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How Narrative-Related Stimuli Shape Revisit Intention in Theme Park Tourism: The Mediating Roles of Emotional Resonance and Satisfaction—The Case of Fantawild Theme Parks in China

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Abstract

Theme park tourism has become a trend and brings huge profits; however, how Fantawild, a representative theme park in China, can attract tourists to return remains to be explored. Given the substantial economic value of repeat visitors for theme parks, this study focuses on revisit intention rather than general tourist behavior. Drawing on the Stimulus–Organism–Response (S-O-R) framework as the theoretical foundation, this study examines how narrative-based experiences influence visitors' revisit intention to Fantawild as a theme park tourism destination. Data were collected from 573 visitors to Fantawild in China and analyzed using structural equation modeling. The results show that storytelling does not directly influence revisit intention but instead operates through emotional resonance and satisfaction, indicating a fully mediated mechanism. Emotional resonance also indirectly affects revisit intention through satisfaction. In addition, marketing activities, fond travel memories, and IP appeal significantly enhance emotional and evaluative responses, which in turn drive revisit intention. These findings provide a clearer understanding of the affective and cognitive mechanisms underlying narrative immersion and offer practical implications for improving visitor engagement, repeat visitation, and retention in theme park tourism.

Keywords: storytelling; emotional resonance; satisfaction; revisit intention; theme park tourism; narrative experience

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1. Introduction

The overarching paradigm shift toward a sophisticated experience economy and the rapid transformation of cultural tourism have resulted in a sudden high rate of demand for immersive leisure, which imposes the greatest pressure on destination competitiveness and the long-term sustainability of the global theme park industry (Amaro et al., 2023). The global market for themed entertainment is still increasing at an annual rate of approximately 6.2 percent as more narrative-driven resorts are constructed, digital immersive infrastructures are developed, and the growing cultural and psychological requirements of modern tourists are met (Pratisto et al., 2022). Within this landscape, theme parks have emerged as a paramount stage for promoting cultural soft power and emotional brand equity. Strategic industrial policies specifically invite theme park operators not only to upgrade their physical attractions but also to leverage storytelling as a core mechanism to

foster narrative immersion, thereby facilitating a transition toward a society-wide model of sustained re-engagement and behavioral loyalty (Oh & Kong, 2021).

Theme parks, exemplified by the Fantawild properties in China, are large-scale, narrative-intensive organizations in the service sector which are experience-consuming. Their elaborate structures, such as high-tech theaters, themed zones, and interactive performances, demand a constant supply of narrative content and intellectual property (IP) integration to promote psychological engagement, immersion, and emotional connection (Baker, 2022). Unlike one-time visitation, revisit intention is particularly important for theme parks because repeat visitors contribute to long-term revenue, operational stability, word-of-mouth promotion, and customer lifetime value. In experience-based tourism settings, retaining previous visitors can generate sustainable economic returns through repeated ticket purchases, in-park consumption, seasonal events, and brand-related merchandise. Revisit behavior comprises close to 80 percent of the long-term commercial value inside a theme park, with the degree of narrative immersion and the parasocial attachment to story-worlds playing a significant role in total destination loyalty (Yiguo & Albattat, 2024). Therefore, focusing on revisit intention rather than general tourist behavior is both theoretically meaningful and practically necessary, especially for Fantawild as it seeks to transform short-term visitor attraction into sustained visitor retention. The cultivation of revisit intention in the Chinese market is an urgency that is facilitated by the rapid maturation of domestic brands and the aggressive entry of global entertainment giants.

Although the importance of narrative immersion is generally recognized by park designers, there remains a substantial "experience-action gap" in tourists' revisit habits (Bai et al., 2026). While more than 60% of tourists express appreciation for the cultural themes and mythological narratives presented, almost 70% perceive the experience as a one-time novelty rather than a reason for return, and less than 30% demonstrate a committed intention to revisit for the purpose of narrative re-engagement (Yuan & Marzuki, 2024; T. Zhang et al., 2021). The above phenomena imply that technological spectacle and traditional promotional campaigns in and of themselves do not suffice to induce long-term behavioral change; an in-depth investigation of the underlying narrative, psychological, and structural determinants affecting the re-engagement behavior of tourists is necessary.

Hence, in an environment where themed attractions and story-driven spaces are ubiquitous, why have the narrative-driven revisit intentions of tourists not become optimum? Guided by the Stimulus–Organism–Response (S-O-R) framework, to answer this question, it is necessary to consider three dimensions that are closely interrelated: external narrative stimuli, internal psychological processes, and structural constraints. An external environment that conditions the expectations of the visit, characterized by storytelling quality, IP appeal, and marketing activities, constitutes the stimuli, whereas individual differences in affective outcomes and cognitive evaluations are specified by psychological mechanisms, such as emotional resonance and satisfaction. Furthermore, the translation of these internal states into actual re-engagement is often conditioned by structural factors such as transportation ease. Nonetheless, the current literature does not provide a detailed model that integrates these dimensions, particularly from the perspective of narrative immersion. Consequently, this research will have the following four objectives:

RO1: To examine the effects of marketing activities, fond travel memories, IP appeal, and storytelling on tourists' emotional resonance and satisfaction within the context of Fantawild theme parks.

RO2: To evaluate the influence of marketing activities, storytelling, emotional resonance, and satisfaction on visitors' revisit intention to Fantawild theme parks.

RO3: To test the mediating roles of emotional resonance and satisfaction in the relationship between experiential stimuli, including marketing activities, fond travel memories, IP appeal, and storytelling, and visitors' revisit intention to Fantawild theme parks.

RO4: To assess the moderating effect of transportation ease on the relationship between satisfaction and visitors' revisit intention to Fantawild theme parks.

2. Literature Review

2.1. Theoretical Framework

The S-O-R paradigm serves as the overarching blueprint, establishing a systematic nexus between environmental inputs and behavioral outputs (Hochreiter et al., 2023). In this context, experiential elements such as storytelling, intellectual property (IP) appeal, marketing activities, and fond travel memories are conceptualized as external stimuli that shape visitors' experiences within the theme park environment (Wiyata et al., 2024). These stimuli activate the visitor's internal "organism," which represents the psychological processes through which visitors interpret and evaluate their experiences.

This psychological processing phase is further explained through a dual-track mechanism based on Affective Events Theory (AET) and Expectation Confirmation Theory (ECT). AET addresses the affective dimension, suggesting that experiential encounters within theme parks can function as "affective episodes" that trigger emotional responses, particularly emotional resonance between visitors and the themed environment (Bastiaansen et al., 2019). Simultaneously, ECT explains the cognitive appraisal process, where satisfaction emerges from the alignment between visitors' expectations and the perceived performance of the experience (Jiang & Klein, 2009). These internal states—emotional resonance and satisfaction—collectively form the psychological precursors to the "response," namely visitors' intention to revisit the destination. Drawing on the integration of the S–O–R paradigm, AET, and ECT, the conceptual framework of this study is presented in Figure 1.

