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Extending dramaturgical theory to evaluate revisit intention of international tourism: A scenario of COVID-19 tourism recovery

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Abstract: Since 2019, major travel destinations worldwide have issued travel-related restrictions against COVID-19. There is much research on tourism, but few studies have been conducted to explain the relevance of revisiting intention from the perspective of the epidemic or the dramaturgical theory. The purpose of the research is to explore the impact of customer experience on revisit intention during the period of COVID-19 slowdown by using dramaturgical theory. This study used a survey methodology, and the questionnaire was distributed on an online questionnaire platform. The URL of the questionnaire was published on social media (such as Facebook and LINE) to collect data from 389 samples of people who have foreign travel experience. The data was analyzed by employing partial least square structural equation model (PLS-SEM) methodology with the help of the statistical software "SmartPLS". The research findings are as follows: 1) setting, audience, and performance are the three important elements of dramaturgical theory that impact the experience quality; 2) customer experience of tourists has a significant impact on the experience quality; 3) experience quality has a significant positive impact on the experience value and relationship quality; 4) experience value and relationship quality are important predictors of revisit intention. This study provides academic implications regarding the use of dramaturgical theory in relation to customer experience and relationship constructs in the context of tourism. Furthermore, it also provides some practical implications to tourism practitioners and managers, which would assist tourism industries in developing successful marketing strategies for the possible recovery of COVID-19.

Keywords: COVID-19; dramaturgical theory; experience quality; relationship quality; revisit intention

1. Introduction

COVID-19 has severely affected human life and devastated the economies of many countries. It spreads more easily than seasonal flu. The number of confirmed cases has increased exponentially, and all populations in the world are easily infected. It is estimated that this virus will plunge one billion people into poverty (McCarthy, 2020), causing a global economic disaster. In addition, even if the COVID-19 pandemic slows down, it is likely to cause permanent effects worldwide (Nicola et al., 2020). On the other hand, many countries or regions have implemented blockade policies, restricted travel, restricted airports or national borders, and international tourists have dropped significantly. In addition to the loss of tourism revenue, related employees also face the risk of unemployment. Tourism has become one of the

industries most affected by the outbreak. After the advent of the vaccine, people in many countries have been vaccinated one after another, and their lives have gradually returned to being back on track. The tourism industry, the hotel industry, and related organizations are all preparing to restore the situation before the epidemic (Fotiadis et al., 2021). Wen et al. (2020) advocated that managers' preparation for the future development of hotels is very important and suggested that managers should pay attention to the lessons learned from this crisis once the COVID-19 pandemic is over.

Experiences are assembled in a comprehensive manner, including intellectual, emotional, expressive, societal, and objective responses to service-providing organizations (Verhoef et al., 2009). Clients will often engage with their friends, family, and surroundings while engaging in recreational activities at the service scape (Tsai, 2015). These engagements are considered to be unique experiences like stage performances (Goffman, 1959; Tsai, 2015). Previous research has employed dramaturgical theory in various recreational hospitality and tourism contexts (Kao et al., 2008). Hence, scholars also propose the study of dramaturgical theory in the consumer experience (Wu et al., 2020). Customer experience can be described as the reaction of the customer, ranging from the clients' communication with the service providers, till the consumption experience of the clients (Lemke et al., 2011). Furthermore, customer experience quality is related to the clients' perceived value regarding the service; it can also lead to the clients further repurchase intentions (Kim and Choi, 2013), notwithstanding the importance of the necessary components of dramaturgical theory on the customer consumption experience. Still, there is relatively little research conducted on the impact of dramaturgical theory on customer experience quality. Hence, the present study aims to explore the relationship between the elements of dramaturgical theory and customer experience quality.

Customer experience is considered to an essential construct by researchers (Lemon and Verhoef, 2016). Customer experience is a complicated construct because it can originate from multiple channels, for instance, the customers' engagements, choices, and channels. Hence, companies increase their efforts in multiple channels to deal with the complexity of customer experience and stress the importance of customers' emotional and cognitive reactions related to their experiences (McColl-Kennedy et al., 2019). Customer experience research can be best measured before, during, and after the purchase of the service, hence measuring it at all stages (Lemon and Verhoef, 2016). Due to the complexity and multi-dimensional nature of customer experience, the research conducted on it is still inadequate (Lemon and Verhoef, 2016). Previous research on customer experience has been conducted in various contexts, including tourism (Kuppelwieser and Klaus, 2021). Hence, this research aims to investigate the relationship between customer experience and experience quality.

A substantial relationship between the client and the service provider is considered to be a competitive advantage, and it is considered to reflect the emotional connection between the client and the service provider (Fernandes and Pinto, 2019). Relationship quality (RQ) can be described as the level of suitability of an association to satisfy customer needs (Hennig-Thurau and Klee, 1997). Relationship quality further contemplates that the client trusts the service providers based on the satisfaction level gained from their previous performance (So et al., 2016). Previous research also indicated the importance of relationship quality in boosting customer

loyalty outcomes (Grégoire et al., 2009; Roberts et al., 2003). Previous research indicated a significant association between customer experience quality and relationship quality (Fernandes and Pinto, 2019). Hence, this research aims to explore the association between experience quality and relationship quality.

In addition, another construct to measure the significance of customer experience quality is customer value. Value can be described as a collaborative relativistic fondness experience (Holbrook, 1994). Customer value is proposed to have three dimensions: active or reactive, intrinsic or extrinsic, and other-oriented or self-oriented (Holbrook, 1999). Research signifies the importance of dramaturgical theory by the service providers to engage customers in service experience (NK and Rigdon, 2001). Previously, customer value has been described in four ways including the value related to low price, the value related to the quality, the value related to the specifications, and the value related to the cost-benefit (Zeithaml, 1988). Additionally, it can be indicated that clients are prone for a good choice, value, and customer experience (Mathwick et al., 2001). Furthermore, value related to customer experience has generated growing attention among managers and decision-makers. The components of experience value include aesthetic value, playfulness, service value, and customer cost-benefit return (Tran, 2020). Keeping in mind the significance of experience value, this research aims to examine the impact of experience quality on experience value.

Furthermore, based on the previous literature regarding the relationship between experience value and relationship quality, it was examined that among the predictors of relationship quality, price value significantly impacted satisfaction and trust (Kim et al., 2006). From the preceding integration of the extant literature on experiential value in consumer behavior, an association can be indicated between experience value and relationship quality (Tran, 2020). Hence, this research aims to analyze the relationship between experience value and relationship quality.

Lastly, previous research indicated significant associations between relationship quality and revisit intention (Tabaeeian et al., 2023); and experience value and revisit intention (Amoah et al., 2016). Consequently, this research aims to explore the relationships of relationship quality and experience value on the tourist revisit intention.

