

The Impacts of Hospitality Services on Visit Experience and Future Visit Intention of Student Travelers

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ABSTRACT

Purpose-*This study aims to empirically evaluate the influence of hospitality services on international students' emotional responses, satisfaction and future intentions.*

Design/ methodology/ approach-*The study is quantitative in nature and survey method is used to obtain the information for this study.*

Findings-*The study reveals that, the level of hospitality service performance in Malaysia towards student tourists is slightly higher from the average. Hospitality service performance has a remarkable impact on tourists' intentions to revisit in the destinations. Hospitality service performance impacts toward future visit intention through consumptions of their emotions and visit satisfaction. This research will be useful in providing an insight of consumption pattern and post consumption judgements of international students.*

Research limitations/ implications-*Since the study is perception based, it is possible that future research may generate different result in relation with the change in consumer behaviour, perception and service performance of hospitality features.*

Practical implications-*Practitioners who are interested in understanding evaluation process, satisfaction and future intention would benefit from the model as it suggests the constructs that could be used in such assessment.*

Originality value-*The development of conceptual framework in this research will enrich the literature regarding the construct of customer evaluation. This research will be useful in providing an insight of consumption pattern and post consumption judgements of international students.*

Keywords: *Student: Travellers, Hospitality Service Performance, And Consumption of Emotions, Visit Satisfaction, And Future Visit Intention*

1. INTRODUCTION

The hospitality services comprise of a number of sectors which provide products and services to the local community and visitors. In this case, hospitality sectors are commonly divided into accommodation, foodservice, entertainment, transportation, community and surroundings (Chan, Hsu & Baum, 2015). Visitors generally use these services during their visit to a destination, thus ample

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supply and efficient performance of these elements are essential in order to ensure meaningful visit experience. In terms of consumers, the hospitality industry serves various types of market segments (Kim, Oh & Jogaratnam, 2007). One of the segments which would be important to the industry is the student segment since Malaysia receives a significant number of international students every year. In addition, it is common for these students to travel and visit various destinations in this country during their stay here. While travelling and visiting these destinations, they consume numerous hospitality services. Their experience with these services would determine their visit experience and eventually may influence their future intention to visit again (Hosany & Gilbert, 2010).

Literature suggests that hospitality services are subject to customers' evaluation before and after a visit is made (pre-consumption and post-consumption evaluations) (Yoon & Uysal, 2005). The two topics i.e. pre and post consumption evaluations are extensive and would be appropriate to be studied individually (Petrick, 2004). This research therefore focuses on the post consumption evaluation. Initially, hospitality elements used by the international students and their visit pattern will be investigated. It will further explore their assessment of hospitality features which are expected to leave tourists being satisfied or dissatisfied. Ultimately the research will also examine their future intention. According to Chan et al. (2015), tourist satisfaction with the service experience is referred to tourists' entire consumption of experience, which is immensely triggered by some individual factors.

It is anticipated that the research objectives can be attained by addressing a basic research problem; the investigation of hospitality features. Hence the initial research problem would be:
'How would the provision of hospitality services features influence visit judgement and their future behavioural intentions?'

1.1 Research Objectives

This research strives to provide insights into the evaluation of hospitality services of destinations visited by international students. It aims at achieving the following objectives:

1. To investigate the performance level of the destination hospitality services as perceived by the international students.
2. To empirically evaluate the influence of hospitality services performance on international students' emotional responses, satisfaction and future intentions.
3. To propose a research framework of post visit experience evaluation that combines the emotional responses and their future visit intention.

1.2 Significance of the Study

The development of conceptual framework in this research will enrich the literature regarding the construct of customer evaluation. Whilst studies about the consequence of hospitality products/service features assessments have often been described in term of service performance, perceived quality, perceived value and satisfaction, simultaneously the use of these constructs to describe an evaluation outcome is limited. Hence this research suggests the use of these constructs simultaneously in a research model and their relationships can be examined accordingly. Although the importance of cognitive components in evaluation is acknowledged, the explicit use of affective components in customer evaluation is rather limited. Consequently, this research suggests the explicit use of emotions (affective component) as one of the constructs in customer evaluation model. The research model is expected to provide a conceptual understanding especially to hospitality managers about the process of customer evaluation. Managers who are interested in understanding evaluation process, satisfaction and future intention would benefit from the model as it suggests the constructs that could be used in such assessment.

