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An Analytical Exploration of the Interconnections between Adventure Tourism Experiences, Tourist Satisfaction, and Destination Revisit Intentions

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Abstract

The purpose of the study is to explore and analyse the impact of adventure tourism experiences on two key variables: tourist satisfaction and revisit intention. The research aims to provide a comprehensive understanding of how engaging in adventure tourism activities affects the overall satisfaction of tourists and their likelihood to revisit the destination. By conducting this investigation, the study seeks to contribute valuable insights to the field of tourism research and industry practitioners. Understanding the influence of adventure tourism on satisfaction and revisit intention can assist tourism operators, policymakers, and destination managers in enhancing their offerings and services. The study used structural equation modeling, a statistical technique that helps analyse and understand complex relationships between multiple variables. The sample population comprises adventure tourists visiting the Kashmir region at Pahalgam, Gulmarg, Sonamarg, and Srinagar. A sample of 100 adventure tourists was selected using convenient sampling. The study validates its model by conducting a path analysis. The results confirm the validity of the model and the relationships among the research variables. The findings may inform strategic decisions related to the development and marketing of adventure tourism destinations, ultimately contributing to the sustainable growth of the tourism industry. The study may also serve as a foundation for future research endeavours in the domain of adventure tourism and its impact on tourist behaviour and destination management. The findings can inform strategies for marketing and managing tourist destinations to attract more visitors and enhance their experiences.

Keywords: Adventure; experiences; satisfaction; revisit intention; Kashmir region; influence

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Introduction

Adventure tourism is one of the fastest-expanding segments of the global tourism industry. It is growing day by day, but remains a comparatively small part of the industry. Developed countries are prioritising adventure tourism for development and market growth. It helps, not only in terms of monetary benefits. However, they also raise environmental awareness, promote sustainable practices, and support local communities (Huddart & Stott, 2020). This form of tourism grows continuously and is widespread (Pigram & Jenkin, 1999). Adventure is the feeling of risk and danger combined with a striving for experience (Ewart & Hollenhorst, 1989). Adventure concentrates on places that are either wild or less accessible (Hudson, 2003). It is a leisure activity that offers a lot of fun and exposure to physical Risk (Meier, 1978). It has become a significant component of the tourism business, although it has yet to receive much attention (Buckley 2004). Studies show adventure recreation is essential to tourism (Christiansen, 1990). According to Bentley & Page (2001), some parameters are used to engage participants in an adventure activity, such as location and the range of risk and danger that need to be seriously considered. Adventure suggests many self-initiated activities that connect with the natural environment and contain many risks for which the outcome is uncertain (Ewert, 1989). Adventure tourism focuses on adventure activities that play an essential part in the industry, attracting tourists, mostly natural enthusiasts (Millington et al., 2001). Adventure tourism has emerged globally in many regions and territories (Adventure Travel Trade Association, 2015). Adventure tourism is becoming a crucial component of the tourist sector in many Western nations and emerging markets such as India, China, and Brazil (Pomfret & Bramwell, 2014). Adventure tourism is complex and somewhat ambiguous (Swarbrooke et al., 2003). It is different from other forms of tourism; it motivates tourists through the pursuit of risk, which may be physical or perceived (Jones et al., 2003), and other researchers seek adventurist travel for the seeking of knowledge and heroism, appreciation of nature (Cater, 2006), skill development, and self-efficiency (Pomfret, 2006). Adventure tourism has developed rapidly over the last few decades, supports employment generation, and helps alleviate poverty through sustainable practices. It is a critical component of the tourist sector that contributes to the country's economy, notably regarding foreign exchange revenues, income creation, and job possibilities. Adventure is a concept that has different meanings and uses according to the situation. It is used in different disciplines and incorporates all tourism activities and events worldwide, from complex to soft. It imitates nature-based tourism activities and services. It includes emotion, thrill, and novelty (Rantala et al., 2016). The objectives of the study are:

1) To assess the relationship between adventure tourism experiences on tourist satisfaction and revisit intention.
2) To determine the impact of adventure tourism experiences on tourist satisfaction and revisit intention.
3) To explore the mediating role of tourist satisfaction in the relationship between adventure tourism experiences and revisit intention.

Literature review

Adventure tourism experience

Adventure tourists are most involved in hiking and long-distance trekking and get cultural experiences with local people (UNWTO, 2014). The interaction of ability and risk defines adventure tourism experiences (Martin & Priest 1986). The main motive for doing adventure activities is gaining insights. Exploration and adventure are inextricably interwoven (Ewert, 1989). Tourist satisfaction is becoming more critical in travel decisions, while travel costs play a substantial role (Krinppendorf, 1987). To draw tourists for some profoundly fulfilling reason, a great travel product must provide something additional besides value for money. As a result, there has been a notable movement towards "experience-oriented" holidays and new patterns in vacation selections to meet the widening spectrum of interests and leisure travel activities (Hall & Weiler, 1992). Personal traits are essential to adventure motivation. Individuals with a strong demand for novelty, a risk-taking predisposition, and a spirit of adventure are more likely to be inspired to participate in risky activities. The opportunity to overcome physical and mental challenges and achieve personal goals strongly motivates adventure tourism. The accomplishment and self-efficacy gained through completing adventurous activities can be advantageous. The desire to connect with and experience nature may be a driving component of adventure motivation. Adventure tourism could appeal to people who want to explore and enjoy the beauty of distant or pristine natural environments (Beckman et al., 2017).

