019). These hot springs in China are transforming from simple leisure spots into sophisticated centers for medical and wellness tourism, symbolizing a broader shift towards low-carbon, health-oriented travel (Wu, 2022; Zhu & Lan, 2020; Yang et al., 2021).

Hot spring tourists typically have higher satisfaction expectations compared to other types of tourists, creating a competitive need for destinations to deliver outstanding customer value (Saayman et al., 2018). In the service industry, ensuring and maintaining customer satisfaction is one of the most challenging management tasks (Chen et al., 2019; Narangajavana et al., 2019). Current research on hot spring tourism focuses on consumer perspectives, including the consumption, commercialization, and performance of hot spring resources, and how tourists perceive these aspects (Chen et al., 2019; Kusdibyo, 2022). Although there is considerable interest in the relationships between service quality, destination image, satisfaction, and the sustainability of the hot spring business, key factors affecting customer satisfaction remain underexplored (Mi et al., 2019; Liu et al., 2019; Shavanddasht & Allan, 2019). This study aims to fill these gaps by examining the effects of perceived image and service quality on customer satisfaction, with sociability as an intervening variable. Additionally, it seeks to expand the context beyond previous studies, which have primarily focused on industries like hotels, restaurants, and airlines (Dam & Dam, 2021; Özkan et al., 2020; Ashraf et al., 2018; Tuncer, Unusan, & Cobanoglu, 2021;

Agarwal & Gowda, 2021). Through this research, a deeper understanding of the successful strategies in hot spring tourism can be achieved, ultimately enhancing customer satisfaction and industry sustainability.

2. Service Quality (SERQUAL)

This study makes use of the Service Quality (SERVQUAL) model theory. A popular framework for evaluating and quantifying service quality in a variety of industries, including hospitality and tourism, the SERVQUAL model theory was developed by Parasuraman, Zeithaml, and Berry in 1988. Five aspects of service quality are identified by this theory: tangibles, assurance, responsiveness, reliability, and empathy (Afthanorhan et al. 2019; Pakurár et al. 2019). Based on the theory, customers assess the quality of services by considering these five essential elements. Customer satisfaction is greatly impacted by the quality of the services provided (Farooq et al. 2018; Gong & Yi 2018). Furthermore, Fida et al. (2020) came to the conclusion that when services meet or beyond expectations and contribute to excellent service quality, a destination's perceived image may favorably boost consumer happiness.

Endeshaw (2021) defined service quality as the general excellence and performance of a service as seen by clients is referred to as service quality. From the study of Qalati et al. (2021), it is stated that the perception of service quality is an attitude that reflects a long-term overall assessment. For businesses that want to win the hearts of their customers for a lifetime of prosperity, maintaining and improving service quality must be ongoing efforts (Mukhopadhyay, 2020). Chattopadhyay (2019) As stated by Yulisetiari and Prahasta (2019), clients favor and value businesses that offer superior customer service quality. Marketers only used tangible goods to describe and measure quality, whereas service quality was largely researched and poorly defined (Hossain, Rehena, & Razia, 2018). Rita, Oliveira, and Farisa (2019) revealed that there are three dimensions of service quality; technical quality, function quality, and corporate image.

Technical quality refers to the measure of how well a service is executed or delivered in terms of accuracy, precision, and effectiveness (Medberg, & Grönroos 2020; Pakurár et al. 2019). It specifically focuses on the technical aspects of service delivery, including competency, expertise, and proficiency (Chang et al. 2006; Mukhopadhyay, 2020). Lee and Yu (2018) concluded that technical quality is an integral component of overall service quality.

The ability of a good or service to fulfill its requirements and carry out its primary duties efficiently is referred to as functional quality (Pakurár, 2019; Endeshaw, 2021). Functional quality in the context of services emphasizes meeting requirements, satisfying customer needs, and producing the intended results (Chattopadhyay, 2019; Kang, 2006). The relationship between functional quality and customer satisfaction is significant (Meesala & Paul 2018; Peach, Cohen, & Tozer 2006).