2. LITERATURE REVIEW

2.1 Hospitality Services Performance

The importance of hospitality services is needed to be addressed as they are essential for tourists during their visit. In this case visitors are exposed to various hospitality features namely; accommodation, food services, entertainment, transportation and travel services during their stay at a destination. Arguably, their consumption experience with these features is influential in determining the outcome of their visit experience (Baker & Crompton, 2000; Weaver, Weber & MacCleary, 2007). In term of sustainable business strategy, it is important to understand how visitors evaluate these features and that their evaluation has a critical impact on future behaviour such as word-of-mouth, revisit and loyalty (Bigne, Sanchez & Sanchez, 2001; Kozak & Rimmington, 2000; Weaver et al., 2007). Overall, visitors evaluate the performance of hospitality features and the experience associated with this evaluation leads to other post consumption judgements. Literatures suggest that these post consumption judgements are related to emotional outcomes, satisfaction and future behavioural intentions (Liljander & Bergenwall, 1999; Murphy, Pritchard & Smith, 2000; Petrick, 2004; Sirakaya, Petrick & Choi, 2004; Yoon and Uysal, 2005). Local community and surroundings have an important role to perform in order to give a good impression since tourists will evaluate local community based on this image.

2.2 Satisfaction

Satisfaction is the outcome as perceived by the customers after the actual performance and expectation is compared. It is argued that in many service-based transactions, such as in hospitality and tourism, it is difficult for users

(customers) to establish accurate expectations (Kozak, 2002; Fuchs & Weiermair, 2003). Consequently, various studies suggested that features performance would be a better alternative to measure customer satisfaction. In cases where the measurement of expectation is difficult or not attainable, many researchers considered perceived performance as the best predictor for satisfaction (Page & Spreng, 2002; Yuksel & Rimmington, 1998). The example is given by Yuksel and Rimmington (1998), who examined the relative validity of six alternative models (*performance only*, *performance-importance*, *importance minus performance*, *direct confirmation-disconfirmation*, *confirmation-disconfirmation weighted by importance*, and *performance minus predictive expectation*) and concluded that the performance model offers a more satisfactory framework for measuring customer satisfaction. Hence, in this research satisfaction is viewed as a function of hospitality services performance: Satisfaction = f (Performance).

2.3 Emotional responses

The tourism (an indeed hospitality services) clearly holds the potential to elicit strong experiential and emotional outcomes (Otto & Ritchie, 1996). However research involving emotions in tourism is still very limited. Review of literatures shows that research about the role of emotion was carried out in a handful service environment namely; dentistry (Alford & Sherell, 1996), labour force bureaux (Liljander & Strandvik, 1997), adventure tours (Williams and Soutar, 2000), holidays (Liljander and Bergenwall, 1999; Sirakaya et al., 2004; Petrick, 2004), and it was found that service performance leads to emotional responses and ultimately influence satisfaction judgements. Therefore it is relevant to include emotion as one of the evaluation constructs in this research. Generally positive mood appears to lead for more positive emotions while evaluating the service quality which is also included with judgments of consumer satisfaction positively (e.g., Gorn, Goldberg, & Basu 1993; Mano & Oliver 1993; Barone, Miniard & Romeo, 2000). These researchers also emphasized the importance of analyzing the interpersonal processes those are considered to be the core of consumption emotions (Raghunathan, Pham & Corfman, 2006; Cohen & Andrade, 2004). Hence, the role of emotion is more concerned and considered as a central element in order to understand the consumption of experiences (Oliver, 1997; Avnet & Pham, 2007). In Gardner's (1985) review of mood effects in consumer behavior, author identified service encounters as one of the key areas for fruitful mood research.