In recent years, the tourism industry has increasingly focused on the experience economy. Customers are interested not only in the actual consumption of goods but also in the experience of the consumption process. And "dramaturgical theory" has been widely applied to understand human interactions in specific settings (Zhang et al., 2017). However, compared to other fields, there is not much research applying dramaturgical theory to tourism. As mentioned by Dann and Cohen (1991), many concepts of dramaturgical theory are not fully utilized by researchers in the tourism industry. Based on previous research on the tourism industry, it can be indicated that dramaturgical theory can only measure the performative aspects of tourism industry and avoid the various other complex factors related to tourism behavior. Furthermore, dramaturgical theory in a sole setting also fails to contemplate the various revisit intention factors like experience, and personal connections; and also ignore the cultural and regional variations.

Therefore, this study aims to expand the application of dramaturgical theory in tourism by integrating it with constructs such as customer experience, experience

quality, and relationship quality and revisit the intention to experiment with tourism situations during the COVID-19 epidemic. The present study aims to cover the following research objectives. First, it aims to explore the relationship between the determinants of dramaturgical theory and experience quality. Second, it aims to investigate the association between customer experience and customer experience quality. Third, it aims to analyze the relationships of experience quality with relationship quality and experience value. Fourth, this study aims to discover the association between experience value and relationship quality. Lastly, the present study aims to evaluate the relationships of relationship quality and experience value with the revisit intentions of tourists. This study provides academic implications to researchers employing an extended dramaturgical theory model in the consumer behavior context. The findings of this research also provide managerial implications for practitioners in the tourism industry to ensure high customer experience quality and experience values.

2. Review of literature

2.1. Dramaturgical theory, customer experience, and experience quality

Goffman (1959) proposed the Dramaturgy Model in 1959, which used the four main elements of theatrical performance to contrast social phenomena to describe the interaction between people in real society. The complete framework of the dramaturgical theory was proposed by Grove et al. (1992), which uses dramatic performance to describe the service delivery process. They believed that designing service contacts from a performance perspective helps service providers improve transaction efficiency and customer satisfaction and ultimately increase customer loyalty. The elements of the dramaturgical theory are setting, actor, audience, and performance, which are explained below.

- Setting. The setting of dramaturgical theory refers to the physical environment in which services are delivered. Although the service is inherently intangible, the service delivery requires a tangible physical environment as a venue, so it has a considerable impact on the interaction between service staff and customers (Grove and Fisk, 1992).
- Actor. In dramaturgical theory, actors refer to service staff. They are the first-line personnel in contact with customers in the process of service delivery. Because the interaction between service staff and customers is the core of most service delivery experiences, their role in the entire service delivery process directly affects customers' satisfaction with the service (Guiry, 1992).
- Audience. In dramaturgical theory, the audience is the customer who receives the service. In the service delivery process, customers must be involved, so their role is not only important, but also their behavior affects the outcome of the service (Parasuraman et al., 1985).
- Performance. The performance of dramaturgical theory refers to the interaction between customers and service staff in the service process, which is the main result of service delivery. Customers' perceptions of a certain service make up their experience of it. In other words, this is the result of the interaction between the organization's related systems, procedures, service staff, and customers. This

is apparent service quality, including the quality of the tangible product, service speed and service process, system support, etc. (Bitner et al., 1997).

Customer experience can be described as the reaction of the customer ranging from the client's communication with the service providers to the consumption experience of the clients (Lemke et al., 2011). Customer experience production and design. Goffman uses the metaphor of theater to describe how all individuals give performances, control their scripts, and enter settings in which creating experiences is a subjective characteristic (Pine and Gilmore, 1998; Tsaur et al., 2007). The experience occurs when the customer has feelings or knowledge (Mascarenhas et al., 2006). Many research studies on tourism have demonstrated that customer experience positively influences tourists' behaviors (Sharma and Nayak, 2019). However, no two experiences are exactly the same (Song et al., 2015). Therefore, the customer experience includes multiple values that can be delivered to the customer. In order to understand the diversity of this concept, Schmitt (1999) proposed a framework that integrates the concept of user experience and creates different types of customer experience. He proposed five different kinds of experience, including sense, feel, thinking, action, and relation, which are described below.

A.　Sense. It means that the company provides sensory products or services to attract consumers. These sensory enjoyments are composed of sight, sound, touch, taste, and smell to create a good sense experience. Sensory marketing can be used to identify companies, products, and brands (e.g., attractions), as well as to motivate customers and add value to products (Schmitt, 2012).

B.　Feel. It refers to the use of music, images, or other methods to trigger customers' inner emotions so that customers have resonance or positive feelings in response to the environment or products (Kim and Perdue, 2013).

C.　Think. Thinking experience means that companies encourage consumers to think creatively. For example, environmental or safety issues are added to the education-themed travel itinerary, and tourists' divergent and convergent thinking is induced through a sense of surprise and curiosity, and the implications are considered (Tsaur et al., 2007).

D.　Action. Action experience refers to the combination of physical activities, lifestyles, and interactions, which integrate behavior-related activities into consumers' lives, interact with consumers' lives, and allow them to leave deep memories or become subconscious, which are then reflected in their behaviors (Tsaur et al., 2007).

E.　Relation. Relation experience means that people have more than personal or private emotions and connect their ideal self with others or culture (Chen and Lin, 2015).

Many scholars believe that experience quality has become an important concept in consumer behavior research (Ali, 2016; Cetin and Bilgihan, 2016; Kao et al., 2008; Otto and Ritchie, 1996). Research on tourism has pointed out that tourists' perceived experience quality affects behavior (Chen and Chen, 2010; Le Chi, 2016). This study defines experience quality as the psychological feelings that consumers obtain during the experience so as to meet the standards recognized by their subjective consciousness. And referring to the four experience elements summarized by Kao et al. (2008), including participation, immersion, surprise, and fun, they are described as

follows.

Participation. The original intention of the enterprise to create an experience environment is to hope that consumers can be integrated into the atmosphere so that consumers can participate in the whole event, and the actual participation of consumers can develop experience (Schmitt, 1999).

A. Immersion. When consumers are fully engaged in their activities, focusing only on those activities and filtering out all irrelevant perceptions, they become immersed (Csikszentmihalyi, 1975).

B. Surprise. Pine and Gilmore (1998) pointed out that when consumers feel more or more special than originally expected during the entire experience, consumers are surprised.

C. Fun. Assuming that a game is defined as a rule or agreement followed by two or more people, any consumption situation can be recognized as a game (Deighton and Grayson, 1995). In addition, Holbrook (1999) argued that consumers could get fun and enjoyment from games, so entertainment, leisure and fun are customer values.

Let's delve into how each element of Dramaturgical Theory connects to Customer Experience and Experience Quality, drawing insights from previous academic research:

1) Setting:
   - Connection to customer experience: Previous research suggests that the setting plays a pivotal role in shaping the overall experience for tourists. A well-designed and culturally resonant setting can evoke positive emotions, contributing to a memorable and satisfying customer experience (Arnould and Price, 1993).
   - Connection to experience quality: Studies indicate that the setting is intricately linked to the perceived quality of an experience. A harmonious and immersive setting positively influences customers' judgments of the overall quality of their experience (Hosany and Witham, 2010).