The corporate image dimension of quality is the result of how consumers perceive the firm, and it is expected to be built up mainly by the technical and functional quality of its services, and will eventually affect service perceptions (Tran et al. 2015; Adeniji et al. 2015). Lopez, Gotsi, and Andriopoulos (2011) defined corporate image as the overall perception and reputation of a company as formed by its stakeholders, including customers, employees, investors, and the public. Customer perceptions of a company are strongly linked to its corporate image, and one of the main factors affecting those perceptions is the quality of the services provided (Maruf & Afeez 2013; Tran et al. 2015).

2.1 Sociability

Sociability is the ability and tendency of an individual to interact, form bonds, and engage in social activities with other people. It encompasses a range of behaviours and attitudes that support positive and productive interpersonal interactions (Ryan & Deci, 2019; Baumeister & Leary, 2019; Dunbar 2020). Sociability requires effective communication, empathy, and the ability to detect and respond to the emotions and social cues of others (Adams & Stathakis, 2020; Sandel & Young, 2020; Christakis, 2020). As stated by Morrison and Nolan (2019), sociability include the creation and maintenance of social networks, which are critical for both personal and professional support systems. Sociability is necessary for creating and maintaining social networks that provide opportunities, knowledge, and support. In group dynamics, sociability is crucial because it affects an individual's ability to cooperate, settle disputes, and accomplish group objectives. Strong sociability improves group dynamics by promoting collaboration, the resolution of conflicts, and the accomplishment of group objectives (Jackson & Parker, 2021; Lee & Kim, 2022; Hawkins & Kretschmer, 2021).

Meanwhile, previous researchers proposed dimensions for sociability (Delhey & Dragolov, 2021; Ryan & Deci, 2019; Sandel & Young, 2020). The first dimension is the communication. Effective communication is a key element of sociability, and communication and sociability are inextricably intertwined (Sandel & Young, 2020). In order to foster meaningful connections and interactions, sociability—which is defined as the capacity to participate in and enjoy social interactions—heavily depends on communication abilities (Delhey & Dragolov, 2021; Ryan & Deci, 2019). Clear and articulate verbal communication is essential for expressing thoughts, emotions, and intentions, fostering mutual understanding in social interactions. The foundation of sociability is effective verbal communication, which allows people to express their ideas and establish connections with others (Adams & Stathakis, 2020; Christakis, 2020). Non-verbal communication significantly enhances sociability by providing additional context and emotional depth to interactions (Nguyen & Tran, 2021; Lee & Kim, 2022).

Empathy is the second dimension. Sociability, or the ability to participate in and enjoy social interactions, is largely dependent on empathy, or the capacity to comprehend and experience the sentiments of another (Putnam & Garrett, 2021; Lee & Kim, 2022). By developing stronger emotional ties, enhancing communication, and encouraging pro-social actions, empathy improves sociability (Morrison & Nolan, 2019; Smith & Christakis, 2022). Empathy allows individuals to resonate with the emotions of others, creating a deeper emotional connection. This connection is fundamental to sociability as it fosters trust and intimacy in relationships (Brown & Brown, 2022). People that possess empathy are more likely to be gregarious because it enables them to emotionally connect with others, which forges deeper and more lasting relationships (Smith & Brown, 2021). Through empathy, people may relate to and validate each other's experiences, strengthening social bonds and promoting a sense of belonging. Garcia and Lopez's (2019) stated that sociability and social relationships are reinforced when an individual can use empathy to communicate and validate their experiences.

Social involvement is sociability's third facet. There is a strong correlation between sociability and social engagement (Smith & Johnson, 2020; Garcia & Lopez, 2019). Participating in activities that strengthen relationships between individuals and their communities and social networks is known as social engagement (Nguyen & Tran, 2021; Morrison & Lewis, 2019; Layard & Clark, 2022). Engaging in community events and activities on a regular basis fosters sociability by offering avenues for interpersonal communication and relationship development. Participating in the community provides opportunities for social contact and relationship building, which dramatically increases sociability (Williams & Kim, 2021; Reeves, 2023). Frequent social contacts foster the development of empathy and a deeper comprehension of other people's viewpoints, two essential elements of sociability. Regular social interaction improves sociability by fostering empathy and understanding (Chen & Park, 2020; Smith & Brown, 2021).

