

The influence of the components of yoga destination development toward tourist satisfaction and revisit intention

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Abstract

This study aims to investigate the relationship between components of yoga destination development, yoga tourist satisfaction and revisit intention, a case study Hua-Hin, Thailand. A quantitative approach was employed using a purposive sampling by collecting data through online survey questionnaire from yoga tourists. A total of 400 samples were received, and the sample were from many countries around the world. A multiple regression with stepwise method was used to analysis data. The findings revealed that and there are two main yoga destination components to consider when developing a yoga tourism destination: firstly, core resources, and secondly, supporting resources to respond to satisfaction and revisit intention. The theoretical contribution, especially the yoga destination development model which stakeholders including yoga studio owners, yoga instructors, government sectors, accommodation owners, and restaurant owners will be the driving force behind the development of yoga destination, prioritizing core and supporting resources and the practical contribution, the authority should take the initiative to plan an effective collaboration that utilizes each stakeholder's competence and can be adopted in order to develop yoga destination and to attract international and domestic tourists to participate in the unique tourism which become popular activity under wellness context.

Keywords:

Yoga Tourism; Yoga Destination Development (YDD); Core resources for YDD; Supporting resources for YDD; Yoga Tourist Satisfaction; Revisit Intention

1 Introduction

Currently, the situation of the world is changing continuously and rapidly amid high competition for various resources, and environments are constantly being destroyed. This has a profound impact on the quality of life of people who are under stress, disease, and various illnesses, as well as causing social problems (Sawangmek, 2015). Consequently, people enjoy holidays in pursuit of wellness tourism, away from the hectic lifestyle for adventure, broaden horizons for new experiences. It leads to relief from suffering by restoring and healing the body, mind, and spirit (Ali-Knight & Ensor, 2017; Smith & Puczkó, 2009; Yeoman, 2008).

Yoga is an ancient Indian wellness activity that has been passed down to the present day. It relates to movement, meditation, and breathing in order to enhance an individual's physical, emotional, intellectual, and spiritual well-being (Iyengar, 1989). However, yoga has grown in wide popularity among health enthusiasts who seek a better overall well-being. Furthermore, it is a new target in the tourism market. Until a decade ago, yoga was classified as a type of tourism (Öznlbant & Alvarez, 2019).

Yoga Tourism is classified as Wellness Tourism under Special Interest Tourism (Ali-Knight & Ensor, 2017; Smith & Puczkó, 2009). However, others argue that it is also a form of Cultural and Spiritual Tourism (Connell, 2006; Gerritsma, 2009; Koncul, 2012; Smith & Kelly, 2006; Smith & Puczkó, 2009), as well as a new type of Slow Tourism, which entails traveling slowly and spending time to get a more in-depth and intensive tourism experience (Tiyce & Wilson, 2012). For this study, according to the researchers, it is a part of wellness tourism that was growing rapidly in 2018, with a market worth of up to \$4.5 trillion. Tourist numbers are increasing, particularly in Asia, America, the Middle East, and North Africa. When compared to other types of tourism, it grows at a rate of 9.1 percent each year, which is over 50 percent faster (Global Wellness Institute, 2018).

Especially, Thailand is becoming increasingly popular with tourists seeking treatment for rehabilitation of the body, mind, and spirit, by providing yoga to be practiced at a variety of well-known tourist destinations in Thailand (Wellness Tourism Worldwide, 2011). In addition, there are more yoga festivals or events in Thailand to cater to the needs of quality tourists who want to go to participate in yoga activities. Also, through a range of tourism forms, by developing a reputation for Thailand, as well as supporting related businesses such as clothing, yoga equipment, and healthy food, etc (Ali-Knight & Ensor, 2017).

A most important fact about Hua-Hin is that it is one of Thailand's most well-known beachfront resort cities, with significant tourism potential. For more than ten years, Thai tourists have regarded it as a top weekend vacation destination. Besides, Hua-Hin is also a popular holiday destination for foreign tourists, and it is investing in the tourism industry. As a result, the tourism industry in Hua-Hin is the province's primary source of

revenue, generating funds for a variety of purposes, including the expansion of public utilities, and improving people's quality of life (Janchai, 2016).

Within this context, past literature review has shown that many countries are still developing academically and practically. Significantly, it was found that there were some studies focused on concept, type of yoga tourism, the relevant of yoga and spiritual retreat, however a few studies on yoga in the context of destination tourism strategy and management (Ali-Knight & Ensor, 2017; Lehto et al., 2006; McCartney, 2020; Öznalbant & Alvarez, 2019; Sharma & Kumar Nayak, 2019). Recently it has become increasingly important to academics around the world, particularly Nepal, India and Thailand (Cheer et al., 2017; Maddox, 2015; Sharma, 2020).

For instance, in Thailand, having previously only examined yoga in medical and physical education terms, therefore there is not much research on wellness tourists travelling to participate in yoga. Thus, this study aims to bridge this gap and focuses on investigating the relationship between the components of yoga tourism destination development, yoga tourist satisfaction and revisit intention in the yoga tourism destination in Hua-Hin, Thailand as a case study. It is crucial to understand the tourist perspectives with satisfaction of two components of yoga tourism destination development because this study findings will respond to yoga tourist needs, increase experience in tourism current changing trends, development destination image, value added, and to learn/manage an acceptable approach to increase a creative activity and experience for yoga tourism destination (Ashton, 2021; Bhumiwat & Ashton, 2020a, 2020b; Neupane, 2019) .

