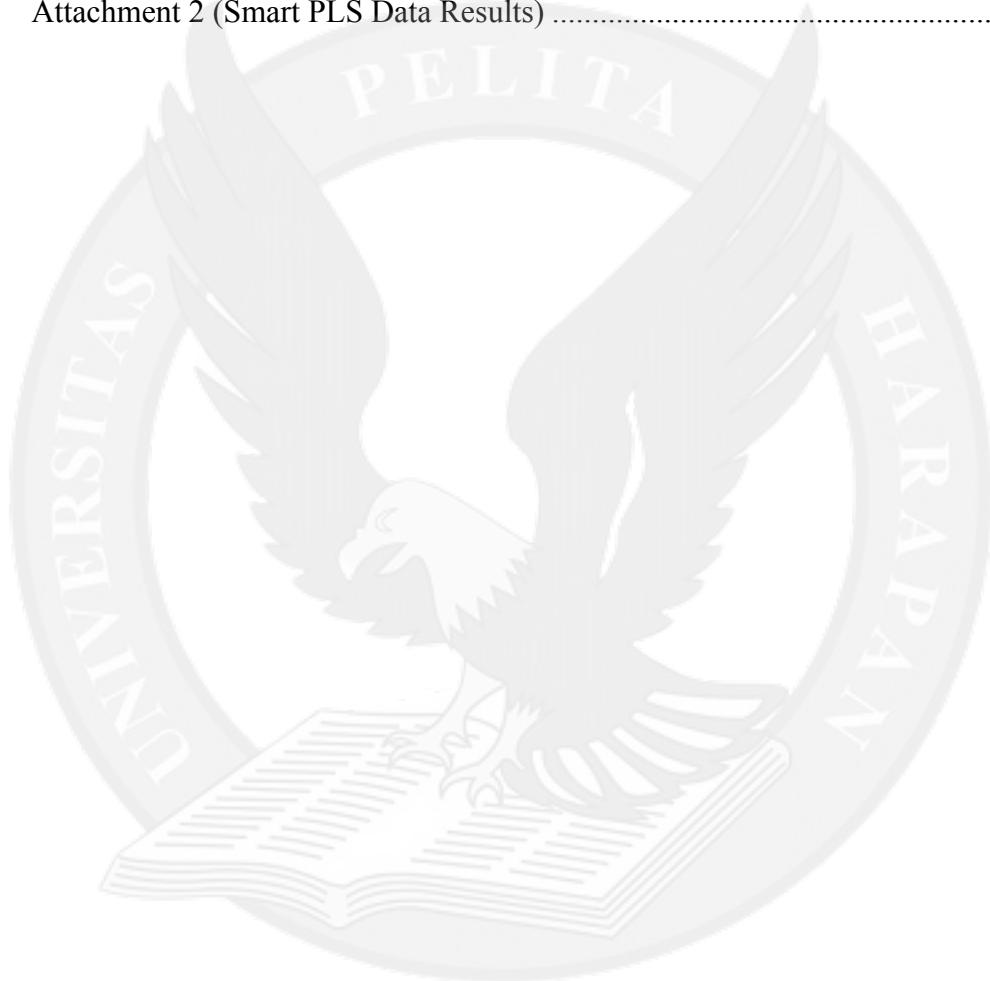


TABLE OF CONTENTS

TITLE PAGE	i
ABSTRACT	v
ACKNOWLEDGEMENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER 1	1
1.1 Background	1
1.2 Research Problems	5
1.3 Research Objectives	6
1.4 Research Benefits	6
1.5 Systematic Framework	7
CHAPTER 2	9
2.1 Theoretical background	9
2.2 Definitions of Variables	11
2.2.1 Nostalgia and Memorable Experiences	11
2.2.2 Satisfaction	12
2.2.3 Revisit Intention	13
2.3 Hypothesis Development	14
2.3.1 Relationship Between Memorable Experiences and Revisit Intention	14
2.3.2 Relationship Between Memorable Experiences and Nostalgia	14
2.3.3 Relationship Between Memorable Experiences and Satisfaction	15
2.3.4 Relationship Between Nostalgia and Satisfaction	15
2.3.5 Relationship Between Nostalgia and Revisit Intention	15
2.3.6 Relationship Between Satisfaction and Revisit Intention	16
2.4 Research Model	16
CHAPTER 3	19
3.1 Research Type and Data Collection	19
3.2 Population/Sample	19
3.3 Variable Measurement	20
3.4 Data Analysis	22
CHAPTER 4	24
4.1 Respondents' Characteristics	24
4.2 Pre-Test	25
4.3 Full Data Analysis	31
4.4 Discussion	37

CHAPTER 5	39
5.1 Conclusion	39
5.2 Managerial Implications	39
5.3 Research Limitations and Recommendations for Future Research	42
REFERENCES	44
APPENDICES	51
Attachment 1 (Survey Questionnaire)	52
Attachment 2 (Smart PLS Data Results)	58



LIST OF TABLES

Table 1. Variable Measurement	20
Table 2. Respondents' characteristics	24
Table 3. Respondents' host countries.....	24
Table 4. Pre-test outer loading	27
Table 5. Pre-test construct reliability and validity	30
Table 6. Pre-test discriminant validity (HTMT)	31
Table 7. Actual test outer loading	32
Table 8. Actual test construct reliability and validity	33
Table 9. Actual test discriminant validity (HTMT)	33
Table 10. Path Coefficients	34
Table 11. R-square	36
Table 12. SRMR.....	36

LIST OF FIGURES

Figure 1. Conceptual Model.....	17
Figure 2. Outer model (before deletion)	26
Figure 3. Outer model (after deletion)	26