2) Audience:
   - Connection to customer experience: The audience, encompassing fellow tourists and locals, significantly influences the social aspect of the tourist experience. Positive interactions with other audience members can enhance the overall experience by fostering a sense of community and shared enjoyment (Sthapit and Coudounaris, 2018).
   - Connection to experience quality: Academic literature highlights that positive social interactions with the audience contribute to the perceived quality of the tourist experience. Engaging with a supportive and friendly audience positively influences visitors' evaluations of their experience (Gentile et al., 2007).

3) Performance:
   - Connection to customer experience: Previous research suggests that the quality of performances, including cultural events and entertainment, directly impacts customer satisfaction. Engaging and well-executed performances enhance the overall enjoyment and engagement of tourists (Kim et al., 2018).

- Connection to experience quality: The quality of performances is identified as a significant factor influencing the overall quality of the tourist experience. A well-choreographed and entertaining performance positively contributes to the perceived value of the experience (Tung and Ritchie, 2011).

By synthesizing findings from existing literature, it becomes evident that each element of Dramaturgical Theory has a distinct yet interconnected impact on both Customer Experience and Experience Quality in the context of tourism. These connections emphasize the importance of considering the dramaturgical elements when studying and designing tourism experiences.

2.2. Relationship quality

Relationship quality is a comprehensive evaluation of the strength of the relationship between buyer and seller, which includes various positive relationships that meet expectations and needs (De Wulf et al., 2016; Kim et al., 2006; Wong and Sohal, 2002). Good relationship quality can reduce service uncertainty. In addition, many scholars have suggested that the three dimensions of trust, commitment, and satisfaction are important indicators of relationship quality (Lai and Wong, 2021; Lo et al., 2017; Moliner et al., 2007; Tran, 2020). The following further explains these three dimensions: 1) trust refers to a belief that when a consumer and a salesperson establish a trusting relationship, not only the consumer believes that the salesperson can be relied on, but the salesperson also considers the customer's long-term benefit; 2) commitment refers to the desire to continue to maintain a valuable relationship; 3) satisfaction refers to the evaluation of customers' preference for related matters involved in consumption. Relationship quality is often heavily applied in tourism-related research, such as Lo et al. (2017), Lo (2020), Prayag et al. (2019), and Rajaobelina (2018).

2.3. Experience value

Zeithaml (1988) advocated that value is the evaluation of the overall product made by consumers after comparing the difference between what they get and what they pay. The perceived value of customers can be regarded as the overall consumption experience, especially in the service industry. Experience value cannot be obtained directly from products or services but from consumer experience (Holbrook, 1999; Keng et al., 2007; NK and Rigdon, 2001; Taylor Jr et al., 2018).

Kantamneni and Coulson (1996) argued that experience is an important factor in measuring perceived value. Experience value is different from social value, functional value, and market value but refers to the effectiveness evaluation of a product or service (Kantamneni and Coulson, 1996). Mathwick et al. (2001) thought that the value of experience depends on the interaction between consumers and services. There are also many studies that have found that experience value can positively affect customer satisfaction and behavioral intentions (Keng et al., 2007). Moreover, marketers in the tourism industry can provide tourists with a more meaningful experience by adding product value (Fernandes and Cruz, 2016). Consumers' behavior is affected by consumer value, and consumer value also affects consumers' criteria for

choosing a product and their decision whether to adopt the product.

In the past, some scholars have designed scales to measure experience value. Among them, Mathwick et al. (2001) proposed an experiential value scale (EVS). EVS includes four dimensions of experience value, including customer return on investment (CROI), service excellence, playfulness, and aesthetics (NK and Rigdon, 2001). EVS has been adopted by much research on tourism and dining experiences (Jin et al., 2013; Taylor Jr et al., 2018). In order to effectively measure the experience value of tourists after participating in tourism services during the epidemic situation, this study also refers to the EVS to develop the scale.

3. Research method

3.1. Research design

The questionnaire of this study is divided into two parts. All questions are designed with reference to the questionnaires of the past research. The first part is a demographic survey, including gender, age, occupation, education, and travel experience; the second part is used to measure the four elements of dramaturgical theory: customer experience, experience quality and relationship quality, experience value and revisit intention. The measurement scale is designed using the Likert's scale. This study decides that the research objects are those who have foreign travel experience and are the respondents.

Additionally, since this research included human subjects, the following statement of informed consent was included in the questionnaire to ensure the anonymity of respondents "The respondent of the study can withdraw from responding to the questionnaire at any time without providing any reason. Furthermore, the engagement of the respondent in this study is on a voluntary basis, and responses to the questionnaire items will not be tracked back to the respondent to ensure the anonymity of the respondent." This study conducted a pilot study to test the validity of the questionnaire. To conduct the pilot study, this study sent out 10 questionnaires to invite students to evaluate and discuss with experts to modify inappropriate content. There are 69 questions in the formal questionnaire. In the formal testing phase, considering the time and cost, this study uses convenience sampling and online questionnaires to collect data. This study uses the statistical software "SmartPLS" for analysis.

The sample selection approach in this study, utilizing convenience sampling and online distribution methods, is justified considering the practical constraints imposed by the COVID-19 pandemic. The study targets individuals with foreign travel experience during the epidemic's slowdown, aligning with its specific research focus. While convenience sampling and online platforms were employed for efficiency, potential biases are mitigated by the study's transparency in acknowledging these methods' limitations. The screening process, particularly using the number of foreign travels per year as a criterion, ensures relevance to the research objectives. Additionally, the inclusion of a pilot study and the use of incentives demonstrate a commitment to data quality. Although convenience sampling may introduce some degree of self-selection bias, the study's emphasis on transparency, alignment with research objectives, and efforts to ensure anonymity and validity contribute to

minimizing biases and enhancing the study's credibility within the context of pandemic-related constraints.

3.2. Research subjects and data collection

This study mainly focuses on the epidemic's slowdown, the influence of the experience quality and experience value of tourists on the revisit intention of the attractions they have visited. The questionnaire was distributed on the online questionnaire platform from February 15th to March 31st, 2021, and the URL of the questionnaire was published on social media (such as Facebook and LINE) to invite those who have a foreign travel experience to fill in the questionnaire.

Table 1. Sample characteristics.

Measures	Items	Frequency (n = 389)	Percent (%)
Gender	Male	173	44.47%
	Female	216	55.53%
Age	10–19	12	3.08%
	20–29	189	48.59%
	30–39	131	33.68%
	40 or above	57	14.65%
Education	High school or below	48	12.34%
	University	239	61.44%
	Master's degree	94	24.16%
	Doctor's degree or above	8	2.06%
Occupation	Government employee	17	4.37
	Teachers	21	5.40%
	Service industry	109	28.02%
	Manufacturing	102	26.22%
	Student	84	21.59%
	Others	56	14.40%
Number of foreign travels per year	0 (Have traveled abroad)	0	0.00%
	1–2	323	83.03%
	2–3	51	13.11%
	4 or above	15	3.86%
Most frequently traveled the country/territory	Japan	256	65.81%
	Republic of Korea	24	6.17%
	China	50	12.85%
	Hong Kong	12	3.08%
	Vietnam	3	0.77%
	Thailand	15	3.86%
	USA	5	1.29%
	Canada	1	0.26%
	Europe	5	1.29%
	New Zealand	1	0.26%
	Others	17	4.37%

In order to ensure the validity of the sample, each questionnaire was answered

anonymously, and the sixth question of the questionnaire (the number of foreign travels per year) was used to screen the collected samples for those who have experience in foreign travel. On the other hand, this study also provided incentives to improve the accuracy and response rate of the questionnaire. Finally, 435 questionnaires were received, and there were 389 valid questionnaires after deleting the invalid questions. **Table 1** shows the descriptive statistics.