Outdoor adventure recreation activities

Outdoor adventure tourism is a broad category with no defined definition, overlapping frequently with adventure recreation (Ewert, 1989). Adventure tourism is categorised into hard and soft activities, with high and low levels of obstacles and risk and uncertainty about the outcome. Extreme weather or natural conditions are a risk. Soft adventure tourism includes activities such as camping and hiking, but complex adventure tourism takes the individuals outside of their comfort zone with higher elements of risk such as mountain climbing, bike riding, rock climbing, caving, white water rafting, and sky diving are just a few of the activities (Pomfret & Bramwell 2014; Swarbrooke et al., 2003). The desire to take risks is undoubtedly the most common motivation for participating in adventure activities (Brymer et al., 2015). In their study exploring mountaineering adventure travellers, they found that people are highly driven to participate in such activities due to participate in such activities due to the high possibility of adverse outcomes such as injury or even death; danger and risk have long been examined as some of the critical antecedents of adventure experience, even though they can be either natural or imagined by the participants (Ewert & Hollen horst, 1989).

Tourist satisfaction

Tourist satisfaction emphasises the importance of high-quality services, unique and personalised experiences, sustainable practices, and the effective use of technology. Understanding and leveraging these factors can significantly enhance tourist satisfaction, leading to repeat visits and positive word-of-mouth promotion. It is a critical determinant of the success of tourism destinations and services, emphasising that high service quality directly correlates with higher levels of tourist satisfaction and loyalty (González-Rodríguez & Díaz-Fernández, 2023. Attributes such as natural scenery, cultural attractions, infrastructure, and accessibility significantly impact tourist satisfaction. Chen & Tsai (2023) found that destinations offering diverse and unique attractions tend to achieve higher satisfaction ratings. Zaman & Babar (2022) demonstrated that well-maintained infrastructure and easy accessibility enhance overall tourist experiences. Engaging and unique experiences, such as adventure tourism and cultural immersion, play a vital role in shaping tourist satisfaction. González-Rodríguez & Díaz-Fernández (2023) suggest that tourists increasingly seek personalised and memorable experiences, which contribute significantly to their overall satisfaction. The perceived value relative to the cost of the trip is a crucial determinant. Tourists are more satisfied when they perceive that they receive good value for their money (Zaman & Babar, 2022). This includes not only the price of services but also the quality and uniqueness of the experiences offered. Destinations promoting eco-friendly and socially responsible practices report higher satisfaction levels (González-Rodríguez & Díaz-Fernández, 2023). Tourists appreciate efforts to preserve the environment and support local communities. Involving local communities in tourism activities ensures that benefits are equitably distributed. This approach not only supports local economies but also enhances tourist satisfaction through authentic cultural exchanges (Zaman & Babar, 2022). Destinations and service providers that actively seek and act on customer feedback improve satisfaction. Continuous feedback loops help in adapting services to meet evolving tourist expectations (Zaman & Babar, 2022). Authentic cultural experiences are highly valued by tourists. Interactions that allow meaningful engagement with local cultures contribute positively to satisfaction (González-Rodríguez & Díaz-Fernández, 2023).

Revisit intention

Destination revisit intention typically refers to a person's intention to revisit a particular destination they have previously travelled to. It can be influenced by various factors, such as their previous experiences, memories, recommendations, and overall satisfaction with the destination. Research suggests that destination revisit intention is essential in tourism as repeat visitors can contribute significantly to the local economy and tourism industry. Factors influencing destination revisit intention can include the availability of activities and attractions, the local culture and hospitality, the quality of accommodation and amenities, and the ease of transportation (Quintal & Polczynski, 2010). In order to encourage destination revisit intentions, tourism organisations and businesses may focus on improving the overall visitors' experience by investing in infrastructure, promoting local attractions and events, and providing excellent customer service; social media and online platforms can also

play a role in encouraging repeat visits by allowing visitors to share their experiences and recommendations with others. The other aspects that can influence a person's destination to revisit intention, budget and affordability, safety and security concerns, weather conditions, and seasonality can also impact their decision to revisit a destination (Otto & Ritchie, 2000).