2.4 Future Intention

The evaluation of post consumption is a complex process (Weaver et al., 2007) as it involves the measurements of a number of constructs (Petrick, 2004). The consequences of an evaluation are often described in term of tourist perception of quality, value and satisfaction. However the result of visit evaluation is more beneficial if it is examined beyond these consequences such as recommendation

and revisit. In this case, past studies suggests that although visitors may prefer visiting new locations for their next visit, revisit is likely if the destination fulfils their requirements or they are satisfied with the visit experience (Chen & Tsai, 2007; Jang and Feng, 2007; Um,Chon & Ro, 2006; Yoon and Uysal, 2005). In addition, it always benefits the destination if visitors go home feeling satisfied and spread good word of mouth, recommend and encourage others to visit the destination.

2.5 Student Travellers

In general, traveller segments can be divided into business and professional travellers (product-related segmentation); incentive travellers (product-related segmentation); mature travellers (demographic segmentation); international travellers (geographic segmentation) and single travellers (demographic segmentations) (Cook, Yale & Marqua, 2001). In addition, another type of segment namely student traveller is becoming increasingly important to tourism and hospitality. According to Kim et al. (2007), the market for student travellers has been found to be a lucrative segment. Studies on student travellers by previous researchers have also identified that this market segment has different travel needs, travel desires, travel pattern and should be viewed from multidimensional perspectives(Cook et al., 2001; Kim, Jogaratnam & Noh, 2006).In the United States for example, it is identified that as the number of college students enrolled in US colleges and universities is expected to exceed 17 million by the year 2012, this market segment can be regarded as a promising market (Cook et al., 2001; Kim et al.2006). It is further described that student travellers market segment represents 22% of all market segments. Reviews of literatures have found out that studies on student traveller were mostly carried out in US, Australia and New Zealand and very few in Malaysia. Therefore, this provides an opportunity to investigate the travel pattern of international students and their judgments on hospitality services in Malaysia.

2.6 Proposed Research Model

As discussed previously, this study postulates that tourists would evaluate their visit experience in relation to their encounters with hospitality features and subsequently develop perceptions of service performance, emotional responses, satisfaction, and ultimately generate behavioural intention. Therefore the conceptual framework for this study can be illustrated as in figure 1.

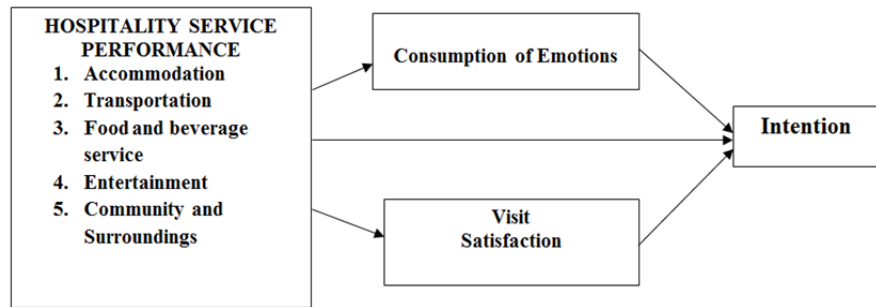


Figure 1: Research Model for Intention

3. RESEARCH METHODOLOGY

3.1 Research Design

The quantitative method is used to conduct the study. In order to deal with the issues and find out the reasonable solutions for specific research dilemma, the quantitative method is mostly suited and well-matched with the phenomenon (Frankfort-Nachmias & Nachmias, 1992). According to (Matveev, 2002), quantitative research can assure details explanation, measurement of independent and dependent variables with highest efficiency and variety which are important for specific research phenomena. Survey method is performed to obtain the information for this study. Survey method is considered as the best strategy to know about the facts and beliefs those are related to social and personal features (Kerlinger & Lee, 2000).

3.2 Hypotheses Development

Service performance has significant impact on tourist satisfaction. When tourists' expectations are fulfilled by the service providers in the destination, it will lead to increase the satisfaction level. The rationale is similar to social exchange theory of Homans (1958); satisfaction level will increase if the tourist's expectations are met. Cadotte, Woodruff and Jenkins (1987) empirically tested that tourists' satisfaction depends on the experience of consuming the services in any specific destination.