2.2 Customer Satisfaction

The degree to which consumers are happy with their whole experience and opinion of a good, service, or brand is known as customer satisfaction (Uzir et al., 2021; Bhat, Darzi, & Parrey, 2018). Dam and Dam (2021) defined satisfaction as an overall customer attitude toward a provider, or an emotional experience to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals, or desires. Ofosu-Boateng and Agyei (2020) stated that customer satisfaction is a subjective measure influenced by various factors, including product quality, service delivery, customer support, and the overall value received by the customer. Moreover, for organizations to evaluate the performance of their products and services as well as the efficacy of their customer-focused strategies, customer satisfaction is an essential statistic (Kurdi, Alshurideh, & Alnaser 2020; Otto, Szymanski, & Varadarajan 2020).

Numerous academics and researchers stress the significance of customer satisfaction (Gajewska et al. 2020; Gunawan, 2022; Lim, Tuli, & Grewal 2020). Customer satisfaction increases an organization's profitability (Kurdi, Alshurideh, & Alnaser 2020; Almohaimmed, 2019). Customer satisfaction serves as a valuable feedback mechanism (Lim, Tuli, & Grewal 2020). Positive feedback indicates areas of strength, while negative feedback highlights areas for improvement (Hoe & Mansori 2018; Sathiyavany & Shivany 2018). On the other hand, Ali, Danish, and Asrar - ul - Haq (2020) stated that customer satisfaction contributes significantly to a company's reputation. Satisfied customers are more likely to share positive reviews and testimonials, enhancing the brand's image. A company's reputation can be enhanced and new clients can be drawn in via effective advertising through word-of-mouth. (Berraies & Hamouda 2018).

Moreover, previous researchers discuss three dimensions of customer satisfaction which are Customer Relationship Marketing, Customer Loyalty, and Customer Expectations (Gazzola et al. 2020; Uzir et al. 2021; Lina, 2022; Jamshidi & Rosta, 2021; Zhang et al. 2018; Juanamasta et al., 2019). Establishing and maintaining

long-lasting relationships with clients through a comprehensive strategy is the aim of customer relationship marketing, or CRM (Gazzola et al. 2020; Zhang et al. 2018). Uzir et al. (2021) stated that CRM helps businesses gain a deeper understanding of their customers through data analysis. By knowing customer preferences, challenges, and feedback, businesses can tailor their offerings to better meet customer needs, ultimately leading to increased satisfaction (Kumar & Reinartz 2018; Buttle & Maklan 2019). Customer loyalty refers to the inclination of customers to consistently choose and favor a particular brand, product, or service over others in the market (Khairawati, 2020; Setiawati et al. 2019; El-Adly, 2019).

Gunawan (2022) revealed that loyalty is often demonstrated through repeat purchases, brand advocacy, and a willingness to continue the relationship over an extended period. Srivastava and Rai (2018) conclude that loyalty and customer satisfaction are correlated. Additionally, happy Customers have a higher tendency to stick around and develop loyalty, which in turn increases customer satisfaction (Romdonny & Rosmadi 2019).

Researchers such as Ali, Danish, and Asrar - ul - Haq (2020) and Berraies and Hamouda (2018) describe "customer expectations" as the expected benchmarks or results that consumers feel they should reach when engaging with a good, service, or brand. These expectations are influenced by a variety of factors, including personal preferences, social influences, marketing messages, and prior experiences. Customer expectations and actual experiences are frequently compared to determine customer satisfaction. Customer satisfaction is likely to rise when experiences meet or exceed expectations. On the other hand, contentment could drop if experiences don't live up to expectations (Terninko, 2018; Sathiyavany & Shivany 2018).

3. Perceived Image of Tourist Destination Linked with Customer Satisfaction

This study revealed how business perceived image affects customer satisfaction, how service quality affects customer satisfaction, and how sociability affects customer satisfaction as an intervening role. Therefore, this study follows the correlational methodology to address each hypothesis. One of the functions of correlational designs is the systematic examination of correlations or relationships between and among variables. Thus, correlational studies explain both the variables and the natural relationships that exist between and among them (Seeram, 2019).