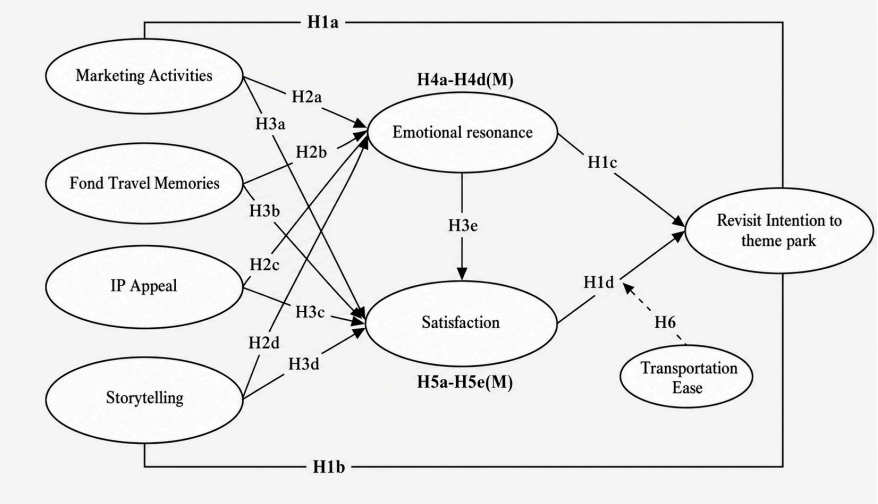


Figure 1. Conceptual framework of the study.

However, the transition from internal psychological states to actual behavioral intentions is not unconditional. The Leisure Constraints Model is integrated to identify the structural contingencies that may facilitate or inhibit revisit behavior. It suggests that even when visitors experience strong emotional engagement and high levels of satisfaction, structural barriers may limit their willingness to revisit (Yan et al., 2026). In the context of theme park tourism, transportation ease represents a key structural condition that can influence revisit decisions (Bayang et al., 2022). Accessibility therefore acts as an important

moderating factor that may strengthen or weaken the relationship between satisfaction and revisit intention.

In essence, this integrated framework utilizes the S-O-R model as its structural foundation, employs AET and ECT to explain the affective and cognitive mechanisms underlying visitor experiences, and incorporates the Leisure Constraints Model to account for the structural conditions that influence revisit behavior.

2.2. Hypothesis Development

Within the S-O-R framework, revisit intention can be viewed as visitors' willingness to return to a theme park in the future, representing the ultimate behavioral outcome shaped by both external experiential stimuli and internal psychological processes (Thornton & Tamir, 2024). Rather than being driven by a single determinant, this intention develops through the joint influence of experiential inputs and visitors' affective and cognitive evaluations (Robinson, 2023). In theme park settings, marketing activities and storytelling serve as two prominent experiential drivers. Marketing activities, which involve promotional communication and information provision, help reduce uncertainty, enhance awareness, and stimulate revisit consideration, whereas storytelling organizes attractions into coherent and meaningful narratives that enhance immersion and interpretive engagement (Chang & Suh, 2025). These external stimuli further trigger internal psychological responses. Emotional resonance captures the extent to which visitors feel emotionally connected to and engaged with the themed environment, while satisfaction reflects their overall evaluative judgment of the experience based on the confirmation of expectations. Together, these affective and cognitive responses transform immediate experiential perceptions into more enduring preferences and behavioral commitments. Taken together, these arguments suggest that:

H1a. *Marketing activities positively affect revisit intention to Fantawild theme parks.*

H1b. *Storytelling positively affects revisit intention to Fantawild theme parks.*

H1c. *Emotional resonance positively affects revisit intention to Fantawild theme parks.*

H1d. *Satisfaction positively affects revisit intention to Fantawild theme parks.*

From the perspective of Affective Events Theory (AET), emotional responses are generated through individuals' interactions with specific situational stimuli. In experiential environments such as theme parks, emotional resonance is not incidental but is actively constructed through exposure to multiple experiential cues that trigger affective reactions (Xu & Chia, 2025). Marketing activities stimulate interest and anticipation by shaping expectations prior to and during the visit. Fond travel memories, referring to visitors' positive recollections of past tourism experiences, reactivate previously stored emotional experiences, reinforcing positive affective states through recall and comparison (Sasu et al., 2024). IP appeal, which captures the attractiveness of intellectual property elements such as characters, themes, and brand imagery, fosters symbolic identification with characters and narratives, enhancing emotional familiarity and attachment. Meanwhile, storytelling deepens emotional engagement by structuring experiences into coherent and meaningful narratives that visitors can relate to and internalize (Kovacic & Sagovnovic, 2022). Through these mechanisms, experiential stimuli collectively contribute to the formation of emotional resonance. Based on this reasoning, the following hypotheses are proposed:

H2a. *Marketing activities positively affect emotional resonance.*

H2b. *Fond travel memories positively affect emotional resonance.*

H2c. *IP appeal positively affects emotional resonance.*

H2d. *Storytelling positively affects emotional resonance.*

According to Expectation Confirmation Theory (ECT), satisfaction is formed through the comparison between perceived performance and prior expectations, making it a more reflective and stable psychological outcome (Dudasova et al., 2023). In theme park settings, experiential stimuli such as marketing activities, fond travel memories, IP appeal, and storytelling shape visitors' perceptions of quality, value, and experiential meaning. These elements influence how visitors assess whether the experience meets or exceeds their expectations (G. Wang et al., 2025). Importantly, emotional resonance plays a reinforcing role in this process, as positive emotional engagement enhances perceived value and influences cognitive appraisal (Hasanein et al., 2026). As a result, satisfaction is jointly shaped by both experiential inputs and emotional responses. This suggests that:

H3a. *Marketing activities positively affect satisfaction.*

H3b. *Fond travel memories positively affect satisfaction.*

H3c. *IP appeal positively affects satisfaction.*

H3d. *Storytelling positively affects satisfaction.*

H3e. *Emotional resonance positively affects satisfaction.*

Building upon the formation of emotional resonance, it is important to understand how affective responses translate into behavioral outcomes (Xuan Nguyen & Nguyen, 2026). Within the S-O-R framework, emotional states function as a key mechanism linking external stimuli to behavioral responses by shaping internal psychological engagement (Yacoub et al., 2025). Emotional resonance enhances visitors' psychological attachment to the experience and strengthens the memorability of the visit (Wiyata et al., 2024). When visitors feel emotionally connected to the theme park environment, they are more likely to develop favorable attitudes and a stronger intention to revisit (H. Li et al., 2025). This indicates that emotional resonance serves as an affective pathway through which experiential stimuli influence revisit intention. In line with this argument, the study proposes that:

H4a. *Emotional resonance mediates the relationship between marketing activities and revisit intention to Fantawild theme parks.*

H4b. *Emotional resonance mediates the relationship between fond travel memories and revisit intention to theme park.*

H4c. *Emotional resonance mediates the relationship between IP appeal and revisit intention to theme park.*

H4d. *Emotional resonance mediates the relationship between storytelling and revisit intention to theme park.*

In addition to affective mechanisms, behavioral intention is also shaped through cognitive evaluation processes. Satisfaction, as an overall evaluative judgment, represents a

more stable and enduring mechanism through which experiential stimuli influence revisit intention (Acharya et al., 2023). Experiential stimuli contribute to satisfaction by enhancing perceived value and experience quality, while emotional resonance further strengthens this evaluation by increasing the perceived meaningfulness of the experience (Zhu et al., 2025). When visitors form a positive overall evaluation, they are more likely to translate this evaluation into behavioral intention (Gorji et al., 2023). Therefore, satisfaction operates as a cognitive pathway that links both experiential inputs and emotional responses to revisit intention. Taken together, these considerations indicate that:

H5a. *Satisfaction mediates the relationship between marketing activities and revisit intention to theme park.*

H5b. *Satisfaction mediates the relationship between fond travel memories and revisit intention to theme park.*

H5c. *Satisfaction mediates the relationship between IP appeal and revisit intention to theme park.*

H5d. *Satisfaction mediates the relationship between storytelling and revisit intention to Fantawild theme parks.*

H5e. *Satisfaction mediates the relationship between emotional resonance and revisit intention to theme park.*

According to the Leisure Constraints Model, structural conditions can either facilitate or constrain the realization of behavioral intentions. In theme park tourism, transportation ease, which refers to the perceived accessibility and convenience of traveling to and within the destination, represents a critical situational factor that influences accessibility and convenience. When transportation is convenient, visitors are more likely to act on their positive evaluations and revisit the destination. Conversely, when accessibility is limited, even highly satisfied visitors may be less inclined to return. Thus, transportation ease defines the boundary condition under which satisfaction translates into revisit intention. On this basis, the study advances the following hypothesis:

H6. *Transportation ease moderates the relationship between satisfaction and revisit intention to theme park.*

Figure 1 presents the S–O–R-based conceptual model in which experiential stimuli influence revisit intention through emotional resonance and satisfaction, with transportation ease as a moderator.

Overall, the proposed conceptual model is structured around three interrelated dimensions within the context of narrative immersion: (1) external narrative stimuli, including storytelling, marketing activities, IP appeal, and fond travel memories, which shape visitors' experiential inputs; (2) internal psychological processes, represented by emotional resonance and satisfaction, through which visitors interpret and evaluate their experiences; and (3) structural constraints, particularly transportation ease, which condition the extent to which internal evaluations translate into behavioral outcomes. Together, these three dimensions provide an integrated explanation of how narrative-based experiences are transformed into revisit intention, highlighting that narrative immersion operates not only through experiential and psychological mechanisms but also within the boundaries of situational conditions.

3. Method

3.1. Data Collection and Sample

This study targeted adult visitors aged 18 years and above who had personally visited at least one Fantawild theme park in China. Restricting the sample to adult visitors ensured that respondents were able to provide informed consent and independently complete the questionnaire. More importantly, focusing on prior visitors guaranteed that all respondents possessed direct experience of Fantawild's attractions, themed environments, and service settings, thereby enabling them to provide valid evaluations of the study constructs. The sampling frame covered major Fantawild properties in China, including Fantawild Oriental Heritage, Fantawild Adventure, and Fantawild Dreamland, as well as other Fantawild parks included in the broader park network.

This study employed convenience sampling as the main sampling strategy. This approach was considered appropriate because no unified and publicly verifiable sampling frame for Fantawild visitors was available, which made probability sampling difficult to implement in practice. In addition, on-site recruitment made it possible to approach visitors with recent and first-hand experience of Fantawild theme parks, which was essential for the measurement of experience-based perceptions. Data were collected over a three-month period from July to September 2025. Respondents were instructed to base their answers on their overall experience of visiting Fantawild theme parks rather than solely on the survey-day experience. On-site respondents reflected both their current visit and prior experiences, while online respondents referred to their most recent visit. This approach ensured that the data captured comprehensive evaluations of visitors' experiences and revisit intention. To improve coverage and reduce potential bias associated with non-probability sampling, data collection was conducted across different parks and different time periods. Trained research assistants approached eligible respondents at the main entrances and exits of selected Fantawild parks and followed a standardized intercept procedure. Respondents were first screened for eligibility, then informed of the purpose of the study, and finally invited to complete the questionnaire either on site or through a QR-code-based online survey link. Only one adult respondent from each visitor group was included in order to reduce within-group duplication.

For the online survey, the questionnaire was developed through Questionnaire Star, and QR codes linking directly to the survey were displayed at key park locations. For the offline survey, paper questionnaires were distributed on site by trained researchers. To enhance consistency in field administration, every third arriving visitor or visitor group was systematically approached and invited to participate. This dual-channel approach improved accessibility for respondents with different response preferences and helped enlarge the effective coverage of the sample. Based on the recommendation that the minimum sample size should be at least 15 times the number of measurement items, the required sample size for this study was 555, given that the questionnaire contained 37 scale items. The final dataset consisted of 573 valid responses after the exclusion of incomplete and invalid questionnaires, which exceeded the minimum sample requirement.

3.2. Measurement

The measurement scales (Appendix A) used were adapted from established studies and revised to fit the context of Fantawild theme parks. Marketing activities were measured using eight items adapted from Seo and Park (2018), focusing on information accessibility, promotional effectiveness, visitor interaction, and innovative communication. Fond travel memories were measured with three items adapted from J. Li et al. (2022), capturing respondents' positive recollections and memorable impressions of their previous theme park experience. IP appeal was measured with three items adapted from the theme park brand

experience literature, particularly J. Wang et al. (2020), and was operationalised to capture visitors' evaluations of Fantawild's thematic concepts, character-based attractions, and overall brand image. Storytelling was measured through four items adapted from Qin and Zhang (2025), emphasizing narrative coherence, immersion, and visitors' understanding of cultural meanings embedded in attractions and performances. Emotional resonance was measured using four items adapted from Hosany and Gilbert's (2010) tourist emotional experience scale, examining visitors' emotional attachment, interest, and affective connection to Fantawild. Satisfaction was assessed with five items adapted from Başarangil (2016), reflecting respondents' overall evaluative judgment of their visit experience. Transportation ease was measured through five items adapted from Ezeoke et al. (2025), focusing on accessibility, transport convenience, infrastructure conditions, and their influence on visitation decisions. Intention of revisit to theme park was measured using five items adapted from Lee et al. (2019), capturing future preference, revisit likelihood, and loyalty tendency toward Fantawild. All constructs were measured using a five-point Likert scale ranging from 1 for strongly disagree to 5 for strongly agree.