Hypothesis 1: Service Performance will have positive impact on tourists' visit satisfaction.

While the consumers intentionally display positive emotion during the encounter and express themselves having a good and positive mood, it can be expected that they will evaluate the service provider in a positive way. A plenty of literature

supported this notion that the manner in which single consumer displays feelings; it seems to have an immense impact on measuring quality of service (e.g., Grandey & Brauburger, 2002).

Hypothesis 2: Service Performance will have positive impact on tourists' emotions.

The tourists' emotional response is an important aspect which has relationship with their level of satisfaction and revisit intention. When tourists' consumption of emotions is more positive, it will have positive impact on their future visit intention. Oliver (1997) has discussed that few authors empirically tested the linkage between emotions and repurchase intention. Oliver (1993) also reported that, emotions had a significant impact on tourists' satisfaction which leads to future visit intention.

Hypothesis 3: emotional responses will have significant impact on tourists' future visit intention.

Tourists' future visit will depend on their satisfaction level from the destination. While tourists are satisfied with service performance, they will intend to come back to the destination in the future. An insight of social exchange theory of Homans (1958), the level of tourists' satisfaction will be equivalent to their future visit intention.

Hypothesis 4: Visit satisfaction will have positive impact on tourists' future visit intention.

3.3 Measurement

The questionnaire contains 8 parts, the first part is the demographic profile of respondents and next parts are hospitality service performance, such as Accommodation, transportation, food and beverage service, entertainment and community surrounding followed by consumption of emotions, tourists' visit satisfaction and final part of the questionnaire is about the future visit intention. Responses were measured by using 5 point Likert-type scale; the highest score 5= Excellent and lowest score 1= Very bad, and respondents were asked to rate the opinion in these points 1-5 for all parts of questionnaire except demographic profile since it is only related to personal information of respondents (see table 1).

Table 1: *Items used in the study*

Variable	Items	Reference
Accommodation	<ol style="list-style-type: none"> 1. My room was furnished appropriately. 2. The staffs provide prompt, reliable and friendly service. 3. All amenities and equipment are working properly. 	Groonros (1984)
Food and Beverage	<ol style="list-style-type: none"> 1. Cleanliness 2. Quality of food 3. Catering and dinning staff attitude 	Groonros (1984)
Transportation	<ol style="list-style-type: none"> 1. The public transport is comfortable 2. The drivers and crews provide prompt, reliable and friendly service. 3. All amenities and equipment are well maintained and working properly. 	Groonros (1984)
Entertainment	<ol style="list-style-type: none"> 1. The staffs provide prompt, reliable and friendly service. 2. Facilities at the entertainment areas are well maintained. 3. Entertainment areas have variety of activities. 	Groonros (1984)
Community and Surroundings	<ol style="list-style-type: none"> 1. Local residents are friendly, polite and kindness. 2. Local residents are responsiveness. 3. Local residents can understand what I am talking about. 4. The local surrounding is clean tidy. 	Groonros (1984)
Positive Emotions	<ol style="list-style-type: none"> 1. I feel excited to visit here. 2. I feel peaceful to visit here. 3. I feel happy to visit here. 4. I feel relaxed to visit here. 	Ekman & Friesen, (1969)
Visit Satisfaction	<ol style="list-style-type: none"> 1. I am satisfied with my visit in the destination. 2. I am pleased to have visited this place. 3. The service providers have provided favourable services during my visit. 	Oliver, (1997)

Intention	<ol style="list-style-type: none"> 1. I intend to come back to this place in the future. 2. I would say positive things about this destination. 3. I would bring others to visit this destination in the future. 	Zeithaml et al. (1996)
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3.4 Data Collection Process

In order to collect relevant data, we distributed questionnaire among the international students who have visited any part of Malaysia. The respondents were the students of University Utara Malaysia (UUM). After filling up their questionnaires, the students sent another questionnaire to their friends in other universities of Malaysia and it was done by snowballing technique. According to Collis and Hussey (2009), by using other methods it is not easy to reach this number of respondents, such as interviews and other methods are more time and cost consuming. Total 300 questionnaires were sent and 232 responses were received having a response rate of 77.33% of total population. According to Coakes, Steed, and Dzidic (2006), once the sample size is 100 then it can be possible to conduct factor analysis; however 200 respondents or more than 200 are more acceptable and even nicer.