3.1 Population and Sampling

The scope of the hot spring resort in Fuzhou is the basis for this study, with tourists from the hot spring resorts in Gui'an, Xishan, and Yu serving as the target market. Due to the design content of the questionnaire, in addition to the overall substantial environment, it also includes internal facilities of the hot spring resort. To guarantee the efficacy of the questionnaire survey, the number of samples is determined using the Schaeffer sampling formula, which takes factors such as the risk of estimating error and the cost of getting the sample.

$$N = n / [(n - 1) \times \delta^2] + 1$$

N: Sample sample quantity; n: total number of area samples; indicating sample error. The resident population in Fuzhou in 2022 was 5.42 million, and the annotation of error rate was 0.05. The number of samples for this sample survey was 349.

Customer satisfaction is significantly influenced by sociability (Smith & Johnson, 2020; Garcia & Lopez, 2019; Nguyen & Tran, 2021). Companies with a high degree of sociability tend to cultivate stronger bonds with their clients, which improves client satisfaction and experiences (Smith & Johnson, 2020; Williams, & Kim, 2021). Personalized encounters that help clients feel appreciated and understood are a key component of sociability in customer service. Due to the sense of connection and loyalty this personalization fosters, client happiness is increased. Customer satisfaction is greatly increased by sociable, personalized interactions that create a sense of connection and loyalty (Chen & Park, 2020; Smith & Brown, 2021; Jackson & Parker, 202). Businesses that place a strong emphasis on sociability foster a warm, inviting environment that makes clients feel valued and at ease, which raises customer satisfaction levels. Friendly establishments foster a welcoming environment that increases client comfort and pleasure (Lee & Kim, 2022; Wang & Liu, 2020; Chen & Li, 2021).

Ha1: There is a significant effect of sociability on customer satisfaction.

3.2 Service Quality Linked with Customer Satisfaction

Numerous studies have looked into the connection between customer satisfaction and service quality (Rita, Oliveira, & Farisa 2019; Afthanorhan et al. 2019; Nguyen et al. 2021). The relationship between service quality and customer satisfaction is integral to the success of any business (Abror et al. 2020; Ali et al. 2021). Afthanorhan et al. (2019) stated that when a company consistently provides high-quality services, meeting or exceeding customer expectations, it creates a positive experience. This positive experience, characterized by efficient service delivery, friendly interactions, and the fulfillment of customer needs, contributes significantly to customer satisfaction (Prentice, Lopes, & Wang 2020; Nguyen et al. 2021). Customers tend to be more loyal and likely to recommend the business to others when they perceive a consistently high level of service quality, establishing a strong and positive connection between service quality and overall customer satisfaction (Rita, Oliveira, & Farisa 2019). Teeroovengadum (2022) finds that service quality significant effect and favorable correlation between the Greek retailing and customer satisfaction industry. Virkar and Mallya (2018) discovered that the hotel's reputation was impacted by its existence of a level of customer service and satisfaction that supports the preferred impression produced by the hotel by raising the level of client satisfaction and service quality.

Ha2: There is a significant effect of service quality of tourist destinations on customer satisfaction.

3.3 Intervening Role of Sociability

As a mediator that affects outcomes in social, professional, and personal contexts, sociability often plays a critical intervening role in a variety of scenarios (Sandel & Young, 2020; Smith & Brown, 2021; Smith & Christakis, 2022). The quality of interactions at work is improved by sociability, and this raises worker satisfaction and productivity. Gregarious employees do better in networking, teamwork, and collaboration (Smith & Johnson, 2020; Morrison & Nolan, 2019; Nguyen & Tran, 2021). Lee and Kim (2022) stated that being sociable fosters relationships at work, which in turn boosts productivity and job happiness. In customer service positions, sociability improves the standard of client encounters. Positive interactions with consumers are more likely to occur when customer care agents are gregarious, which increases customer satisfaction (Adams & Stathakis, 2020). Customer service sociability improves the standard of client encounters, which raises customer happiness (Jackson & Parker, 2021; Chen & Park, 2020). Building trust with their staff is facilitated by sociable leaders. In turn, trust is essential for cohesive teams and effective leadership. Socially adept leaders are more likely to be viewed as personable and encouraging (Brown & Brown, 2022; Dufour & Loughheed, 2022; Hawkins & Kretschmer, 2021)