3.3. Data Analysis Methods

This study employed several statistical techniques to analyze the survey data. First, descriptive statistical analysis was conducted to summarize the demographic characteristics of the respondents and examine the distribution of the main variables. Second, confirmatory factor analysis was performed to assess the measurement model and evaluate the reliability and validity of all constructs included in the study. Third, structural equation modeling was employed to test the hypothesized relationships among marketing activities, fond travel memories, IP appeal, storytelling, emotional resonance, satisfaction, and revisit intention, as well as the mediating roles of emotional resonance and satisfaction. In addition, the moderating effect of transportation ease on the relationship between satisfaction and revisit intention was also examined. Model fit was evaluated using commonly accepted goodness-of-fit indices.

3.4. Pre-Test

Prior to the formal survey, a pilot test was conducted with 25 visitors to Fantawild theme parks in order to evaluate the clarity, appropriateness, and reliability of the questionnaire. The pilot respondents were selected from individuals who closely matched the target population and had prior experience with Fantawild parks. Based on their feedback, minor revisions were made to improve item wording and questionnaire administration. The reliability results showed that all constructs achieved Cronbach's alpha values above 0.70, and the Kaiser-Meyer-Olkin value together with Bartlett's test of sphericity further confirmed the suitability of the instrument for subsequent factor analysis. These results indicate that the questionnaire possessed satisfactory reliability and measurement adequacy for the main survey.

4. Results

4.1. Descriptive Statistics and Demographic Analysis

The descriptive statistics of the sample are presented in Table 1. In terms of age distribution, the sample was predominantly composed of young and middle-aged visitors, with the largest proportion falling within the 26–35 age group, accounting for 41.9%, followed by the 36–45 group at 22.2% and the 18–25 group at 20.8%. In terms of gender, males accounted for 55.5% of the sample, while females represented 44.5%. Regarding educational attainment, the majority of respondents held a bachelor's degree, accounting for 50.3%, followed by those with a master's degree at 34.7%, and a smaller proportion

with doctoral degrees at 15.0%. In terms of monthly income, most respondents were concentrated in the middle-income range, with 35.8% earning between USD 1000 and USD 2000 and 29.5% earning between USD 2000 and USD 3000. With respect to visit recency, a substantial proportion of respondents had visited within the past six months, including 32.5% within 1–3 months and 25.0% within 3–6 months. In terms of travel companion type, family travel was the most common form, accounting for 36.6%, followed by visits with friends at 27.2% and solo travel at 26.5%. In terms of expenditure per visit, most respondents reported moderate spending levels, with 38.0% spending between USD 100 and USD 199 and 25.0% spending less than USD 99.

Table 1. Demographic Characteristics of Respondents.

Category	Item	N	%
Age	18–25	119	20.8
	26–35	240	41.9
	36–45	127	22.2
	46–55	70	12.2
	Above 55	17	3
Gender	Male	318	55.5
	Female	255	44.5
Education Level	Bachelor	288	50.3
	Master	199	34.7
	Doctorate	86	15
Monthly Income	<1000$	60	10.5
	1000$–2000$	205	35.8
	2000$–3000$	169	29.5
	3000$–4000$	104	18.2
	>4000$	35	6.1
Time Since Last Visit	Less than 1 month	68	11.9
	1–3 months	186	32.5
	3–6 months	143	25
	6–12 months	103	18
	More than 1 year	73	12.7
Travel Companion Type	Alone	152	26.5
	Family	210	36.6
	Friends	156	27.2
	Tour group	55	9.6
Expenditure per Visit	<99$	143	25
	100$–199$	218	38
	200$–299$	97	16.9
	300$–399$	87	15.2
	>400$	28	4.9

Table 2 reports the descriptive statistics of the study variables. The mean scores range from 3.40 to 4.15 on the five-point Likert scale, indicating generally positive perceptions of the theme park experience. Among the constructs, IP appeal records the highest mean values, suggesting that visitors strongly appreciate the thematic design and intellectual property elements of the park. Emotional resonance and satisfaction also demonstrate relatively high mean scores, reflecting visitors' positive emotional engagement and overall evaluation of the park experience.

Table 2. Descriptive Statistics of Study Variables.

Construct	Mean	Std. Dev.	Skewness	Kurtosis
Marketing Activities	3.593	1.162	−0.424	−0.722
Fond Travel Memories	3.508	1.192	−0.385	−0.764
IP Appeal	4.077	1.054	−1.238	1.098
Storytelling	3.592	1.227	−0.529	−0.664
Emotional Resonance	3.787	1.049	−0.945	0.766
Satisfaction	3.708	1.156	−0.906	0.205
Transportation Ease	3.706	1.222	−0.681	−0.377
Revisit Intention	3.608	1.191	−0.566	−0.542

The skewness values across constructs are negative, indicating that responses tend to concentrate toward higher scale points. Kurtosis values remain within acceptable ranges, suggesting that the distributions do not deviate substantially from normality. These results indicate that the dataset satisfies the statistical assumptions required for subsequent structural equation modeling analysis.

4.2. Measurement Model: Reliability and Validity Assessment

To ensure the robustness of the measurement model, reliability and validity tests were conducted before examining the structural relationships among the constructs. Internal consistency reliability, convergent validity, and discriminant validity were assessed to confirm that the measurement scales adequately captured the theoretical constructs.

Internal consistency reliability was evaluated using Cronbach's alpha coefficients. Table 3 presents the reliability results for all constructs included in the model. The Cronbach's alpha values range from 0.822 to 0.929, all exceeding the commonly accepted threshold of 0.70. Marketing activities exhibit the highest reliability ($\alpha = 0.929$), indicating strong internal consistency among its eight measurement items. Emotional resonance ($\alpha = 0.906$), satisfaction ($\alpha = 0.896$), and revisit intention ($\alpha = 0.921$) also demonstrate high reliability levels. The remaining constructs, including fond travel memories, IP appeal, storytelling, and transportation ease, also meet the recommended reliability criteria. These results confirm that the measurement items consistently represent their respective constructs.

Table 3. Reliability Analysis.