4. DATA ANALYSIS AND FINDINGS

4.1 Descriptive Statistics

This part of the paper discusses the background information of survey that was conducted among 232 international students who had visited different tourist destinations in Malaysia. The information of survey participants in terms of age, gender, their religion, nationality, university, duration of tour is provided in this table and the table significantly emphasizes on these socio-demographic variables by conducting descriptive analysis.

Table 2: *Demographic profile of the respondents (N=232)*

Factors	Frequency	Percentage
Gender		
Male	146	62.9
Female	86	37.1
Age		
18-21	50	21.6
22-25	131	56.5
26-29	23	9.9
30-33	13	5.6
34-37	6	2.6
Above 37	9	3.9
Nationality		
Chinese	79	34.1
Indonesian	32	13.8
Thai	20	8.6
Iranian	19	8.2
Others	150	35.3
University		
USM	55	23.7
UUM	53	22.8
UM	39	16.8
UMS	20	8.6
Others	167	28.1

The male respondents were 62.9% and female were 37.1%. It indicates that the number is higher for male tourists than that of female tourists. In terms of age, the highest percentage tourists' age is around 22 to 25 and that were 56.5%; 21.6% were between 18 to 21 years, 9.9% were between 26 to 29 years; 5.6% were between 30 to 33 years; 2.6% were between 34 to 37 years and rest of the participants were above 37 years old. This table demonstrates that, most of the respondents are between 22 to 25 years old. In terms of nationality, most of the participants are Asian. The table shows that the Chinese represent the highest percentage, followed by Indonesian, Thai and Iranian. In terms of university, the highest number of students is from University of Science Malaysia (USM) (23.7%), followed by University Utara Malaysia (UUM) 22.8%, University of Malaya (UM) 16.8%, University of Malaysia, Sabah (UMS) 8.6% and others from private and public universities of Malaysia.

Table 3: Mean for hospitality service performances (N=232)

Services	Minimum	Maximum	Mean
Accommodation	1.00	5.00	3.4741
Transportation	1.00	5.00	3.3908
Food and beverage	1.00	5.00	3.1379
Entertainment	1.00	5.00	3.4741
Community	1.00	5.00	3.4073
Average Mean for Hospitality Services		3.3769	

The average mean for Hospitality service is 3.3769. The hospitality service quality level was measured from the average value of services. The value of every service anchored with five points and they are levelled as 1-Very bad, 2-Bad, 3-Average, and 4-Good, 5-Excellent. The most common value is 3-Average. And the total average value for all overall hospitality service is 3.3769 and this value is considered as at satisfactory level. All of the variables considered here indicate that mean values are above average. This implies that hospitality industry is showing better performance in serving the guests. The highest evaluation is from accommodation and entertainment service that is close to 3.5 and lowest evaluation is from food and beverage service with an average of 3.1379. It can be concluded from here, service providers are able to satisfy the student tourists by giving good quality of service and accommodation service.

4.2 Reliability Test

Table 4: Reliability Coefficients for the Variables in the Study

Factors	Items	Reliability (α)
Accommodation	3	.768
Transportation	3	.806
Food and beverage	3	.664
Entertainment	3	.790
Community and surroundings	4	.812
Visit Satisfaction	3	.804
Positive Emotion	4	.856
Future Intention	3	.817

The Cronbach's alpha values are provided (see, table 4) for all independent and dependent variables and all the values are above 0.6. According to Fornell and Larcker (1981) all coefficients are within the recommended level. So, these values indicate acceptable level of internal consistency of the items.

4.3 Confirmatory Factor Analysis

A confirmatory factor analysis was conducted to assess the validity of the items used in hospitality service performances, positive emotions, visit satisfaction and future visit intention. Factor loadings for all items are more than .70, which is considered as very good (Hair et al., 2010).