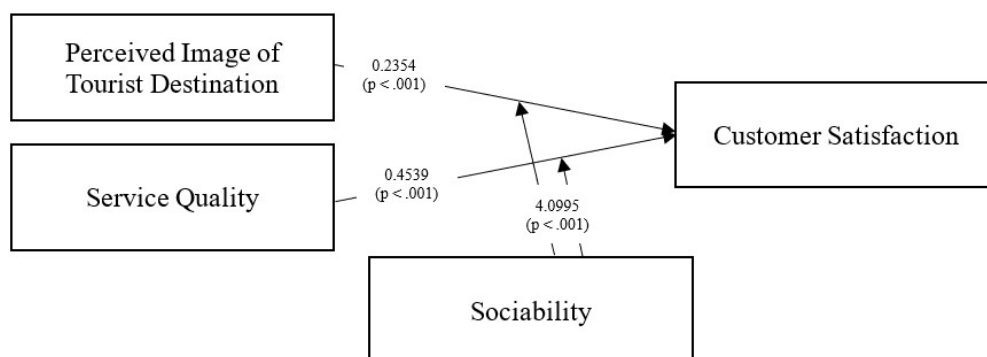


Figure 1: Path Evaluation Results Estimates

Table 1. Regression Analysis Results

Predictor	Estimate	SE	z	p	Interpretation
Perceived Image -> Customer Satisfaction	0.2354	0.0542	4.123	< .001	H1 Accepted
Service Quality -> Customer Satisfaction	0.4539	0.0544	3.199	< .001	H2 Accepted

Table 2. Indirect Analysis Results

Predictor	Estimate	SE	z	p	Interpretation
Intervening effect of Sociability	4.0995	0.2775	14.772	< .001	H3 Accepted

4. Results and Discussions

4.1 Path Estimates

The provided path diagram in Figure 1 illustrates the relationships between "Perceived Image of Tourist Destination," "Service Quality," "Sociability," and "Customer Satisfaction," using a structural equation model. The diagram reveals that the perceived image positively impacts customer satisfaction directly, with a path coefficient of 0.2354 ($p < .001$), indicating that a favorable image significantly enhances customer satisfaction. Service quality also has a direct positive effect on customer satisfaction, with a path coefficient of 0.4539 ($p < .001$), highlighting the importance of service excellence in customer experiences. Notably, sociability exerts a strong positive influence on customer satisfaction, with a remarkably high path coefficient of 4.0095 ($p < .001$), underscoring the critical role of social interactions in driving satisfaction levels. These results collectively emphasize that enhancing the perceived image, ensuring high service quality, and fostering sociability are crucial for boosting customer satisfaction in the tourism context.

4.2 Regression Analysis

The Table 1 shows the effect of the Perceived Image of Tourist Destination on Customer Satisfaction, estimated at 0.2354, which is significant, $z(349) = 4.123$, $p < .001$. This supports the acceptance of H1 is accepted. Customer Satisfaction significantly increases by an estimated 0.4539 per 1 level increase of Service Quality, $z(349) = 3.199$, $p < .001$. Therefore, H2 is accepted.

The Table 2 shows the Intervening effect of Sociability on Customer Satisfaction, estimated at 4.0995, which is significant, $z(349) = 14.772$, $p < .001$. This supports the acceptance of H3 is accepted.