Study Variables	Number of Items	Cronbach's α
Marketing Activities	8	0.929
Fond Travel Memories	3	0.822
IP Appeal	3	0.85
Storytelling	4	0.872
Emotional Resonance	4	0.906
Satisfaction	5	0.896
Transportation Ease	5	0.868
Intention of Revisit to Theme Park	5	0.921

Convergent validity was further assessed using standardized factor loadings, composite reliability (CR), and average variance extracted (AVE) (Cheung et al., 2024). Table 4 reports the results of the convergent validity assessment. All standardized factor loadings exceed the recommended value of 0.70, indicating that the measurement items strongly represent their underlying constructs. Composite reliability values range from 0.825 to 0.922, surpassing the recommended threshold of 0.70. In addition, the average variance extracted values range from 0.569 to 0.710, all exceeding the recommended minimum level of 0.50. These results demonstrate that the constructs exhibit satisfactory convergent validity.

Table 4. Convergent Validity.

Variable	CR	AVE
Marketing Activities	0.93	0.625
Fond Travel Memories	0.825	0.613
IP Appeal	0.85	0.654
Storytelling	0.873	0.633
Emotional Resonance	0.907	0.71
Satisfaction	0.898	0.639
Transportation Ease	0.868	0.569
Revisit Intention	0.922	0.702

To further assess convergent validity at the indicator level, standardized factor loadings, composite reliability (CR), and average variance extracted (AVE) were examined (Cheung et al., 2024). As shown in Table 5, all factor loadings exceed the recommended threshold of 0.70, indicating that the measurement items adequately represent their respective constructs. In addition, CR values range from 0.825 to 0.922, and AVE values range from 0.569 to 0.702, both exceeding the recommended criteria of 0.70 and 0.50, respectively. These results provide strong evidence of satisfactory convergent validity across all constructs.

Table 5. Convergence Validity.

Variable	Item	Factor Loading	CR	AVE
Marketing Activities	MA1	0.844	0.93	0.625
	MA2	0.801		
	MA3	0.757		
	MA4	0.799		
	MA5	0.763		
	MA6	0.807		
	MA7	0.782		
	MA8	0.766		
Fond Travel Memories	FTM1	0.783	0.825	0.613
	FTM2	0.695		
	FTM3	0.862		
IP Appeal	IP1	0.822	0.85	0.654
	IP2	0.805		
	IP3	0.799		
Storytelling	ST1	0.826	0.873	0.633
	ST2	0.784		
	ST3	0.758		
	ST4	0.813		
Emotional Resonance	ER1	0.892	0.907	0.71
	ER2	0.867		
	ER3	0.827		
	ER4	0.78		
Satisfaction	SA1	0.861	0.898	0.639
	SA2	0.782		
	SA3	0.749		
	SA4	0.787		
	SA5	0.814		

Table 5. *Cont.*

Variable	Item	Factor Loading	CR	AVE
Transportation Ease	TE1	0.77	0.868	0.569
	TE2	0.744		
	TE3	0.752		
	TE4	0.728		
	TE5	0.776		
Intention of Revisit to Theme Park	IRT1	0.847	0.922	0.702
	IRT2	0.838		
	IRT3	0.798		
	IRT4	0.84		
	IRT5	0.864		

Discriminant validity was evaluated using the Fornell–Larcker criterion. Table 6 presents the square root of the AVE values on the diagonal and the correlations among the constructs in the off-diagonal elements. The square root of AVE for each construct is greater than its correlations with other constructs, indicating that each construct shares more variance with its measurement indicators than with other latent variables. This result confirms that the constructs are empirically distinct and that discriminant validity is established.

Table 6. Discriminant Validity.

Latent Variables	MA	FTM	IP	ST	ER	SA	TE	IRT
MA	0.791							
FTM	0.393	0.783						
IP	0.364	0.302	0.809					
ST	0.357	0.217	0.349	0.796				
ER	0.522	0.369	0.457	0.453	0.843			
SA	0.463	0.387	0.455	0.447	0.538	0.799		
TE	0.331	0.201	0.318	0.285	0.476	0.459	0.754	
IRT	0.435	0.316	0.424	0.345	0.503	0.546	0.42	0.838

4.3. Structural Model and Hypothesis Testing

The structural model was estimated using structural equation modeling to examine the hypothesized relationships among the study variables. Prior to hypothesis testing, the overall model fit was assessed to ensure that the proposed structural relationships adequately represented the observed data.

Table 7 reports the structural model fit indices. The chi-square to degrees of freedom ratio (χ^2/df) is 1.604, which is well below the recommended threshold of 3. The root mean square error of approximation (RMSEA) is 0.033, indicating excellent model fit. In addition, the goodness-of-fit index (GFI = 0.931) and the adjusted goodness-of-fit index (AGFI = 0.918) both exceed the recommended threshold of 0.90. The incremental fit indices also demonstrate strong model adequacy, with the normed fit index (NFI = 0.943), Tucker–Lewis index (TLI = 0.975), and comparative fit index (CFI = 0.978) all surpassing the conventional standard of 0.90. These results indicate that the structural model provides a satisfactory representation of the data and is suitable for hypothesis testing.

Table 7. Structural Model Fit Indices.

Fit Index	χ^2/df	RMSEA	GFI	AGFI	NFI	TLI	CFI
Reference standard	<3	<0.08	>0.90	>0.90	>0.90	>0.90	>0.90
Result	1.604	0.033	0.931	0.918	0.943	0.975	0.978

The standardized path coefficients of the structural model are presented in Table 8. The results show that several hypothesized relationships are statistically significant. Among the direct determinants of revisit intention, satisfaction exhibits the strongest positive effect (β = 0.374, $p < 0.001$), indicating that visitors who report higher levels of satisfaction are more likely to revisit the theme park in the future. Emotional resonance also significantly influences revisit intention (β = 0.238, $p < 0.001$), highlighting the importance of affective engagement in shaping behavioral intentions.

Table 8. Direct Path Effects.

Hypothesis	Structural Path	β	SE	CR	*p*	Result
H1a	MA → IRT	0.137	0.052	2.938	0.003	Supported
H1b	ST → IRT	0.028	0.047	0.592	0.554	Not supported
H1c	ER → IRT	0.238	0.057	4.438	***	Supported
H1d	SA → IRT	0.374	0.051	7.211	***	Supported
H2a	MA → ER	0.306	0.046	6.889	***	Supported
H2b	FTM → ER	0.124	0.045	2.876	0.004	Supported
H2c	IP → ER	0.26	0.05	5.805	***	Supported
H2d	ST → ER	0.25	0.04	5.871	***	Supported
H3a	MA → SA	0.126	0.052	2.681	0.007	Supported
H3b	FTM → SA	0.166	0.049	3.749	***	Supported
H3c	IP → SA	0.203	0.057	4.265	***	Supported
H3d	ST → SA	0.205	0.046	4.537	***	Supported
H3e	ER → SA	0.235	0.057	4.42	***	Supported

Note. β represents the standardized path coefficient; SE represents standard error; CR represents critical ratio. *** $p < 0.001$.