2 Literature Review

2.1 The situation of Yoga Tourism

Nowadays, yoga is recognized as a popular worldwide trend and has grown into one of the world's thriving industries, generating billions of dollars. Yoga has grown significantly in the United States over the last five years, particularly in terms of practice participant spending patterns, with an overall growth rate of 87 percent to over 10 billion dollars per year (Djina Tangali, 2016). In addition, the United States has been at the forefront of transforming yoga from a traditional spiritual practice to a mainstream exercise activity. Yoga is regularly one of the most popular exercise trends in the United States, with participants and offerings ranging from women in rich and educated urban areas to people from all walks of life and from all regions (Global Wellness Institute, 2018)

The Asia-Pacific region is critical to the origin and future of wellness tourism. It originated with ancient healing philosophies such as Ayurvedic yoga and Chinese medicine, which have had a significant impact on modern wellness practices (Chon, 2019). According to the Global Wellness Institute, wellness tourism industry in Asia-Pacific region has increased by 33% in the last two years (China, India, Malaysia, Philippines, Vietnam, and Indonesia each seeing a 20% increase). The market is expected to double from \$137 billion in 2017 to \$252 billion in 2022. In a short period of time, Asia-Pacific has become the top global leader in wellness tourism ranking (International Luxury Travel Market, 2019). In addition, The Asia Yoga Conference was held in Hong Kong in 2019 to emphasize famous yoga instructors from around the world who are dedicated to serving and providing access to the greatest yoga experience. It gives yoga instructors more power, encourages participants to deep practice, and helps to build a stronger yoga association. It is the first and largest festival in Asia's booming yoga tourism market. This attracts more than 2,000-3,000 visitors from all over the world to support the yoga enthusiast in Asia's wellness market, which has a population of more than 4 billion people and is the world's fastest expanding economy (CantonShare, 2019)

Especially, yoga tourism in Thailand is considered a new type of tourism industry that has recently become popular among both Thai and foreign tourists. However, in terms of gastronomy, traditional, and culture, Thailand is recognized as the most popular and interesting country for foreign tourists who desire to explore (Insightoutstory, 2019). Furthermore, over a five-year period the International Day of Yoga was organized with cooperation by the Embassy of India in Thailand, the Indian Studies centre of Chulalongkorn University, and the Tourism Authority of Thailand (TAT) with the goal of celebrating and inheriting yoga to be more greatly and extensively recognized (Komchadluek, 2019). Each year, about 8,000 people, both Thais and foreigners, participate in yoga events. To cater to the large number of interested tourists, various yoga festivals are conducted in Thailand in cooperation with the public sector, private sector, and yoga instructors (Posttoday, 2017)

2.2 The concept of Yoga Tourism

Yoga has become a popular wellness phenomenon among wellness enthusiasts all over the world in recent years (Sharma & Nayak, 2018). Due to the stresses and pressures of modern life, people seek for healing and rehabilitation (Ali-Knight & Ensor, 2017), and yoga is considered a way of solving lifestyle problems (Aggarwal et al., 2008; Sharma & Kumar Nayak, 2019). Thus, it has become part of creating a balanced lifestyle for many wellness enthusiasts around the world and has become a type of tourism that is formed by the combination of yoga and tourism. This is called as yoga tourism (Sharma & Kumar Nayak, 2019; Lehto et al., 2006).

Many scholars have characterized yoga tourism in a variety of ways, dividing it into various types of tourism. Yoga tourism is part of wellness and health tourism; it is a journey to a destination for yoga practice and related wellness activities that improve the balance of both physical and mental states. (Aggarwal et al., 2008; Lehto et al., 2006; Liberman, 2004; Maddox, 2015; Nichter, 2013; Sharpley & Sundaram, 2005). It is also known as religious and spiritual tourism, which emphasizes unity of body, mind, and spirit in religious beliefs (Connell, 2006; Gerritsma, 2009; Koncul, 2012; Smith & Kelly, 2006; Smith & Puczkó, 2009). Additionally it can be regarded as an alternative tourism that avoids negative impacts and promotes positive social, cultural, and environmental impacts (Konu, 2010; Lehto et al., 2006). Perhaps under Special Interest Tourism it is a niche market aimed to cater to individual or niche interests in a certain location in order to generate distinct interests and provide yoga tourists with unique experiences (Redekop, 1999). It can be described as a new type of Slow Tourism, which involves traveling slowly and taking time to experience deeply. Similarly, yoga tourists live slowly and take time to enjoy their surroundings while learning about yoga at their destination (Tiyce & Wilson, 2012). However, for this study, the researchers categorized yoga tourism under a wellness tourism in which tourists travel to participate in yoga and related wellness activities in order to enhance the overall balance of body, mind, and spirit.

2.3 The concept of Yoga Destination Development

The rapid growth of the yoga tourism has resulted in a significant market share and increasing competition, and determining the level of competitiveness has become critical in calculating the effectiveness of a destination attraction in comparison to its competitors. Consequently, with increased competitiveness, substantial changes are occurring around the world that influence the yoga tourist experience (Dwyer et al., 2016).