5. Conclusion

5.1 Perceived Image of Tourist Destination on Customer Satisfaction

The results revealed that there is a positive effect of the perceived image of tourist destinations on customer satisfaction. Previous research supports the claim of the present study citation (Kim, 2018; Al-Ansi & Han 2019; Couto et al. 2020; Aliman et al. 2014; Chang & Wang 2019). Thus, the positive effect of the perceived image of a tourist destination on customer satisfaction is a crucial aspect that significantly shapes the overall tourism experience. A favorable and well-crafted destination image, encompassing cultural appeal, natural beauty, safety perceptions, and positive online representations, establishes positive expectations for tourists. A strong

brand identity is established through the favorable impact of a hot spring destination's perceived image on customer satisfaction. Customer loyalty is increased by a strong and recognizable brand image since happy customers are more inclined to return to the same location. Customer satisfaction increases when the experience meets or beyond these favorable impressions. The perception of a destination serves as a motivating factor, impacting travelers' choices, enhancing their pleasure, and encouraging return visits. The beneficial impact extends beyond the immediate encounter to perceptions and actions that follow the visit. Lastly, by consistently fulfilling the promises established through the perceived image, locations may guarantee long-term success and competitiveness in the international tourism industry. A vicious circle of happy occasions, contentment, and advocacy may result from this.

5.2 Service Quality of Tourist Destination on Customer Satisfaction

The positive correlation of service quality of tourist destinations on customer satisfaction is supported by previous studies (Nguyen et al. 2021; Ali et al. 2021; Rita, Oliveira, & Farisa 2019; Afthanorhan et al. 2019). It concludes that a tourist destination's capability to offer high-quality service to its tourists has a positive impact on their entire travel experience. Tourist destinations create a good base for customer satisfaction when they continuously provide high-quality services that meet or exceed visitors' expectations.

In hot spring destinations, personalized and considerate services are highly appreciated by tourists. The extent of service quality affects how tourists view and enjoy their time staying in hot springs, whether it is through informational support or their experiences.

The result proposes that the impression of the destinations, in general, is directly impacted by the services provided, which includes everything from transportation and lodging to hospitality and cultural events. Positive emotions are influenced by a setting that is competent and customer-focused. It will give visitors remarkable memories. The increasing levels of customer satisfaction are the outcome of these satisfying memories, which also stimulate loyalty and increase the possibility of repetition of visits. Outstanding service increases the probability that tourist will talk about their experiences in reviews, social media, and through word-of-mouth to enhance the reputation of the place.

5.3 Intervening Effect of Sociability on Customer Satisfaction

The findings showed that sociability had a significant intervening effect on customer satisfaction. The capacity for productive social interaction, or sociability, is a significant intervening factor that dramatically raises customer satisfaction in the travel and tourist sectors. Approachable tourism professionals can offer customized services that address the particular requirements and preferences of each customer, resulting in higher levels of customer satisfaction.

An extroverted personality makes the space cozy and welcoming, which improves guests' overall experience by putting them at ease and feeling valued. Due to the findings, being gregarious helps travelers and travel service providers communicate more effectively, which reduces misunderstandings and ensures that customers are informed of the services and expectations.

To promote pleasant conversations and enhance enjoyment, it's critical to show empathy and compassion for guests. This promotes trust and emotional ties. Approachable staff members engage with guests directly, generating unique experiences that increase the enjoyment and fulfillment of their trips. People-oriented tourism professionals are more adept at spotting problems early on and acting quickly to resolve them, ensuring that guests' demands are satisfied in a prompt and effective way.

5.4 Limitations and Implications

Travelers' different characteristics and preferences have a huge effect on how satisfied they are. Understanding these profiles which include age and sex will enable the hot spring business to modify its offerings and promotional strategies to better meet the different demands of its guests. Furthermore, the multi-regression analysis results are limited to China's hot spring tourism industry. Findings from various domains and regions of interest could vary.

Tourism centered around hot springs should prioritize strategic image management. concentrating on enhancing opinions of safety, cultural appeal, natural beauty, and accurate internet representations. It is imperative to

conduct periodic evaluations of the destination's image to pinpoint opportunities for enhancement and ensure alignment with the ever-evolving preferences of travelers.

Provide comprehensive branding strategies that create a strong and recognizable brand image while highlighting the unique features of hot spring destinations. It is important to draw attention to the distinctive cultural and natural aspects of the destination in order to develop a brand that resonates with the target market and encourages visitor loyalty.