3.3. Reliability and validity of the model

First, the reliability and validity of the questionnaire were analyzed. This study used the measurement standards suggested by Hulland (1999) to identify individual item reliability and convergent validity. Discriminant validity is based on the recommendations of Fornell and Larcker (1981) and Gaski and Nevin (1985). The purpose of measuring convergence validity is to ensure the conformity of items under each single aspect. In this study, PLS was used to analyze factor loadings, composite reliability (CR) and average variance extracted (AVE) (see **Table 2**). The factor loadings in this study were all above 0.5, which was higher than the threshold value and in accordance with the suggestions of Hair Jr et al. (2016).

Table 2. Reliability and AVE of the dimensions.

Dimensions	Factor loadings	Cronbach's alpha	CR	AVE
SET	0.813–0.862	0.898	0.924	0.710
ACT	0.818–0.856	0.892	0.920	0.698
AUDI	0.729–0.881	0.869	0.905	0.658
PER	0.781–0.895	0.897	0.924	0.709
SEN	0.841–0.885	0.660	0.854	0.746
FEL	0.943–0.945	0.878	0.942	0.891
TNK	0.947–0.950	0.888	0.947	0.899
ACTN	0.951–0.955	0.898	0.952	0.908
REL	0.941–0.947	0.879	0.943	0.892
EQ	0.835–0.901	0.887	0.922	0.746
EV	0.789–0.880	0.913	0.933	0.698
RQ	0.838–0.900	0.897	0.928	0.765
RI	0.711–0.897	0.923	0.940	0.724

Note: SET = Setting, ACT = Actor, AUDI = Audience, PER = Performance, SEN = Sense, FEL = Feel, TNK = Think, ACTN = Action, REL = Relation, EQ = Experience Quality, EV = Experience Value, RQ = Relationship Quality, RI = Revisit Intention.

Hulland (1999) suggested that a CR greater than 0.7 indicates that the variable has internal consistency. The CR of the potential variables in this study is 0.854~0.952, which meets the recommended value (above 0.7), indicating a good standard. Therefore, the measurement dimensions of this study have internal consistency. The Cronbach's alpha of the dimension is based on the suggestion of Hair et al. (2010). Cronbach's alpha greater than 0.6 means that the dimension has good reliability. In this study, Cronbach's alpha is 0.660–0.934, and all of them are above the recommended value of 0.6, which means that the variables have good internal consistency. In other words, the questionnaire has good reliability. In addition, to

judge whether the dimension has sufficient convergent validity, Fornell and Larcker (1981) suggested that the AVE should be higher than 0.5. The AVE of each dimension in this study is 0.631~0.908, indicating that all dimensions have convergent validity.

3.4. Research hypothesis and framework

Wu et al. (2020) indicated that the physical environment is a key predictor of consumer loyalty. The quality of the environment determines consumers' willingness to continue participating and recommendation behavior (Tanford and Jung, 2017). Schmitt et al. (2003) argued that the best performance is that the company must be able to interact with customers to some degree and provide additional value beyond the product so that consumers can experience and perceive themselves. Ren et al. (2016) proposed that the interaction between employees and customers is considered to be the core of most service experiences. Customer satisfaction with service not only comes from the expectations of service staff, but also includes whether their expectations are achieved. Also, Jeon and Kim (2012) believed that dealing with customer interactions is an important topic that companies must pay attention to. Goudarzi et al. (2011) pointed out that the social skills of service staff have an impact on customers. Baker (1986) defined social factors as people in the service environment (including service personnel and customers in service scenarios) based on environmental psychology and proposed that their appearance, behavior, and number of people all affect customers' perception of service organizations. Keng et al. (2007) found that the interaction between people or the physical environment positively affects the value of customer experience. In addition to affecting the customer experience, core services also affect the service quality perceived by customers (Leisen Pollack, 2009). Milman et al. (2010) found that theming is presented through architecture, landscape, personnel clothing, rides, performances, catering services, merchandise sales, and other services in theme parks that affect the experience of visitors. In other words, the elements of dramaturgical theory are among the factors that affect the experience value of tourists to the service. Based on the above research findings, this study deduces that the dramaturgical theory's setting, actor, audience, and performance have positive impacts on experience quality and puts forward the following hypotheses.

- H1a: The setting of the dramaturgical theory has a significant positive impact on the experience quality.
- H1b: The actor of the dramaturgical theory has a significant positive impact on the experience quality.
- H1c: The audience of the dramaturgical theory has a significant positive impact on the experience quality.
- H1d: The performance of the Dramaturgical Theory has a significant positive impact on the experience quality.

The basic concept of customer experience is the overall experience created by all interactions between customers and products or companies (Homburg et al., 2017). Customer experience can be seen as a process that combines cognition and emotion, and this process impresses customers deeply (Verhoef et al., 2009). Previous research has found that customer experience and many perceived values have a positive impact

(Chen and Lin, 2015). The results of the research on word-of-mouth intention show that customer experience also has a positive influence on word-of-mouth (M. Zhang et al., 2017). Some scholars also mentioned the impact of customization or entertainment on customer experience (McLean and Wilson, 2019). Based on the above-related literature, this study concludes that the customer experience of tourists during the travel itinerary positively affects their experience quality, so the following research hypothesis is proposed.

- H2: The customer experience has a significant positive impact on the experience quality.

In the past, many papers found that there is a positive relationship between the tourists' experience quality, satisfaction and trust (Chen and Chen, 2010; Chen and Chen, 2013). For example, Cole and Illum (2006) examined the relationship between the service quality, experience quality, satisfaction, and behavioral intentions of tourists in rural tourism festivals and found that the tourist experience not only affects the manager's performance but also directly affects the overall satisfaction and behavioral intentions of the tourists. Furthermore, Kao et al. (2008) investigated the relationship between experience quality, satisfaction, and loyalty for theme park visitors and found that experience quality is an important predictor of experience satisfaction. Ali et al. (2016) found that there is a positive relationship between tourists' experience of attractions and their subsequent behaviors (e.g., satisfaction, trust, and behavioral intentions). The findings of these scholars all indicate that the experience quality has a significant positive impact on other factors (e.g., satisfaction, trust, loyalty intentions, behavioral intentions). Thus, this study concludes that the tourists' experience quality in travel itineraries positively affects their relationship quality and proposes the following hypothesis.