In contrast, storytelling does not exert a significant direct effect on revisit intention (β = 0.028, $p = 0.554$). This finding indicates that storytelling does not directly translate into behavioral intention but operates through indirect psychological mechanisms. Within the S–O–R framework, storytelling functions as an experiential stimulus that first activates visitors' affective responses and cognitive evaluations, namely emotional resonance and satisfaction, which subsequently drive revisit intention. This result supports the view that narrative elements alone are insufficient to trigger immediate behavioral responses, and their influence is realized primarily through mediated affective and evaluative pathways.

In addition, marketing activities (β = 0.306, $p < 0.001$), fond travel memories (β = 0.124, $p = 0.004$), and IP appeal (β = 0.260, $p < 0.001$) significantly influence emotional resonance. These variables also exhibit positive effects on satisfaction, indicating that multiple experiential factors contribute to visitors' evaluations and emotional responses.

To further examine the underlying mechanisms, bootstrap analysis was conducted to test the mediating roles of emotional resonance and satisfaction. Table 9 reports the indirect effects based on bias-corrected bootstrap confidence intervals. The results indicate that emotional resonance significantly mediates the relationships between marketing activities, fond travel memories, IP appeal, storytelling, and revisit intention. In particular, storytelling exhibits a significant indirect effect on revisit intention through emotional resonance (β = 0.059, 95% CI [0.030, 0.103]), suggesting that narrative experiences enhance revisit intention by strengthening visitors' emotional engagement.

Table 9. Indirect Effects (Bootstrap Analysis).

Hypothesis	Mediation Path	Effect	SE	Lower 95% CI	Upper 95% CI	Result
H4a	MA → ER → IRT	0.073	0.021	0.038	0.123	Supported
H4b	FTM → ER → IRT	0.029	0.013	0.009	0.059	Supported
H4c	IP → ER → IRT	0.062	0.02	0.03	0.109	Supported
H4d	ST → ER → IRT	0.059	0.018	0.03	0.103	Supported
H5a	MA → SA → IRT	0.047	0.023	0.006	0.096	Supported
H5b	FTM → SA → IRT	0.062	0.019	0.027	0.104	Supported
H5c	IP → SA → IRT	0.076	0.027	0.029	0.133	Supported
H5d	ST → SA → IRT	0.077	0.024	0.036	0.131	Supported
H5e	ER → SA → IRT	0.088	0.026	0.041	0.146	Supported

Similarly, satisfaction also plays an important mediating role. Marketing activities, fond travel memories, IP appeal, storytelling, and emotional resonance all demonstrate significant indirect effects on revisit intention through satisfaction. Notably, emotional resonance exerts an indirect effect on revisit intention through satisfaction ($\beta = 0.088$, 95% CI [0.041, 0.146]), indicating a sequential process in which emotional engagement enhances satisfaction, which subsequently increases the likelihood of revisiting the theme park.

The results indicate that the majority of the proposed hypotheses are supported. Specifically, all direct effect hypotheses are confirmed except for H1b, as storytelling does not exert a significant direct effect on revisit intention. In contrast, H1a, H1c, and H1d are supported, demonstrating that marketing activities, emotional resonance, and satisfaction positively influence revisit intention. All hypotheses related to emotional resonance (H2a–H2d) and satisfaction (H3a–H3e) are supported, indicating that experiential stimuli significantly enhance both affective and cognitive responses. Furthermore, all mediation hypotheses (H4a–H4d and H5a–H5e) are supported, confirming that emotional resonance and satisfaction play significant mediating roles in the relationships between experiential factors and revisit intention. Overall, these findings suggest that storytelling influences revisit intention primarily through indirect pathways rather than direct effects, while other experiential factors contribute to revisit intention through both direct and mediated mechanisms.

4.4. Mediation Effect Analysis

The mediation analysis results indicate that emotional resonance and satisfaction serve as key mechanisms linking experiential factors to revisit intention, with all indirect effects found to be statistically significant based on bias-corrected confidence intervals. In particular, storytelling does not directly influence revisit intention but operates through emotional resonance and satisfaction, indicating a fully mediated relationship. Similarly, marketing activities, fond travel memories, and IP appeal influence revisit intention indirectly through these affective and evaluative pathways, while emotional resonance further contributes to revisit intention via satisfaction, revealing a sequential mediation process. Furthermore, as shown in Table 10, the moderation analysis demonstrates that transportation ease significantly strengthens the relationship between satisfaction and revisit intention. Both satisfaction and transportation ease exert significant positive effects, and the interaction term is also significant, confirming the presence of a moderating effect. Overall, these findings suggest that revisit intention is primarily shaped by indirect psychological mechanisms and is further contingent upon structural conditions such as transportation convenience.

Table 10. Moderation Effect.

Predictor	β	*p*	Result
Satisfaction → Revisit intention	0.546	<0.001	Significant
Transportation ease → Revisit intention	0.215	<0.001	Significant
Satisfaction × Transportation ease	0.14	<0.001	Moderation supported

5. Discussion

5.1. Research Findings

This study examined how storytelling-driven experiences influence visitors' intention to revisit theme parks, with particular attention to the mediating roles of emotional resonance and satisfaction. The findings provide important insights into the mechanisms through which narrative-based experiences shape visitor engagement and behavioral intentions in themed tourism environments.

Specifically, the empirical results show that satisfaction is the strongest direct predictor of revisit intention, followed by emotional resonance and marketing activities, whereas storytelling does not directly predict revisit intention. Instead, storytelling influences revisit intention indirectly through emotional resonance and satisfaction. The results also confirm that marketing activities, fond travel memories, IP appeal, and storytelling significantly enhance visitors' emotional resonance and satisfaction, which subsequently strengthen revisit intention. In addition, transportation ease significantly moderates the relationship between satisfaction and revisit intention, indicating that accessibility facilitates the translation of satisfaction into future return intention.

The results indicate that storytelling significantly enhances visitors' emotional resonance and satisfaction. This finding is consistent with prior tourism research suggesting that narrative elements embedded in tourism environments can strengthen experiential engagement and emotional involvement (Xie et al., 2026). Existing studies increasingly emphasize that storytelling transforms tourism attractions into meaningful narrative environments by linking cultural symbols, characters, and thematic settings into coherent experiential narratives (Y. Zhang, 2025). Within theme park environments, storytelling structures the visitor experience by guiding attention, shaping interpretation, and facilitating emotional connections with the themed environment.