Invest in personnel training programmers, infrastructure upgrades, and service enhancements to ensure that the picture presented in travel destination marketing campaigns quickly reflects the actual travel experience. Employees should have the necessary training in hot spring tourism so they can provide specialist services to accommodate different kinds of tourists.

Establish effective mechanisms for collecting customer feedback regarding the calibre of the services. Gather direct feedback from visitors by using suggestion boxes, digital feedback platforms, and questionnaires. This input can serve as a roadmap for continuous improvement initiatives and highlight areas where service delivery can be enhanced.

It is important for employees to have cultural sensitivity training so they can completely comprehend and value the many cultures of visitors. Cultural competence contributes to the creation of a welcoming atmosphere where visitors feel valued and respected, which fosters happy feelings and higher levels of satisfaction.

Engage visitors with digital media platforms prior to, during, and after their hot spring experience. Utilize social media, smartphone apps, and online forums to ask questions, share content, and foster a sense of community among both frequent visitors and newcomers.

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Qin, Chen is a distinguished scholar associated with Fuzhou University of International Studies and Trade. She recently earned her Doctor of Business Administration (DBA) degree from Jose Rizal University, where she conducted extensive research in the fields of international trade and business analytics. Her academic work is known for its depth and practical implications, contributing valuable insights to the global business community.

Paulo Noel A. Mazo, DBA, LPT is an esteemed academic currently serving as Assistant Professor III at the College of Business Administration in Pamantasan ng Lungsod ng Maynila (PLM). He has previously held the role of Assistant Area Chair for the Graduate School of Business at Jose Rizal University, where he continues to contribute as a faculty member. Additionally, he teaches at the Graduate School of Business in Philippine School of Business Administration Manila. The courses that he teaches in the different graduate school are Strategic Management, Operations Management, and Research.
College of Business Administration, Pamantasan ng Lungsod ng Maynila Gen. Luna corner Muralla St. Intramuros Manila, Philippines 1002
Email: pnamazo@plm.edu.ph
ORCID ID: <https://orcid.org/0009-0001-0236-1542>

Emmanuel P. Paulino, DBA, LPT Emmanuel Paulino, DBA, LPT, (Primary and Corresponding Author) is a faculty member in different Graduate Schools in the Philippines. He finished his Doctorate degree in Business Administration at Pamantasan ng Lungsod ng Maynila. He teaches research methods, statistics, and business analytics at Ateneo de Manila University, De La Salle University, University of the City of Manila, Jose Rizal University, and San Beda College Alabang. He is interested in conducting studies on marketing and management using different statistical and analytics conventions. He is also the Research Director of the College of Business Administration and Accountancy at De La Salle University Dasmariñas.
College of Business Administration and Accountancy, De La Salle University Dasmariñas. Email: eppaulino@dlsud.edu.ph; empauls@gmail.com
ORCID: <https://orcid.org/0000-0002-6282-6460>

Lou-Rena S. Boquila, PD, PhD is an Assistant Professorial Lecturer II at the Pamantansan ng Lungsod ng Maynila. She holds Post Doctoral in Strategic Management and Leadership and Doctor of Philosophy Major in Public Governance with expertise in various fields including public administration, government/business management, research and education. As a dedicated academic advisor and a certified ISO auditor, she imparts knowledge in management subjects including marketing, human behavior, the contemporary world, art appreciation and civic welfare training service. Her diverse qualifications and commitment to student success make her a valuable asset in both educational and research environments.
Pamantasan ng Lungsod ng Maynila (PLM), General Luna corner Muralla St. Intramuros Manila, Philippines 1002 Email lsboquila@plm.edu.ph
ORCID ID: 0009-0004-0498-9087

Anna Liza Aterrado, DBA is the Program Chair of Marketing Department under the College of Business Administration and Accountancy, De La Salle University – Dasmariñas. She finished her Doctorate degree in Business Administration at Pamantasan ng Lungsod ng Maynila. Her interest in research is focused on Marketing theories and concepts.

College of Business Administration and Accountancy, De La Salle University Dasmariñas. DBB-B 4115 West Ave., Dasmariñas, Cavite

Email address: apaterrado@dlsud.edu.ph

ORCID: <https://orcid.org/0009-0001-8404-3440>