Tourism Destination Development refers to the strategic planning and advancement of a given area to support the changing demands of tourists visiting a constantly changing tourist destination. Focusing on the supply side of tourism provides a positive experience that can be recognized by quality infrastructure and excellent services to attract repeat visitors (Destination British Columbia, 2020). Tourism also greatly enhances the destination's efficiency. Infrastructure and tourism facilities need to be improved for the destination to become more attractive (Nagle, 1999). Furthermore, decisions about investment, employee recruitment, and training are crucial for a destination's success. Additionally, tourism marketers and developers must promote their destination in order to create an image that attracts and targets this tourist market (Laws, 1995).

However, this study has applied a model of destination competitiveness and sustainability presented by Ritchie and Crouch (2010) and Dwyer and Kim (2003). It is an important indicator of a yoga destination's preparedness as a tool for identifying characteristics that are critical to a tourist's success and decision-making. It was emphasized that any tourist attraction's potential will be determined by its development and duration, and must have tourism resources, including human resource, cultural, and economic, to be sustainable.

There are two crucial components for developing a yoga destination. Firstly, yoga destination development)YDD(, in terms of core resources, is one of the most important aspects of a destination's attraction. These are the primary factors that drive tourists to attend a particular location such as physiography and climate, culture and history, market ties, mix of activities, special events, entertainment, and the tourism superstructure. Secondly, yoga destination development)YDD(in terms of supporting elements provide or support a basis for the development of a successful tourism industry. A destination with a richness of core resources and attractions but with a scarcity of supporting elements may face significant challenges its tourism industry. These elements include infrastructure; accessibility; facility; hospitality; enterprise and political will. Based on discussion above, the following hypotheses are proposed:

H1: Core resources have a positive relationship with tourist satisfaction.

H2: Supporting elements have a positive relationship with tourist satisfaction.

2.4 The concept of tourist satisfaction and revisit intention

Satisfaction can be described as tourists' thoughtful imaginings and expectations before travelling for a destination arising to satisfaction, which varies from person to person depending on personal characteristics. Expectations are based on previous experiences and personal preferences, and the tourist's satisfaction or dissatisfaction is determined by these factors)Vérain, 2015(. Akama and Kieti)2003(maintained that tourist satisfaction relates to tourist loyalty, which benefits in the achievement of economic goals such as increased revenue and increased tourists, resulting in long-term economic success for destinations or tourism activities. Similarly, previous studies have also suggested that when tourists are satisfied with the goods and services offered by a service provider, they are more likely to return in the future (Kouser et al., 2012). On the contrary, Bigne et al. (2001), Ro and Chon (2006), and Tepeci)1999(argue that in a competitive market even satisfied customers may move to competitors because of the potential for better results.

Researchers' strongest point is that yoga tourist visitation to a specific destination is a combination of core resources and supporting elements. Accordingly, the core resources are major components that need to be available, including location; personnel; and yoga characteristics; as well as supporting element resources that strengthen destinations to be more approachable and effective. Hence, the two components would be used to explain why a tourist would really want to visit a yoga destination to satisfy a desire. Based on discussion above, the following hypothesis is proposed:

H3: Overall tourist satisfaction has a positive relationship with revisit intention

Figure 1 shows the research framework for the current study.