The findings further show that emotional resonance plays a crucial role in shaping revisit intention. Emotional resonance not only directly influences visitors' intention to revisit but also indirectly affects revisit intention through satisfaction. This result aligns with recent tourism studies emphasizing the growing importance of emotional engagement in shaping tourist behavior (Xu & Chia, 2025). In experience-oriented tourism settings, emotional responses generated during tourism experiences often serve as a psychological bridge connecting experiential stimuli with behavioral outcomes (Yang, 2025). Emotional engagement helps visitors form stronger attachments to tourism environments, which subsequently influences their evaluations of the experience and their willingness to return. The findings confirm that emotional resonance functions as a key mechanism through which storytelling-based experiences influence visitor re-engagement in theme parks.

Satisfaction also emerges as a strong predictor of revisit intention. This finding is consistent with a large body of tourism research that identifies satisfaction as a central determinant of tourist loyalty and repeat visitation (Acharya et al., 2023). In tourism contexts, satisfaction reflects visitors' overall evaluation of their experiences and the perceived value derived from tourism activities (Yacoub et al., 2025). When visitors perceive tourism experiences as enjoyable, meaningful, and worthwhile, they are more likely to revisit the destination and maintain long-term engagement with it (Kanina Ratih & Noer, 2024).

Within theme park environments, satisfaction represents visitors' holistic assessment of entertainment experiences, service quality, and emotional value obtained during the visit. The results reinforce the importance of satisfaction as a key driver of revisit intention in experiential tourism contexts.

In addition to the indirect narrative pathway, the results also show that marketing activities exert a significant direct influence on revisit intention. This finding suggests that visitors' revisit intention is shaped not only by immersive storytelling and emotional experiences, but also by the quality of promotional communication and on-site informational support provided by the theme park. Effective marketing activities may directly strengthen revisit intention by reducing uncertainty, maintaining visitor interest, and enhancing perceptions of attractiveness and accessibility (Xue et al., 2022). In the context of theme parks, clear and engaging marketing communication can therefore function as an immediate stimulus that encourages future return behavior, beyond its indirect influence through emotional and evaluative processes (Ahmed et al., 2024).

Importantly, the findings reveal that storytelling does not directly influence revisit intention but instead affects revisit intention indirectly through emotional resonance and satisfaction. This mediation pattern provides insight into how narrative-based experiences influence visitor behavior. Recent research on immersive tourism experiences suggests that experiential stimuli often influence tourist behavior through emotional and evaluative mechanisms rather than through direct behavioral pathways (Zhou & Wang, 2024). We support this perspective by demonstrating that storytelling enhances revisit intention primarily by strengthening visitors' emotional engagement and overall satisfaction with the theme park experience.

In addition, experiential antecedents such as marketing activities, fond travel memories, and IP appeal also influence revisit intention indirectly through emotional resonance and satisfaction. These results are broadly consistent with recent tourism studies indicating that memorable experiences and symbolic attractions can strengthen visitors' emotional engagement with tourism destinations (Xue et al., 2022). In the theme park context, these experiential factors contribute to shaping visitors' emotional responses and experiential evaluations, which subsequently influence satisfaction and revisit intention.

5.2. Theoretical Contributions

This study contributes to the tourism behavior literature by extending the application of the Stimulus–Organism–Response (S–O–R) framework in the context of theme park tourism. While prior studies have widely employed the S–O–R model to explain tourist responses to environmental stimuli, they have primarily focused on general destination attributes, service environments, or experiential quality, with limited attention to storytelling as a distinct experiential stimulus in immersive tourism settings (Dogru-Dastan & Yilmaz, 2023). By incorporating storytelling alongside marketing activities, fond travel memories, and IP appeal into the stimulus dimension, this study broadens the explanatory scope of the S–O–R framework and demonstrates that revisit intention is shaped not only by functional or environmental cues but also by narrative-based experiential inputs.

In addition, this study advances theoretical understanding of the internal mechanisms linking experiential stimuli to behavioral outcomes by integrating S–O–R with Affective Events Theory (AET) and Expectation Confirmation Theory (ECT). Previous research has often acknowledged the importance of emotional and cognitive factors but has not clearly distinguished their respective roles or interactions in shaping tourist behavior (Zhou & Wang, 2024). The present study addresses this gap by conceptualizing emotional resonance and satisfaction as two complementary organism-level processes, representing affective engagement and cognitive evaluation, respectively. Furthermore, the findings reveal

that storytelling does not directly influence revisit intention but operates through these mediating mechanisms, thereby identifying a fully mediated pathway. This contributes to the literature by clarifying how narrative immersion translates into behavioral intention through interconnected affective and evaluative processes (Júnior et al., 2023).

Finally, this study extends tourism loyalty theory and the Leisure Constraints perspective by providing a more integrated explanation of revisit behavior. Traditional loyalty research has largely emphasized service quality, destination image, and satisfaction as primary determinants, with limited consideration of narrative and symbolic experience (Zhao & Li, 2023). By incorporating storytelling, emotional resonance, and experiential memories into the analysis, this study highlights the role of narrative-driven experiences in fostering visitor re-engagement. Moreover, by identifying transportation ease as a significant moderating factor, the study demonstrates that the translation of satisfaction into revisit intention is contingent upon structural conditions. This finding enriches existing theoretical frameworks by showing that tourist behavior is shaped not only by internal psychological mechanisms but also by contextual constraints, thereby extending the application of S–O–R and related theories within theme park tourism (Sun et al., 2022).

5.3. Practical Implications

The findings of this study provide several practical implications for Fantawild parks, theme park operators, destination managers, and tourism marketers seeking to enhance visitor engagement and encourage repeat visitation through narrative-driven experiences. More importantly, these implications are directly grounded in the empirical results, which show that storytelling does not directly increase revisit intention but works through emotional resonance and satisfaction, while satisfaction has the strongest direct effect on revisit intention.

Theme park operators should place greater emphasis on developing coherent narrative structures that connect different attractions, characters, and thematic environments. Instead of presenting isolated entertainment elements, attractions should be designed as parts of a continuous narrative journey that allows visitors to experience the park as an unfolding story. For Fantawild, this means that IP resources such as Chinese myths, folklore, Boonie Bears, and other story worlds should be organized into more coherent visitor routes, themed zones, and sequential storylines. Since storytelling was found to influence revisit intention indirectly through emotional resonance and satisfaction, Fantawild should transform narrative content from a background decorative element into an emotionally engaging experience process. For example, the park could design seasonal story-based festivals, follow-up plots for returning visitors, interactive character missions, and cross-attraction narrative routes that encourage visitors to return to complete or continue the story.