- H3: The experience quality has a significant positive impact on the relationship quality.

Regardless of the research on product or service quality, experience quality is emphasized to have a positive impact on customer perceived value (Monroe, 1990). Holbrook and Hirschman (1982) pointed out from the perspective of experience that the generation of consumer experience is not only influenced by traditional rational cognition (such as the function of product substance), but also consists of aesthetic evaluations, emotional perceptions, and abstract meanings of consumers' subjective judgments. Holbrook (1999) advocated that the interaction, comparison, and evaluation between customers and products become the experience value. Mathwick et al. (2001) believed that people can gain experience value cognition from using or appreciating products or services. That is to say, the experience value is the customer's perception or relative preference for the attributes of products or services; and the enhancement of value can be achieved through interaction; interaction may help or hinder the achievement of consumers' goals. Jin et al. (2015) explored the impact of tourists on experience quality on their perceived value, image, satisfaction, and behavioral intentions and found that experience quality has a positive impact on perceived value. Based on these literature reviews, this study concludes that if tourists have a good quality of experience during the travel itinerary, it positively affects the experience value of tourists. The hypothesis of this study is as follows.

- H4: The experience quality has a significant positive impact on the experience

value.

The relationship quality refers to the strength of the relationship between consumers and service providers and has been conceptualized as a high-level dimension of trust and satisfaction (Crosby et al., 1990; Kim et al., 2006). Gallarza and Saura (2006) indicated that experience value is a factor that can directly affect customer satisfaction, and it can create good experiences and emotions for customers. Crosby et al. (1990) argued that in the relationship-quality sales model, the seller must maintain the relationship between the buyer and the seller by satisfying consumers and gaining the trust of the buyer. Chen and Chen (2010) explored the itinerary of cultural heritage tourism and found that experience value positively affects satisfaction. Jin et al. (2013) found that factors of experience value (including aesthetics, service superiority, and consumer return on investment) have a significant positive impact on relationship quality. Taylor Jr et al. (2018) suggested that in the catering industry, experience value positively affects relationship quality, so experience value can create emotions for customers and affect customer trust or satisfaction. Based on the above research findings and arguments, this study puts forward the following hypothesis.

- H5: The experience value has a significant positive impact on the relationship quality.

Mansour (2017) mentioned that because experience quality plays an important role in the tourism industry, research on tourists' travel intentions should focus on the correlation between experience quality and behavioral intentions. Tourists' good responses to the experience quality lead to greater revisit intentions and recommend the itinerary or attractions to others (Tsai and Huang, 2002). For example, tourists have very good comments on travel itineraries, indicating that the experience quality has a great influence on the satisfaction and behavioral intentions of tourists (Antón et al., 2017). Ali et al. (2016) emphasized that the tourists' experience quality (including immersion and participation) positively affects people's satisfaction and behavioral intentions. The tourist experience quality positively affects the tourist to revisit intention (Tan, 2017). Moreover, Ryan (2011) showed that when tourists experience hospitable service at an attraction, they have a higher evaluation of the travel experience quality, which makes people more willing to trust, recommend, or revisit the attraction. Han and Hyun (2018) demonstrated that tourists' perception of experience quality, perceived value, and satisfaction affect tourists' motivation. The above-mentioned research proved that the experience quality has a significant positive impact on the satisfaction and behavior of tourists. Hence, the following hypothesis is proposed in this study.

- H6: The experience quality has a significant positive impact on the revisit intention.

There was ample research evidence that relationship quality is a strong predictor of behavioral intention (Jin et al., 2013; Kim et al., 2006; Tolboom et al., 2009) indicated that relationship quality is positively correlated with the willingness to use the brand in the future. Furthermore, Ekinci et al. (2005) applied relationship quality to discuss restaurant brands, and the results also showed that the relationship quality of the brand was positively correlated with future purchase intentions. Jin et al. (2013) found that relationship quality positively affects attitudes and behavioral intentions. In a service environment, relationship quality has a significant impact on customer

behavioral intentions (Bennett and Barkensjo, 2005). Dolnicar et al. (2015) mentioned that the relationship between satisfaction, trust, and behavioral intention is the most extensive topic in service experience research. Namkung and Jang (2007) showed that customer satisfaction has a significant impact on behavior intention, especially repurchase intention, recommendation, and word-of-mouth. Markus et al. (2019) studied the relationship between sports and entertainment activities and tourist satisfaction and found that sports and entertainment services have a positive impact on tourists' satisfaction and revisit intentions. Based on the above literature reviews, the following hypothesis is proposed in this study.

- H7: The relationship quality has a significant positive impact on the revisit intention.

Samdin et al. (2013) proposed that experience value can effectively measure the revisit intention in addition to describing the satisfaction of tourists with attractions. Kao et al. (2008) also concluded that experience value significantly influences revisit intentions in theme parks. Enterprises control the value of consumption with consumers through experience activities. After consumers experience products or services, they perceive the value of consumption, and then the final consumption behavior occurs (Sheth). In short, when consumers generate experience value through experience marketing, they enjoy and recognize the value, which then affects their behavioral intentions. Therefore, this study proposes the following hypothesis.

- H8: The experience value has a significant positive impact on the revisit intention.

Based on the literature review and research hypotheses, this study constructs the research model (see **Figure 1**).
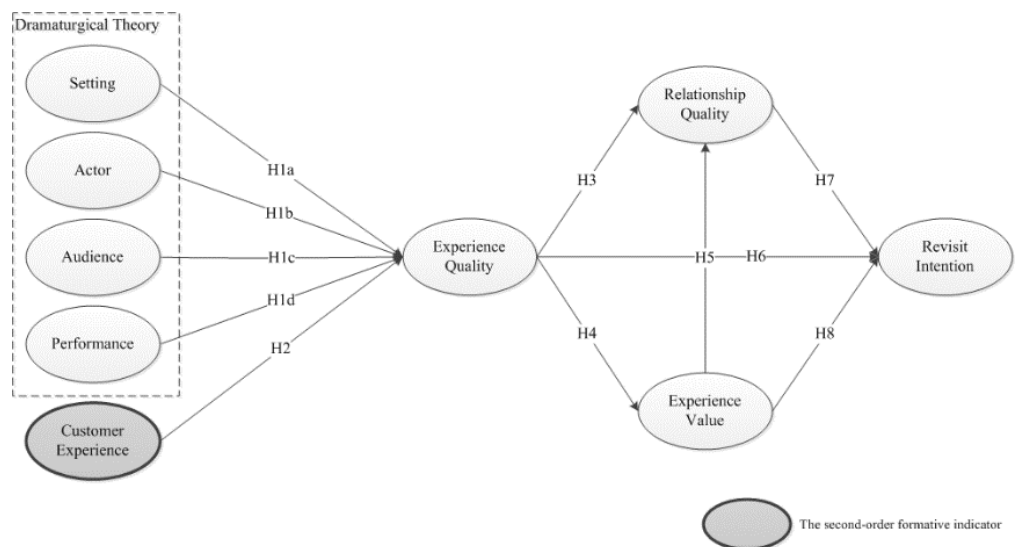

Figure 1. Research model.