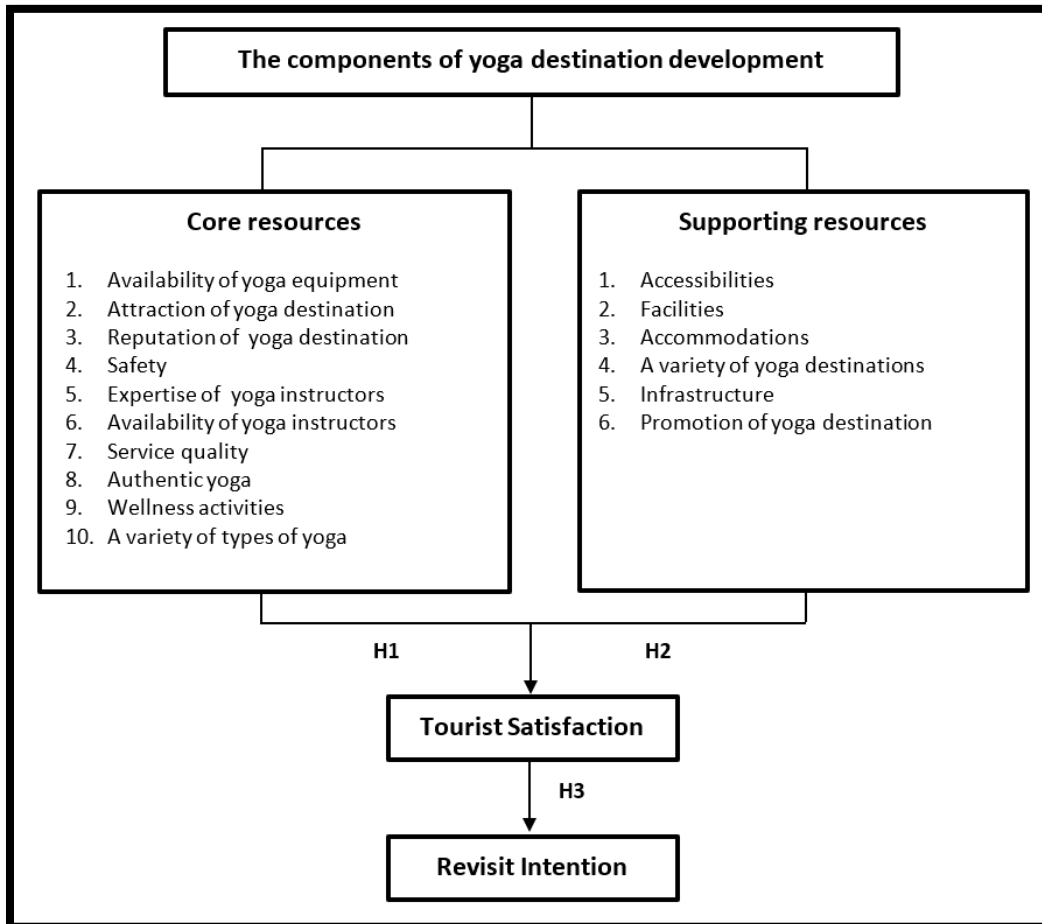


Figure 1: Research Framework for this study

3 Methodology

3.1 Data Collection

A quantitative approach was employed, including the use of a structured questionnaire as the primary data collection instrument. In order to obtain results a quantitative approach involves quantifying and analysing variables. It comprises the use of numerical data and the analysis of such a data using certain statistical procedures to answer questions (Apuke, 2017). In addition, consider that quantitative approach inquires about starts with an issue statement, hypothesis or formulation of the research question, the assessment of relevant literature, and the quantitative analysis of data (Williams, 2007). Besides, this study presented three hypotheses that can be demonstrated by the quantitative approach. The questionnaire used in the study were divided into four sections: the first section looked at the demographics of the participants; the second section looked at the satisfaction toward components of yoga destination development; the third section looked at the overall tourist satisfaction; and the fourth section looked at the revisit intention. The online survey questionnaires were disclosed between January and February 2021 and distributed to many samples, which helps to decrease interview costs and bias. Also, the online survey questionnaires were distributed online to a group of yoga Hua-Hin studios first discovered by firstly contacting yoga studio managers or owners and yoga association presidents/committees; once permission was given the researcher began to collect data and distribute the survey questionnaire forms to our target samples.

3.2 Data Analysis

This study is quantitative research with data collected using online survey questionnaire. A total of 400 samples were collected from the participants. Descriptive statistics were used to find frequency and percentage of yoga tourist information, and for finding the mean of tourist satisfaction and revisit intention. Inferential statistics were used to examine the relationship between two variables; also multiple regression analysis was used to analyze what components of yoga tourism destination development factors influence satisfaction and revisit intention.

3.3 Study Area

The study focused on the investigate on relationship between components of yoga destination development, yoga tourist satisfaction and revisit intention for the yoga destination in Hua-Hin, Thailand from a tourist perspective. Most importantly, Hua-Hin was chosen as the study area due to being a relatively new wellness destination of Thailand, in the southern Thai province of Prachuap Khiri Khan that is rapidly growing in popularity as a Bangkok alternative (Born Distinction,2011). Since the 1920s, it has transformed from a peaceful fishing village to a popular getaway for many tourists both

domestic and international using it as a retirement home since it is quiet, clean, and family-oriented (Chiva-som, 2020). In addition, for and after the Covid-19 pandemic, Hua-Hin has stayed on sustainable visitor arrivals within a five-year plan. Due to its strategic location and proximity to Bangkok, it was expected to recover faster than other tourist destinations in the country (C9 Hotelworks, 2020).

3.4 Participants of this study

The sample group of the population target in this study are wellness tourists who travelled and participated in yoga activity in Hua-Hin, Thailand. The sample group was chosen by using non-probability sampling with purposive sampling method, in which the researcher has determined the criteria for selecting consenting persons to participate in this study. Significantly, the criteria for this study required respondents to be above twenty years old and have had the experience of participating in yoga activity in Hua-Hin for a period not exceeding one year. The sample size was determined through unknown size or proportion of the population according to the Cochran formula, which was considered especially useful in conditions with a large population.

4 Findings

4.1 Participant profiles

Regarding the data collected using online survey questionnaire of the participants' general information about gender, age, country, education, average monthly income, and experience of practicing yoga, the finding of this study found that the 400 participants from all overseas were females (80.3%) and males (19.7%), with most aged between 41-49 years (32.8%), followed by ages between 31-40 years (28.2%), 50-60 years (20.3%), 20-25 years (11.8%), and ages between 26-30 years (7%) having a smaller proportion respectively. The most tourists who travelled to and participated in yoga came from Asia 56%)Thailand, Singapore, China, Hong Kong, and Malaysia(, followed by Europe 26%)England, Germany, and Sweden(, North America 8%)USA, Canada, and Mexico(, Australia 7.8%)New Zealand and Australia(, South America 1.8%)Brazil and Columbia, and Africa 0.5%) Egypt(having a smaller proportion respectively. The respondents had the most education level at the bachelor's degree level (60%), below the bachelor's degree (19%), the master's degree (17%), the smallest being those who have graduated with a Doctoral degree are in the rate of only 4 percent (4%). Moreover, the average monthly income of participants: more than 35,000 Baht (40%), followed by the average monthly income level at 30,001-35,000 Baht (16.8%). Next is the average monthly income 15,001-20,000 Baht (15.5%), the rest of average monthly income are less than 15,000 Baht (9.8%), 20,001-25,000 Baht (9.3%), and 25,001-30,000 Baht (8.8%), respectively as shown in table 1 below.