Table 5: *Confirmatory Factor Analysis of the Hospitality Service Items*

Component/item	Factor Loading	Composite Reliability	KMO
Accommodation		.768	.697
My room was furnished appropriately.	.843		
The staffs provide prompt, reliable and friendly service.	.828		
All amenities and equipment are working properly	.812		
Food and Beverage		.664	.650
Cleanliness	.799		
Quality of food	.794		
Catering and dinning staff attitude	.727		
Transportation		.806	.687
The public transport is comfortable	.823		
The drivers and crews provide prompt, reliable and friendly service.	.833		
All amenities and equipment are well maintained and working properly.	.891		
Entertainment		.790	.698
The staffs provide prompt, reliable and friendly service.	.841		
Facilities at the entertainment areas are well maintained.	.864		
Entertainment areas have variety of activities.	.812		
Community and Surroundings		.812	.747
Local residents are friendly, polite and kindness.	.846		
Local residents are responsiveness.	.876		
Local residents can understand what I am talking about.	.735		
The local surrounding is clean tidy.	.749		

Kaiser-Meyer-Olkin (KMO) Measures of Sampling Adequacy for hospitality service performances are accommodation (.697), food and beverage (.650), transportation (.687), entertainment (.698) and community and surroundings (.747) respectively. Healthy KMOs are indicating that the data were validated and significant; it indicates good suitability of analysis. Bartlett’s test of sphericity shows significant values ($p=.00$) which meet the assumption of conducting factor analysis.

Table 6: *Confirmatory Factor Analysis of Positive Emotions, Visit Satisfaction and Future Intention*

Component/item	Factor Loading	Composite Reliability	KMO
Positive Emotions		.856	.785
I feel excited to visit here	.829		
I feel peaceful to visit here	.767		
I feel happy to visit here	.904		
I feel relaxed to visit here	.856		
Visit Satisfaction		.804	.711
Cleanliness	.855		
Quality of food	.832		
Catering and dinning staff attitude	.855		
Future Intention		.817	.710
I intend to come back to this place in the future.	.830		
I would say positive things about this destination.	.877		
I would bring others to visit this destination in the future.	.863		

For positive emotions, visit satisfaction and future intention, all factor loadings are above .80 except one item in the positive emotions which is also above .70. These high factor loadings are showing strong support for convergent validity. Cronbach Alpha values for these three variables are above .80, which shows high range of reliability of the items.

4.4 Regression Analysis

Regression analyses were performed from different viewpoint to get individual as well as group effects of independent variables on corresponding dependent variable and eventually on future visit intention of international students to the destination.

Table 7: *The Summary of Multiple Regression Analysis for the impact of hospitality service performance on the visit satisfaction (N=232)*

Independent Variables	B	SE B	β
Accommodation	.152	.054	.166
Food and Beverage	.038	.062	.037
Transportation	-.013	.050	-
			.015
Entertainment	.327	.064	.350
Community and Surroundings	.279	.055	.308

Note: $R^2 = .491$; $F=43.665$; Sig. $F = .00$; ** $p < .05$

B=Unstandardized Coefficient; SE B= Standard error of coefficient;
 β =Beta coefficient.

Hospitality service performance gives a tremendous contribution to satisfy the visitors as the result shows the effect of hospitality service performance to visit satisfaction is 49.1% and that result F-statistic ($F=43.665$; $P < .05$) can be concluded as highly significant and hypothesis 1 is supported. The standard error of coefficient is very low as it shows. In order to bring up full satisfaction through hospitality service performance the availability and reasonable price of transport service need to be improved to gain more tourists satisfaction.

Table 8: *The Summary of Multiple Regression Analysis for the impact of hospitality service performance on the consumptions of Positive Emotions (N=232)*

Independent Variables	B	SE B	β
Accommodation	.129	.068	.136
Food and Beverage	.043	.078	.039
Transportation	-.001	.063	-.001
Entertainment	.200	.080	.205
Community and Surroundings	.237	.069	.251

Note: $R^2 = .263$; $F=16.121$; Sig. $F = .00$; ** $p < .05$

B=Unstandardized Coefficient; SE B= Standard error of coefficient;
 β =Beta coefficient.