4. Research results

Since the partial least square structural equation model (PLS-SEM) has been valued and widely used by scholars in different fields in recent years, this study chooses to use it to verify the research model. This study uses the statistical software "SmartPLS" for analysis. PLS is an SEM technology based on path analysis and regression analysis, which can be used to analyze more complex structural models,

which is different from the covariance-based structural equation model (CB-SEM) method (Hair et al., 2019). Scholars in the past advocated that PLS can be used to simultaneously process formative indicators and reflective indicators, obtain stable parameters from a small number of samples, and overcome the problem of multicollinearity (Chin, 1998). Pirouz (2006) proposed that PLS has six advantages, including 1) the ability to analyze formative indicators and reactive indicators at the same time; 2) the ability to obtain stable parameters from a small number of samples; 3) not subject to the limitation of data distribution; 4) being able to overcome multicollinearity; 5) can handle multiple independent and dependent variables at the same time; 6) has a tested algorithm that can be employed to deal with missing values. Compared with the linear structural relations (LISREL) that are often used in the past, PLS requires a smaller sample size and can produce similar results under normal conditions (Fornell and Bookstein, 1982).

Hulland (1999) suggested that when using PLS, the structural model should be measured with reliability, convergent validity, and discriminative validity. Additionally, in the process of analyzing structural models, researchers must measure standardized path coefficients and employ explained variation (R^2) to test the explanatory power and fit of the model (Chin, 1998; Fornell and Larcker, 1981). Because the formative and reflective indicators are both in this research framework, and the number of samples is small, PLS is used as an analysis tool. There are two stages for the model analysis. The first stage is to test the reliability, convergent validity, and discriminative validity of the model; the second stage is to test whether the path coefficient is significant and the predictive ability of the explained variation (R^2). This study applies the bootstrapping method in SmartPLS to calculate the mean, standard deviation, and path significance test. Bootstrapping samples are set to 5000 repeated samplings, and the t-value is calculated with the parameters and standard errors of the re-sampling method to determine whether it is significant.

4.1. Hypothesis validation and path analysis of the model

This study uses SmartPLS as an analysis tool for hypothesis testing, mainly to test the explained variation (R^2), path coefficient, and *t*-value between the potential variables in the model. Chin (1998) proposed that the explained variation (R^2) and path coefficient are the main indicators used to judge whether the hypothesis is true. The path coefficient of the test hypothesis is used to explain the strength and direction between the facets. If the test result is significant and consistent with the expected direction of the research hypothesis, it means that the hypothesis is valid. Explained variation (R^2) refers to the percentage of variation explained by exogenous variables to endogenous variables. Explained variation (R^2) is 0–1, so the closer to 1 means the greater the predictive power of the study model.

The results of the path coefficients assumed in this study are shown in **Table 3**, which is the standardized regression coefficient (β) in the regression equation. The results of this study to verify the hypothesis are as follows. Assuming that the setting of the dramaturgical theory has a significant positive impact on the experience quality (*H1a*), the results show that the path coefficient (β) is 0.148 ($p < 0.05$) and the confidence interval does not contain 0, indicating that this has a significant positive

relationship and *H1a* is supported. Assuming that the actor of the dramaturgical theory has a significant positive impact on the experience quality (*H1b*), the result shows that the path coefficient (*β*) is −0.029 (*p* > 0.05) and the confidence interval contains 0, indicating that this is an insignificant relationship and H1b is not supported. Assuming that the audience of the dramaturgical theory has a significant positive impact on the experience quality (*H1c*), the results show that the path coefficient (*β*) is 0.110 (*p* < 0.05) and the confidence interval does not contain 0, indicating that this is a significant positive relationship and *H1c* is supported. Assuming that he performance of the dramaturgical theory has a significant positive impact on the experience quality (H1d), the results show that the path coefficient (*β*) is 0.130 (*p* < 0.05) and the confidence interval does not contain 0, indicating that this is a significant positive relationship and *H1d* is supported. Assuming that the customer experience has a significant positive impact on the experience quality (*H2*), the results show that the path coefficient (*β*) is 0.537 (*p* < 0.001), and the confidence interval does not contain 0, indicating that this is a significant positive relationship and *H2* is supported. Assuming that the experience quality has a significant positive impact on the relationship quality (*H3*), the result shows that the path coefficient (*β*) is 0.329 (*p* < 0.001), and the confidence interval does not contain 0, indicating that this is a significant positive relationship and H3 is supported. Assuming that the experience quality has a significant positive impact on the experience value (*H4*), the results show that the path coefficient (*β*) is 0.816 (*p* < 0.001) and the confidence interval does not contain 0, indicating that this is a significant positive relationship and *H4* is supported. Assuming that the experience value has a significant positive impact on the relationship quality (*H5*), the results show that the path coefficient (*β*) is 0.559 (*p* < 0.001) and the confidence interval does not contain 0, indicating that this is a significant positive relationship and *H5* is supported. Assuming that the experience quality has a significant positive impact on the revisit intention (*H6*), the result shows that the path coefficient (*β*) is 0.129 (*p* > 0.05), and the confidence interval contains 0, indicating that this is an insignificant relationship and *H6* is not supported.

Table 3. Model path coefficient.

Hypotheses		Path coefficients	*t*-value	*p*-value	Confidence intervals	Support
H1a	SET→EQ	0.148	2.079	0.019	(0.032,0.264)	Yes
H1b	ACT→EQ	−0.029	0.450	0.327	(−0.131,0.077)	No
H1c	AUDI→EQ	0.110	2.200	0.014	(0.030,0.193)	Yes
H1d	PER→EQ	0.130	2.148	0.016	(0.030,0.227)	Yes
H2	CE→EQ	0.537	10.232	0.000	(0.450,0.621)	Yes
H3	EQ→RQ	0.329	5.805	0.000	(0.237,0.423)	Yes
H4	EQ→EV	0.816	39.303	0.000	(0.781,0.850)	Yes
H5	EV→RQ	0.559	9.714	0.000	(0.461,0.650)	Yes
H6	EQ→RI	0.129	1.462	0.072	(−0.018,0.275)	No
H7	RQ→RI	0.208	3.127	0.001	(0.102,0.321)	Yes
H8	EV→RI	0.496	5.749	0.000	(0.353,0.635)	Yes

Note: 1) * *p*-value < 0.05, ** *p*-value < 0.01, *** *p*-value < 0.001; 2) SET = Setting, ACT = Actor, AUDI = Audience, PER = Performance, CE = Customer Experience, EQ = Experience Quality, RQ = Relationship Quality, EV = Experience Value, RI = Revisit Intention.