Table 1: Participant profiles

Variables	Categories	Frequencies	Percentage (%)
Gender	Male	79	19.7
	Female	321	80.3
Age	20-25 years	47	11.8
	26-30 years	28	7
	31-40 years	113	28.2
	41-49 years	131	32.8
	50-60 years	81	20.3
Country of origin (Divided by continents)	Asia	224	56
	Europe	104	26
	North America	32	8
	South America	7	1.8
	Africa	2	0.5
Education	Australia	31	7.8
	Below bachelor's degree	76	19
	Bachelor's degree	240	60
	Master's degree	68	17
Average monthly income	Doctoral degree	16	4
	Less than 15,000 Baht	39	9.8
	15,001-20,000 Baht	62	15.5
	20,001-25,000 Baht	37	9.3
	25,001-30,000 Baht	35	8.8
	30,001-35,000 Baht	67	16.8
	More than 35,000 Baht	160	40

However, considering the experience of tourists practicing yoga, it was found that those having experienced practicing yoga between 1-5 years comprised 197 participants (49.2%), followed by 113 participants practicing yoga experience between 6-10 years (28.2%), while 49 participants (12.3%) have experienced practicing yoga between 11-15 years. The rest of the experience of practicing yoga are more than 20 years for 27 participants (6.8%), and between 16-19 years for 14 participants (3.5%).

4.2 Data Analysis

Pearson Correlation Coefficient analysis is a measure of a relationship between two variables in its broadest sense (Schober, Boer & Schwarte, 2018). In terms of hypothesis 1, the study found that the core resources for YDD had a significant and positive relationship with tourist satisfaction. Authentic yoga had the highest level of relationship with tourist satisfaction, 54%, followed by Wellness activities which had a level of relationship with tourist satisfaction at 52%, also service quality which had a level of relationship with tourist satisfaction at 40%. In addition, a variety of types of yoga, attraction of yoga destination, expertise of yoga instructors, availability of yoga instructors, and reputation of yoga destination had a level of relationship with tourist satisfaction at 37%, 35%, 33%, 32%, 28%, respectively. There is a 25% relationship level

of availability of yoga equipment and tourist satisfaction. Lastly, the lowest level of relationship is safety and tourist satisfaction at 20%. As shown in table 2 below.

Table 2: Correlation coefficient between core resources for YDD and tourist satisfaction

Core Resources for YDD	Pearson's correlation coefficient	Level of Satisfaction
1. Availability of yoga equipment	r	.246**
	p	.000
2. Attraction of yoga destination	r	.350**
	p	.000
3. Reputation of yoga destination	r	.276**
	p	.000
4. Safety	r	.200**
	p	.000
5. Expertise of yoga instructors	r	.334**
	p	.000
6. Availability of yoga instructors	r	.323**
	p	.000
7. Service quality	r	.401**
	p	.000
8. Authentic yoga	r	.541**
	p	.000
9. Wellness activities	r	.521**
	p	.000
10. A variety of types of yoga	r	.373**
	p	.000

Note: ** Correlation is significant at the 0.01 level (2-tailed).

Supported by the findings of Multiple Regression Analysis with Stepwise, the prediction coefficient (R^2) was moderate level at 0.446, indicating that core resources for YDD had a positive influence on tourist satisfaction, up to 45%. Only seven variables had a positive influence on tourist satisfaction with statistical significance ($P < 0.05$) when measured by each variable. Furthermore, it can be described as acceptance variables. Wellness activities had the most positive influence, that is, when the number of wellness activities increases by 1 unit, it results in tourist satisfaction increasing to .283 units or approximately 28% ($\beta = .283$, $t = 5.958$, $p < 0.001$). The second most influential variable was authentic yoga, that is, when the number of units in authentic yoga supported by 1

unit, it results in tourist satisfaction increasing to .227 units or approximately 23% ($\beta = .227, t = 4.375, p < 0.001$). The third variable having an effect on tourist satisfaction was service quality; when the number of units in service quality increases by 1 unit, it results in tourist satisfaction increasing to .219 units or approximately 22% ($\beta = .219, t = 4.687, p < 0.001$). The fourth variable having an effect on tourist satisfaction was attraction of yoga destination; when the number of attractions of yoga destination increases by 1 unit, it results in tourist satisfaction increasing to .170 units or approximately 17% ($\beta = .170, t = 3.681, p < 0.001$). The fifth variable having an effect on tourist satisfaction was availability of yoga equipment, which had an indirect influence on tourist satisfaction; when the number of units in availability of yoga equipment is not supported by 1 unit, it results in tourist satisfaction decreasing to .139 units or approximately 14% ($\beta = -.139, t = -2.985, p < 0.05$). Also, the sixth variable having an effect on tourist satisfaction was expertise of yoga instructors; when the number of expertise of yoga instructors increases by 1 unit, it results in tourist satisfaction increasing to .108 units or approximately 11% ($\beta = .108, t = 2.511, p < 0.05$). The seventh variable that had minimal influence on tourist satisfaction was reputation of yoga destination; when the number of units in reputation of yoga destination increases by 1 unit, it results in tourist satisfaction increasing to .095 units or approximately 10% ($\beta = .095, t = 2.098, p < 0.05$). Additionally, the Durbin-Watson value of 1.888 indicates independent expectation, which is between 1.5 and 2.5. As shown in table 3 below.