As being proposed hospitality service performance is positively related with positive emotion. In regression analysis R^2 is known as coefficient of determination, which helps to identify how much variation in the dependent variable is caused by the independent variables. From the results it is seen that hospitality service performance has 26.3% ($R^2 = .263$) effects on visitor's positive emotion and hypothesis 2 is supported. The F-statistic ($F = 16.121$; $p < .05$) shows that hospitality service performance positively and significantly influences tourists' positive emotion. Although the level of influence of hospitality service performance on positive emotion is not high, management should consider this

aspect as an important issue in designing the hospitality services along with other influencing factors.

Table 9: *The Summary of Multiple Regression Analysis for the impact of positive emotions on the future visit intention (N=232)*

Independent Variables	B	SE B	β
Positive Emotion	.540	.054	.553

Note: $R^2 = .305$; $F=101.162$; Sig. $F= .00$; ** $p<.05$

B=Unstandardized Coefficient; SE B= Standard error of coefficient;

β =Beta coefficient.

This regression was performed to identify the influence of positive emotion on future visit intention. The predictor is positive emotions (happy, excited, peaceful, and relaxed). R^2 value is 30.5 which indicate that the chosen independent variables are responsible for the 30.50% variation in dependent variable (future intentions) and hypothesis 3 is supported. This result also shows F-statistic ($F=64.366$; $P< .05$) the independent variable is predicting the future intentions (dependent variable) significantly.

Table 10: *The Summary of Multiple Regression Analysis for the impact of visit satisfaction on the future visit intentions (N=232)*

Independent Variables	B	SE B	β
Visit Satisfaction	.558	.050	.595

Note: $R^2 = .354$; $F=125.909$; Sig. $F= .00$; ** $p<.05$

B=Unstandardized Coefficient; SE B= Standard error of coefficient;

β =Beta coefficient.

The tourists visit satisfaction has 35.4% individual effect to bring the tourist in the destination in future. The analysis shows that F-statistic ($F=125.909$; $P< .05$) is at significant level, moreover the standard error of coefficient is in considerable range. In order to increase the future visit intention through visit satisfaction, hospitality service performance would contribute tremendously; more specifically the support from the local community would make an outstanding effort (e.g. Local community's improvement of communication skills, friendliness and politeness etc.).

5. CONCLUSION AND DISCUSSIONS

This study has provided an overview of hospitality service performance to student travellers. Moreover, it has explained briefly with appropriate examination how hospitality service performance contributes toward future intention of the travellers. The study was designed to investigate the hospitality service performance level of tourist destination towards student travellers, to evaluate the influence of hospitality service performance on international students' emotional responses, visit satisfaction and finally their intention to revisit the destination. A research framework has been developed to demonstrate the contribution of hospitality service performance toward future visit intention, the consumption of visitors' positive emotion and travellers' visit satisfaction. The study has shown that, the level of hospitality service performance is at average stage. Despite this average service level, the providers should have more concern to enhance their level of service quality. Multiple regression analyses have revealed that, positive emotions have been influenced by hospitality service performance. The visit satisfaction and future visit intention have been influenced by hospitality service performance with good percentage respectively.

The final regression was performed to empirically evaluate the influence of visit satisfaction to future visit intention, which has shown that, visit satisfaction has remarkable influence on future intention. Taken together all results, this research suggests that, in order to increase the future intention of student travellers, the service providers need to take more initiatives to improve their services. The evidence from this study also suggests that, building up positive emotional response from travellers can become a strong weapon to bring them in the destination again.

6. RESEARCH LIMITATIONS AND FURTHER STUDY SUGGESTIONS

Although this research will be useful in providing an insight of consumption pattern and post consumption judgements of international students, a number of limitations could be expected. The limitation may be in the form of dynamic evaluation which means that findings of the study are subject to change over time. This is because of the fact that the study is perception based. It is possible for future researchers to generate different result in relation with the change in consumer behaviour, perception and service performance of hospitality features.

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