Assuming that the relationship quality has a significant positive impact on the revisit intention (*H7*), the results show that the path coefficient (*β*) is 0.208 ($p < 0.001$), and the confidence interval does not contain 0, indicating that this is a significant positive relationship and *H7* is supported. Assuming that the experience value has a significant positive impact on the revisit intention (*H8*), the results show that the path coefficient (*β*) is 0.496 ($p < 0.001$), and the confidence interval does not contain 0, indicating that this is a significant positive relationship and *H8* is supported. In short, *H1a*, *H1c*, *H1d*, *H2*, *H3*, *H4*, *H5*, *H7*, and *H8* are all supported, but *H1b* and *H6* hypotheses are not in this study.

In **Figure 2**, the explanatory power (R^2) represents the predictive power of this research model. It was found that the explanatory power of experience quality was 63.1% ($R^2 = 0.631$), which was significantly positively affected by the setting, audience, performance, and experience quality. The explanatory power of relationship quality is 71.8% ($R^2 = 0.718$), which is significantly positively affected by experience quality and experience value. The explanatory power of experience value is 66.4% ($R^2 = 0.664$), which is significantly positively affected by experience quality. Finally, the explanatory power of revisit intention is 61.9% ($R^2 = 0.619$), which is significantly positively affected by relationship quality and experience value.
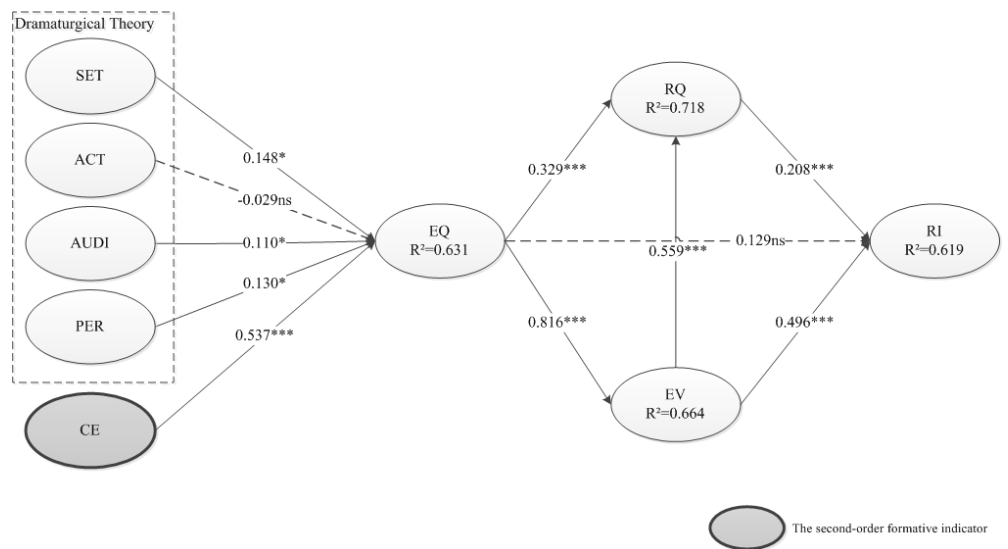

Figure 2. Path analysis results.

Note: 1) * *p*-value < 0.05, ** *p*-value < 0.01, *** *p*-value < 0.001; 2) SET = Setting, ACT = Actor, AUDI = Audience, PER = Performance, CE = Customer Experience, EQ = Experience Quality, RQ = Relationship Quality, EV = Experience Value, RI = Revisit Intention.

4.2. Indirect effect test

The path coefficients of indirect effects are illustrated in **Table 4**. According to the suggestion of Shrout and Bolger (2002), this study adopted bootstrapping to determine the indirect effects. Bootstrapping is a method through resampling. In addition, the *p-value* of the path coefficient is less than 0.05, and the confidence interval does not contain 0, which means that the indirect effect has a significant influence. In other words, the path has an important indirect effect.

Table 4. Results of indirect effect analysis.

Paths	Indirect effects	Confidence intervals	*t*-value	*p*-value	Support
EQ→RQ→RI	0.068	(0.033, 0.112)	2.791	0.003	Yes
EQ→EV→RI	0.404	(0.373, 0.536)	5.650	0.000	Yes
EQ→EV→RQ→RI	0.094	(0.044, 0.152)	2.832	0.002	Yes
SET→EQ→RQ→RI	0.010	(0.002, 0.024)	1.419	0.078	No
SET→EQ→EV→RI	0.060	(0.013, 0.109)	2.038	0.021	Yes
SET→EQ→EV→RQ→RI	0.014	(0.002, 0.032)	1.458	0.072	No
AUDI→EQ→RQ→RI	0.007	(0.001, 0.017)	1.572	0.058	No
AUDI→EQ→EV→RI	0.044	(0.011, 0.082)	2.040	0.021	Yes
AUDI→EQ→EV→RQ→RI	0.010	(0.002, 0.022)	1.666	0.048	Yes
PER→EQ→RQ→RI	0.009	(0.002, 0.019)	1.696	0.045	Yes
PER→EQ→EV→RI	0.052	(0.012, 0.099)	1.958	0.025	Yes
PER→EQ→EV→RQ→RI	0.012	(0.002, 0.026)	1.618	0.053	No
CE→EQ→RQ→RI	0.037	(0.017, 0.061)	2.725	0.003	Yes
CE→EQ→EV→RI	0.217	(0.142, 0.300)	4.524	0.000	Yes
CE→EQ→EV→RQ→RI	0.051	(0.023, 0.083)	2.737	0.003	Yes

Note: 1) * *p*-value < 0.05, ** *p*-value < 0.01, *** *p*-value < 0.001; 2) SET = Setting, ACT = Actor, AUDI = Audience, PER = Performance, CE = Customer Experience, EQ = Experience Quality, RQ = Relationship Quality, EV = Experience Value, RI = Revisit Intention.

5. Conclusions and suggestions

5.1. Current findings

According to the research results, the setting, audience, and performance have a significant positive impact on experience quality, so these three elements of the dramaturgical theory are very important factors that affect experience quality. Next, customer experience significantly positively affects experience quality, and experience quality significantly positively affects relationship quality and experience value. Finally, relationship quality and experience value significantly positively affect the revisit intention.

5.2. Comparison with other studies

According to the result of the first hypothesis the determinants of dramaturgical theory significantly impacted customer experience quality. The path coefficient from the audience of dramaturgical theory to the experience quality is higher than the other three elements. Therefore, this study concludes that the audience is the most important element of dramaturgical theory to improve the experience quality. This means that during the epidemic, tourists' willingness to abide by local epidemic prevention regulations, a reasonable number of tour groups, or a good relationship with tour group tourists are all important factors for consumers of travel itineraries. The setting is also an element of dramaturgical theory that affects the experience quality. This means that in the travel itinerary during the epidemic, factors such as complete planning of all activities, comprehensive planning of sightseeing areas and epidemic prevention measures, or travel itinerary arrangements are also important to meet the needs of

travelers. Kao et al. (2008) found that the setting of dramaturgical theory is the most critical element that affects the experience quality of theme park visitors. So, the results of this study are consistent with their findings. In addition, the performance of dramaturgical theory significantly positively affects the experience quality for tourists. This means that during the travel itinerary during the epidemic, factors such as the fluency of itinerary arrangements, the reasonableness of commodity prices at scenic spots, or the choice of accommodation are all important needs of tourists. Wu et al. (2020) found that the performance of dramaturgical theory will further affect tourists' willingness to visit again, which is consistent with the results of this study. Surprisingly, the actors of dramaturgical theory are not significant to the experience quality. The inference of this study may be that during the epidemic, tourists pay more attention to the concept and implementation of epidemic prevention of service staff during the itinerary rather than the appearance and attractiveness of service providers.