Table 3: Multiple regression analysis with stepwise method of the core resources for YDD toward tourist satisfaction.

Core Resources for YDD	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R ²
	B	Std.error	Beta (β)			
1.Authentic yoga	0.183	0.042	0.227	4.375	0.000	0.446
2.Wellness activities	0.242	0.041	0.283	5.958	0.000	
3.Service quality	0.178	0.038	0.219	4.687	0.000	
4.Attraction of yoga destination	0.129	0.035	0.170	3.681	0.000	
5.Availability of yoga equipment	-0.145	0.049	-0.139	-2.985	0.003	
6.Expertise of yoga instructors	0.101	0.040	0.108	2.511	0.012	
7.Reputation of yoga destination	0.073	0.035	0.095	2.098	0.037	

Note: Dependent Variable: Tourist satisfaction, $F = 45.002$, Durbin-Watson = 1.888

In terms of hypothesis 2, the study found that the supporting resources for YDD had a significant and positive relationship with tourist satisfaction at the level of 0.01. Regarding accommodations had the highest level of relationship with tourist satisfaction at 45%, followed by facilities and a variety of yoga destinations had a level of relationship with tourist satisfaction at 40%. Relationship of promotion of yoga destination had a level with tourist satisfaction at 34%. Additionally, accessibilities had a relationship level

with tourist satisfaction at 20%. Lastly, the lowest level of relationship with tourist satisfaction was infrastructure at 15%. As shown in table 4 below.

Table 4: Correlation coefficient between supporting resources for YDD and tourist satisfaction

Supporting Resources for YDD	Pearson's correlation coefficient	Level of Satisfaction
1. Accessibilities	r	.202**
	p	.000
2. Facilities	r	.403**
	p	.000
3. Accommodations	r	.450**
	p	.000
4. A variety of yoga destination	r	.399**
	p	.000
5. Infrastructure	r	.153**
	p	.000
6. Promotion of yoga destination	r	.336**
	p	.000

Note: ** Correlation is significant at the 0.01 level (2-tailed).

Supported by the findings of Multiple Regression Analysis with Stepwise, the prediction coefficient (R^2) was moderate level at 0.397, indicating that supporting resources for YDD had a positive influence on tourist satisfaction up to 40%. Only five variables had a positive influence on tourist satisfaction with statistical significance ($P < 0.05$) when measured by each variable. Furthermore, it can be described as acceptance variables. Accommodations had the most positive influence, that is, when the number of accommodations supported by 1 unit, it results in tourist satisfaction increasing to .314 units or approximately 31% ($\beta = .314$, $t = 5.930$, $p < 0.001$). Then, the second variable having an effect on tourist satisfaction was accessibilities with an indirect influence on the tourist satisfaction; when the number of accessibilities is not supported by 1 unit, it results in tourist satisfaction decreasing to .190 units or approximately 19% ($\beta = -.190$, $t = -3.953$, $p < 0.001$). Facilities was the third variable having an effect on tourist satisfaction; when the number of facilities supported by 1 unit, it results in tourist satisfaction increasing to .164 units or approximately 16% ($\beta = .164$, $t = 3.020$, $p < 0.05$). The fourth variable having an effect on tourist satisfaction was promotion of yoga destination; when the number of promotions of yoga destination increases by 1 unit, it results in tourist satisfaction increasing to .155 units or approximately 16% ($\beta = .155$, $t = 2.818$, $p < 0.05$). The fifth variable having minimal influence on tourist satisfaction was a variety of yoga destination; when the number of

units in a variety of yoga destination increases by 1 unit, it results in tourist satisfaction increasing to .145 units or approximately 15% ($\beta = .145$, $t=2.511$, $p<0.05$). Additionally, the Durbin-Watson value of 1.905 indicates independent expectation, which is between 1.5 and 2.5. As shown in table 5 below.

Table 5: Multiple regression analysis with stepwise method of the supporting resources for YDD toward tourist satisfaction.

Supporting Resources for YDD	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R ²
	B	Std.error	Beta (β)			
1.Accomodations	0.286	0.048	0.314	5.930	0.000	0.397
2.Facilities	0.166	0.055	0.164	3.020	0.003	
3.Promotion of yoga destination	0.082	0.029	0.155	2.818	0.005	
4.Accessibilities	0.149	0.038	-0.190	-3.953	0.000	
5.A variety of yoga destinations	-0.123	0.049	0.145	2.511	0.012	

Note: Dependent Variable: Tourist satisfaction, $F=33.217$, Durbin-Watson = 1.905

In term of hypothesis 3, the study found the significant relationship between overall tourist satisfaction and revisit intention. The findings confirmed that overall tourist satisfaction was related to revisit intention at the level of 0.01, with overall tourist satisfaction having a relationship with revisit intention of more than 61%. According to the results of Multiple Regression Analysis with Stepwise Method, the prediction coefficient (R2) was moderate level at 0.374, indicating that tourist satisfaction had a positive influence on revisit intention by 37%. As shown in table 6 below.