For destination managers and cultural tourism developers, the significant effects of emotional resonance and satisfaction suggest that visitor retention depends not only on the presence of attractive themes, but also on whether these themes generate emotional connection and positive overall evaluation. In themed environments such as cultural theme parks, heritage parks, and immersive tourism attractions, narrative interpretation can help transform tourism spaces into meaningful experiential environments that deepen visitor engagement and satisfaction. Therefore, Fantawild should strengthen emotionally engaging touchpoints throughout the visitor journey, including pre-visit promotional storytelling, immersive performances, staff interaction, themed photo spots, post-visit digital memories, and personalized follow-up communication. These practices can help visitors form stronger emotional attachment to the park and increase their willingness to revisit.

For tourism marketers, the findings suggest that marketing strategies should focus not only on promoting attractions but also on communicating compelling narratives that

enhance visitors' emotional expectations before the visit. Because marketing activities were found to significantly influence revisit intention, emotional resonance, and satisfaction, Fantawild should use marketing communication as both an information tool and a retention tool. Practical actions may include targeted campaigns for previous visitors, membership programs, limited-time IP events, family revisit packages, social media storytelling, and user-generated content campaigns that invite visitors to share their memories of Fantawild. These strategies can strengthen fond travel memories and convert satisfied visitors into repeat visitors.

Finally, because transportation ease significantly strengthens the relationship between satisfaction and revisit intention, Fantawild should not treat accessibility as a secondary operational issue. Even satisfied visitors may hesitate to return if transportation is inconvenient. Therefore, Fantawild parks should improve shuttle services, parking guidance, public transport connections, online transport information, and in-park mobility systems. By reducing practical barriers to revisitation, Fantawild can better transform visitor satisfaction into actual repeat visits. Overall, these measures can help Fantawild increase repeat visitation, improve customer lifetime value, stabilize long-term revenue, and strengthen visitor retention.

6. Conclusions

This study explored how storytelling-based experiences influence visitors' revisit intention to Fantawild theme park environments, with particular attention to the mediating roles of emotional resonance and satisfaction. Based on data from 573 Fantawild visitors, the empirical results show that satisfaction is the strongest direct predictor of revisit intention, followed by emotional resonance and marketing activities. The findings indicate that storytelling significantly enhances visitors' emotional engagement and overall evaluation of the experience. However, storytelling does not directly influence revisit intention; instead, it affects revisit intention indirectly through emotional resonance and satisfaction. Emotional resonance and satisfaction emerge as key mechanisms through which narrative-driven experiences translate into revisit intention. In addition, marketing activities, fond travel memories, IP appeal, and storytelling significantly enhance emotional resonance and satisfaction, while transportation ease strengthens the relationship between satisfaction and revisit intention. These findings highlight the importance of narrative-driven experience design in shaping visitor engagement in themed tourism environments. By demonstrating how storytelling-based experiences foster emotional connection and satisfaction, this study provides insights into the experiential mechanisms that encourage visitor re-engagement in theme park tourism and underscores the strategic value of narrative-based experience design in contemporary tourism destinations.

Nevertheless, several limitations should be acknowledged. The use of convenience sampling and the focus on Fantawild theme parks in China may constrain the generalizability of the findings, while the cross-sectional design limits the ability to capture temporal dynamics in visitor perceptions and revisit intention. Accordingly, future research is encouraged to employ more representative sampling techniques, extend the analysis to diverse theme park contexts and cross-cultural settings, and adopt longitudinal approaches to better understand the evolving nature of visitor behavior.

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Conflicts of Interest: The authors declare no conflict of interest.

Appendix A. The Measurement for This Research

Marketing Activities (MA)

MA1. The marketing activities at Fantawild Theme Park are enjoyable.

MA2. Fantawild provides clear and accessible information about its attractions and activities.

MA3. The park offers opportunities for visitors to interact and engage during its marketing activities (e.g., themed events, performances, demonstrations).

MA4. It is easy for me to communicate my needs or preferences to staff during Fantawild's marketing and promotional activities.

MA5. The information provided during Fantawild's on-site promotions is up to date.

MA6. Fantawild's marketing activities reflect modern and innovative trends.

MA7. I can find the information I need about attractions and activities through Fantawild's on-site promotional materials (e.g., maps, signage, schedules).

MA8. Fantawild's marketing activities reduce my concerns about participating in specific attractions or experiences.

Fond Travel Memories (FTM)

FTM1. I have wonderful memories of my visit to Fantawild Theme Park.

FTM2. I remember many positive things about my Fantawild Theme Park experience.

FTM3. I enjoy recalling and thinking back on my visit to Fantawild Theme Park.

IP Appeal (IP)

IP1. I like the core themes and creative concepts represented by Fantawild's IPs (e.g., Classic of Mountains and Seas, Journey to the West).

IP2. I like the characters and story worlds of Fantawild's major IPs (e.g., Boonie Bears, Silk Road Dreamland).

IP3. I like the overall brand image conveyed by Fantawild's IPs.

Storytelling (ST)

ST1. Fantawild Theme Park presents its attractions through engaging and coherent stories.

ST2. The storytelling in Fantawild's shows and rides makes the experience more immersive and memorable.

ST3. I can clearly understand the storyline that connects different attractions in Fantawild.

ST4. Fantawild's storytelling allows me to better appreciate the meaning behind Chinese myths and folklore.

Emotional Resonance (ER)

ER1. I am interested in knowing more about Fantawild Theme Park.

ER2. When others talk about Fantawild Theme Park, I feel interested.

ER3. Compared to others, I am more interested in news or updates about Fantawild Theme Park.

ER4. If Fantawild Theme Park were to shut down, I would truly miss it.

Satisfaction (SA)

SA1. Fantawild Theme Park is one of the most satisfying theme parks I have visited.

SA2. I am satisfied with my decision to visit Fantawild Theme Park.

SA3. Choosing to visit Fantawild Theme Park was a wise decision.

SA4. I had a splendid time at Fantawild Theme Park.

SA5. I have no regrets about my decision to visit Fantawild Theme Park.

Transportation Ease (TE)

TE1. The availability of reliable transportation to and within Fantawild Theme Park is important to my visit.

TE2. High transportation costs to Fantawild discourage me from revisiting the park.

TE3. I consider the convenience of transportation to and within Fantawild Theme Park an important factor when deciding whether to revisit.

TE4. Poor transportation conditions or inadequate transport facilities within Fantawild Theme Park reduce my willingness to explore its attractions.

TE5. Efficient and well-organized transportation systems to and within Fantawild Theme Park enhance my overall visit experience (e.g., shuttle services, on-site transportation facilities).

Intention to Revisit Theme Park (IRT)

IRT1. When visiting theme parks in the future, Fantawild will be my top choice.

IRT2. I will visit Fantawild Theme Park again.

IRT3. I am likely to revisit Fantawild in the future.

IRT4. If I return to this area, I will choose to revisit Fantawild.

IRT5. Even if there are other theme parks nearby, I will still choose Fantawild.

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