According to the result of the second hypothesis, customer experience has a significant impact on the experience quality. This result is consistent with the result of Gentile et al. (2007). They believe that getting customer recognition is related to experience characteristics, and customers want a positive and good consumer experience. A good customer experience can promote the establishment of an emotional connection between the industry and the customer, and it can also increase customer loyalty. This study infers that tourists want to have a good consumption experience regardless of whether they are during the epidemic. In addition, experience value has a significant positive impact on relationship quality. This result is consistent with the views of Moliner et al. (2007). In other words, experience value may be an important predictor of relationship quality. Customers get a good experience from the service, can improve their perception of the consumer experience, the relationship quality is improved, and finally, the revisit intentions of tourists also increase.

According to the third hypothesis, experience quality had a significant impact on relationship quality. This result is somewhat comparable to an earlier study conducted by Rahmani-Nejad et al. (2014). According to the findings of Rahmani-Nejad et al. (2014), a significant positive impact was indicated, indicating that customers who perceived higher service quality reported stronger and more positive relationships with their banks. Hence, high service quality positively influences the perceived relationship quality between customers and their bank. Furthermore, it can be compared to Fernandes and Pinto's (2019) study that focused on the banking retail sector and investigated the link between customer experiences and relationship quality. Fernandes and Pinto's (2019) results indicated a strong positive relationship, suggesting that positive customer experience played a crucial role in fostering stronger relationships between customers and the banks.

According to the fourth hypothesis, experience quality had a significant impact on experience value. The results are somewhat comparable to earlier research conducted by Knutson et al. (2010). Knutson et al. (2010) conducted a study in the context of the hospitality industry, examining the relationship between service quality and experience value. The findings revealed a significant positive impact, suggesting that customers who perceived higher service quality reported a more favorable experience value during their stay.

According to the fifth hypothesis of the research, a significant association was

found between experience value and relationship quality. The results are somewhat comparable to an earlier study by Tran (2020). Tran's (2020) study explored the relationship between customer experience value and relationship quality. The findings indicated a significant positive impact, suggesting that customers who perceived higher experience value reported stronger and more positive relationships.

According to the six hypotheses, the relationship between experience quality and revisit intention was found to be insignificant. This result is unexpected. Generally speaking, tourists who have experienced high-quality services during their itinerary will increase their revisit intention. One possible reason is that tourists or consumers think that the provision of high-quality services by the tourism industry is a basic condition rather than added value, so it cannot become a factor that increases their revisit intention. Pham et al. (2016) mentioned that in the highly competitive fast-food industry, quality service is no longer an advantage to compete with peers but only a basis to attract customers so that even if a company has good service quality, it is not enough to attract consumers to return. Chen and Chen (2010) also argued that the importance of experiential quality on behavioral intentions during travel is influenced through the mediating effect of perceived value and satisfaction.

According to the seventh hypothesis result, relationship quality had a significant impact on revisit intention. The result is somewhat comparable to Kamboj et al.'s (2023) study. Kamboj et al.'s (2023) research studied the impact of patient-physician interaction on patients' intention to revisit the same healthcare provider. The results indicated a correlation, emphasizing that patients who experienced higher interaction quality with their physicians were more tudy by Chien (2017), who explored the relationship between visitor experience value and revisit intention in ecotourism. Chien's (2017) findings indicated a significant positive impact, suggesting that visitors who perceived higher value from their experiences were more likely to express the intention to revisit.

5.3. Theoretical implications

The findings of our study carry significant theoretical implications for the understanding of customer behavior and decision-making within the context of tourism and experiential services. The demonstrated positive impact of experience quality (Domínguez-Quintero et al., 2020) on relationship quality (Masri et al., 2020) aligns with theoretical frameworks emphasizing the importance of customer experiences in shaping long-term relationships. The study contributes to dramaturgical theory (Brissett and Edgley, 2005) by providing empirical evidence of its applicability in the tourism domain, establishing a link between the elements of dramaturgy, experience quality, and subsequent relationship quality. This aligns with previous research that has explored dramaturgical elements in various service contexts, highlighting their role in shaping customer perceptions and behaviors. Moreover, this study reinforces the significance of experience value in driving revisit intentions (Song et al., 2022), offering empirical support for the theoretical underpinnings of the experience value concept. The identified relationships contribute to the broader theoretical discourse on customer decision-making in experiential settings, emphasizing the interconnected nature of experience quality, relationship quality, and

revisit intentions.

5.4. Practical implications

From a practical standpoint, the study's findings offer valuable insights for practitioners in the tourism and hospitality industry. Understanding the positive impact of experience quality on relationship quality underscores the importance of investing in strategies that enhance the overall customer experience. Implementing training programs for staff to create memorable and positive interactions, aligning with dramaturgical principles, can contribute to fostering strong relationships with customers. Additionally, recognizing the role of experience value in driving revisit intentions provides actionable guidance for practitioners. Efforts to enhance the perceived value of the overall tourism experience, such as improving service offerings, personalization, and cultural relevance, can directly influence customers' intentions to revisit (Kim et al., 2017). These insights can inform marketing and service development strategies, guiding practitioners in the design of customer-centric experiences that not only attract but also retain customers over time. By incorporating these practical implications, businesses can better align their offerings with customer expectations, ultimately leading to enhanced customer satisfaction, loyalty, and sustained business success.

5.5. Research limitations and suggestions

This study explores the impact of dramaturgical theory and customer experience on the experience quality, experience value, and relationship quality of tourists' revisit intentions during the epidemic slowdown, using travel itineraries as an example. The results of the study provide useful insights for travel agencies and the tourism industry. However, this study only validated the model with travel itineraries and did not compare the model to different industries, thus limiting the generalizability of the results.

This study adopts the questionnaire method to collect data, which is inevitably limited by the inadequacy of the question design or the different interpretations of the respondents, resulting in some errors. This study suggests that future researchers may include in-depth interviews with tourists who have relevant experience, which is believed to provide a deeper understanding of the implications of dramaturgical theory and the needs of customers for the elements of dramaturgical theory (including setting, actor, audience, and performance). On the other hand, this study suggests that future researchers can also interview people who have participated in travel itineraries when the epidemic slowed down to gain insight into the actual situation. Researchers who understand the true opinions of consumers can not only help with the design of questionnaires but also provide reference for tourism managers to formulate strategies. Finally, this study did not discuss specific cultures and national conditions, and it is recommended that future researchers take it into consideration.

CTC, AK, YCL, CCT and SCC; visualization, HG, CTC and CCT; supervision, HG and SCC. All authors have read and agreed to the published version of the manuscript.

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