Table 6: Correlation coefficient between tourist satisfaction and revisit intention

Tourist satisfaction	Pearson's correlation coefficient	Level of Revisit Intention
1.overall tourist satisfaction	r	.612**
	p	.000

Note: ** Correlation is significant at the 0.01 level (2-tailed).

5 Discussion and Conclusion

The findings of the study support and confirms that the core resources for YDD had a positive influence on tourist satisfaction, for instance, the Wellness activities factor had the most positive influence, indicating that other wellness activities contribute to the diversification of yoga tourism, providing tourists with a deeper experience with the body, mind, and spirit healing travelling. Corresponding to the research of Dillette, Douglas, and Andrzejewski (2019), conducting studies concerned about explored yoga tourism though a priori dimensions of positive psychological well-being, it showed that outdoor activities, alone time, meditation, and yoga lessons are provided for the

transformational experience, which brings to certain attitudinal, emotional, and physical changes. This finding supported that some tourists combine yoga with other wellness activities to gain more experience and better value for their time and money. Furthermore, authentic yoga had a significant positive influence on tourist satisfaction, indicating that the majority of yoga tourists consider travelling to multicultural countries to deepen their yoga practice. Yoga has experienced various modifications, improvements, inventions, and transformations throughout thousands of years and has become popular all around the world. Traditional yoga practices have also been adapted to the local population's way of life. Tourists will realize that in addition to strengthening the body, yoga also has mental and emotional balance benefits, which has been the core philosophy of yoga since its origin. Correspondingly, the research of Ali-Knight and Ensor (2017), conducted studies concerned about an analysis of UK Yoga tourist profiles and the characteristics that motivate yoga practitioners to engage in yoga tourism. The survey showed that the highest motivations for attending a yoga trip, according to participants, were to increase their yoga knowledge and gain a deeper understanding of yoga practice. They expect to benefit from a deep yoga practice in a peaceful location surrounded by gorgeous scenery.

In terms of the supporting resources for YDD most had a positive influence on tourist satisfaction. The study found that accommodations had the strongest positive influence on tourist satisfaction, indicating that accommodations are important component that fulfills all the needs of yoga tourists who were practicing for a long time. According to the findings of this study, Hua-Hin is quite successful in the accommodation business because there are many types of accommodations to accommodate all types of tourists. This confirmed previous a study (Gupta, 2019; Jammu, 2016 & Valentine, 2016) showing the preferences suggested that the accommodation provided a pleasant experience for the tourists. For a positive image of the destination, it is also necessary to develop tourism-supporting accommodations. In addition, facilities were found a significant positive influence on tourist satisfaction, which indicate that facilities will make tourists feel more comfortable in their environment and surroundings. Especially, parking, petrol stations, souvenir shops, shopping malls, and health care centres are some of supporting facilities utilized by tourists to meet their desires, corresponding to support factors in the study of Kartika Maharani, Supriadi and Wisnu Parta (2020), who conducted studies concerning the motivation factors that promote Bali's yoga tourism. It states that facilities are under pull factors that can develop a destination effectively for encouraging tourists to consider Bali as a yoga destination.

Although the tourists were satisfied with the facilities provided, it was found that accessibilities have an indirect influence on tourist satisfaction, in regard that tourists will be more interested in visiting various tourist destinations beyond easy reach if it is convenient to participate in yoga activities and visit various tourist destinations. Due to the fact that this tourist destination is a small city, public transport services are limited. Some yoga tourists may be apprehensive about travelling to destinations outside the city. Also, the stakeholders should collaborate to improve this point in order to satisfy

tourist needs. It corresponds to the major reasons why promoting yoga tourism can be integrated in a systematic method to form “Brand India” of Kumar (2015), which states that quality is one of the major reasons for the potential growth of yoga tourism and why certain yoga destinations in India exceed quality characteristics, including safety and security; hygiene; accessibility; transparency; authenticity; and harmony with the overall aura of the yoga tourism activity. Yoga tourist perspectives had also reported that the reputation of the yoga destination was at the lowest level on tourist satisfaction. Reasonably, this could be because most of the participants are intensive yoga practitioners looking for a traditional yoga experience with a yoga instructor that emphasizes authentic yoga. This vacation is about much more than checking out the tourist attraction's reputation. However, the reputation of the tourist attraction is still a point of attraction for tourists. Therefore, stakeholders still need to develop the image recognition to be widely known, along with relevance to the characteristics of yoga tourist visiting India (Nichter, 2013). The highlights of yoga characteristics are learning more and gaining a deeper understanding of the technique and searching for authenticity in spiritual travelling. Some become yoga instructors in their hometown. Further analysis showed that yoga tourists are more likely to revisit and recommend to others to travel to Hua-Hin, Thailand if they are satisfied with the core resources and supporting resources. Hence, the stakeholders need to concentrate on developing strategies in their destination to encourage yoga tourists to revisit (Sharma & Kumar Nayak, 2019).

6 Theoretical and Practical contribution

This study provides insightful for theoretical contribution, especially the yoga destination development model; it based on two main yoga resources; firstly, core and supporting resources; The core resource comprises of: authentic yoga, wellness activities, **e.g.** ballroom dancing, pilates, meditation, zumba., service quality, attraction of yoga destination, availability of yoga equipment, **e.g.** yoga mat, strap, block, mat cleaning wipe., expertise of yoga instructors, reputation of yoga destination. The supporting resource comprises of: a variety of yoga destinations, **e.g.** natural, cultural, historical, recreational., promotion of yoga destination, facilities, **e.g.** restaurant, shopping mall, entertainment, souvenir shop., accommodations, and accessibilities. Therefore, stakeholders including yoga studio owners, yoga instructors, government sectors, accommodation owners, and restaurant owners will be the driving force behind the development of yoga destination, prioritizing each component that can contribute to positive and increasing tourist satisfaction and revisit intention. As shown in figure 2 below.

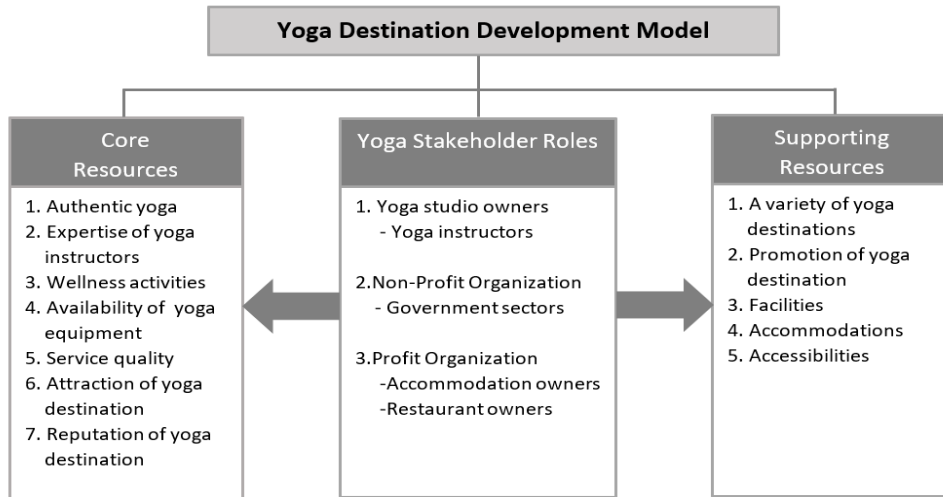


Figure 2: Components of yoga destination development (YDD)

Source: Developed for this study

From a practical point of view, the key contribution of this study is all stakeholders are involved for YDD to satisfy tourist satisfaction, efforts must be made to develop and support core and supporting resources. The authority should take the initiative to plan an effective collaboration that utilizes each stakeholder's competence. First and foremost, Yoga studio owners and yoga instructors are key contributors to the development of yoga destinations that satisfy tourists. They should initiate designing a yoga course that combines other wellness activities that benefit the transformation of the body, mind, and spirit, such as reduced anger, stronger emotional control, and better body shape. Particularly, instead of constructing a modern yoga, strict adherence by practicing their body through various asanas and breathing through pranayama guidelines according to the philosophy of authentic yoga. More traditional yoga practice is more attractive to tourists. Yoga instructors must be able to communicate in English with providing the service quality and have received training from yoga institution accredited by the Ministry of Education and the yoga alliance USA. Second, the government sectors have a role to play in planning, developing, and improving the attractions and tourism destinations to have beautiful scenery with real naturalness suitable for relaxation and rejuvenation, as well as campaigning to promote the image as a hub of yoga tourism by publishing information through online channels such as Facebook, YouTube, Websites and to being the hosting yoga festivals. It also encourages yoga instructors to take additional yoga training courses and provides international standards for operating a yoga studio. Moreover, the recommendations include the establishment of a yoga association to serve as the main host for a concrete yoga tourism centre, as well as the development of an international yoga network to expand the yoga tourism market. Lastly, yoga travelling would be incomplete without the presence of restaurant and hotel owners. Hoteliers are encouraged to provide yoga

classes in their packages to differentiate themselves from the competition and expand their yoga tourist market. Part of the restaurant owners are to keep in touch local traditional food to tourists so they can experience the unique flavor while also complementing healthy food for wellness tourists.

7 Recommendation for future research

Accordingly, it is recommended that a quantitative research from tourist perspectives was used for this study, therefore, future researchers can conduct an in-depth study from the stakeholder perspectives in order to obtain more clear and in-depth data leading to effective development. In addition, future researchers should extend the study concerns about the factors that influence tourist satisfaction among other wellness activities by using these basic concepts.

8 Limitation of the study

During the study the researchers faced several limitations: it was conducted during the COVID-19 pandemic. It had data collected through online survey questionnaires, which had to prioritize the health of tourists. Furthermore, some participants had no intention of answering to the questionnaire, hence, researchers also need to continue collecting new questionnaires. These limitations can serve as basis for future research into the development of yoga tourism from the perspective of tourists.

9 About the author

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