Relationship between tourist satisfaction and revisit intention

Tourist satisfaction and destination revisit intention are closely related concepts in tourism research. In general, tourist satisfaction refers to the overall evaluation of the travel experience, while destination revisit intention refers to the likelihood of returning to the same destinations for future trips. If tourists are satisfied with their travel experience, they are more likely to have plans to return to the same spot. Conversely, if they are dissatisfied with their experience, they are less likely to want to return (Quintal & Polczynski, 2010). Moreover, satisfaction is not only related to revisiting intention. It can also affect other tourist behaviour, such as positive word-of-mouth communication recommendations and loyalty, increasing the likelihood of other people visiting the destinations. It is important to note that destination revisit intention depends not only on the quality of the travel experience but also on external factors such as the availability of transport, visa policies, safety, and political stability. For instance, if a destination becomes challenging to access or has a perceived safety risk, tourists may be less likely to revisit the destination regardless of how satisfied they were with the previous travel experience (Chen & Tsai, 2007). It is worth noting that the destination's image and reputation can also influence destination revisit intention. A positive destination image can lead to higher tourist satisfaction and revisit intention, while a negative image can have the opposite effect (Gallarza et al., 2002). The study's hypotheses are as follows:

H1: Adventure tourism experiences have a significant impact on revisit intention.
H2: Adventure tourism experiences have a significant impact on tourist satisfaction.
H3: Tourist satisfaction has a significant impact on revisit intention.

Methodology

This research work is descriptive. This research aims to collect detailed information on adventure tourists regarding adventure experiences, satisfaction, and revisit intention. An empirical study was employed by analysing and critically examining the relevant statistical collection from primary sources and related information from secondary sources. The primary data collection includes questionnaires and expert opinions to determine tourists' satisfaction and revisit intentions at the destination. The attributes of the study were selected through the tourism literature review, which is crucial in affecting satisfaction and revisiting intention. Various statistical tools were employed according to the requirements and suitability. The statistical tools employed for the study are mean, standard deviation, correlation, and regression analysis, and also it will also be applied to test the study hypothesis. From a methodological perspective, adventure tourists who visited the Kashmir region were surveyed. The questionnaire included items related to tourist demographics and travel behaviour characteristics, and 14 attributes were identified as related to adventure tourism experiences, three attributes as related to tourist satisfaction, and three as related to adventure tourists' revisit intention. All the questionnaire items were measured with a Likert scale (ranging from 1= = Very strongly disagree to 7= = Very strongly agree). The data was collected and analysed with the help of SPSS and MS Excel software using appropriate statistical techniques. The Structural Equation Modelling (SEM) was used to test the proposed model and hypotheses using AMOS software for mediation analysis.

Table 1: Items of the questionnaire

S.NO	Codes	Items/Questions
01	EXP01	Well-maintained trail paths
02	EXP02	Availability of trained guides
03	EXP03	Centralised trekking & camping centre
04	EXP04	Reservation facilities for specialised trekkers
05	EXP05	Camping facilities on trekking routes
06	EXP06	Food and beverages on trekking routes
07	EXP07	Posted signs on trekking routes
08	EXP08	Skiing slopes are well-maintained
09	EXP09	Availability of modernised ski equipment
10	EXP10	Skiing helped me to relax/refresh
11	EXP11	I am always trying to find new and exciting ways down a run
12	EXP12	Beautiful scenery and tumbling white water potential in the Kashmir region
13	EXP13	Kashmir region offers the cleanest, warmest, and safest river for white water rafting
14	EXP14	I feel glad to participate in white water rafting offers grade 2-3-4 degree
15	SAT01	I think I made the right decision by choosing this destination
16	SAT02	I feel satisfied with the adventure products and services provided by tourism stakeholders
17	SAT03	The overall experience of visiting Kashmir
18	RIV01	I will revisit Kashmir in the future for adventure activities
19	RIV02	I will highly recommend Kashmir to others
20	RIV03	I am likely to say positive things about Kashmir to other people

The study has adopted an approach of convenience sampling method. The convenience sampling technique was chosen because it is the most appropriate method for obtaining the exact source of the sample population willing to provide the desired information in the study. The sample population for this research comprises adventure tourists who visited the Kashmir region in four major adventure tourist destinations: Pahalgam, Gulmarg, Sonamarg, and Srinagar. Neuman, (2000) suggests that for populations over 10,000, researchers should sample a minimum of 10% of the population, while for populations over 100,000, researchers should sample 1%. Accordingly, in this research, it was decided to collect a sample of around 100 adventure tourists.

Data analysis and interpretation

The data processing phase begins with coding and inputting the data into SPSS. After sorting out the invalid questionnaires, data were coded, computed, and analysed using the SPSS-23 version software.

Demographic and travel behaviour characteristics of adventure travellers

The data provides information about the demographic characteristics of adventure tourists. It reveals that 62.5% of males and a smaller % of females, 37.5%, visited the Kashmir region. The age of adventure tourists visiting the Kashmir region is between (15-25) 17.0%, (26-35) 45.5%, (36-45) 25.6%, (46-55)11.9%. In terms of monthly income, the adventure tourists who visited the Kashmir region were the largest group, including those with an annual income of (50000-65000) INR, that is 43.2% out of the total 176 respondents' followed by (35000-50000) 22.7%, 65000 & above 19.3%, (20000-35000) 8.5% and only 6.3% of the adventure tourists showed their monthly income less than 20000. The data also determined the work profession of adventure tourists visiting the Kashmir region. The maximum number of professional adventure tourists was 54.0%; 22.7% were non-professionals, 17.0% were students, and only 6.3% who visited the Kashmir region were unemployed. Adventure tourists are always eager to participate in an adventure activity; they feel happy facing risk/thrill. Most adventure tourists in the Kashmir region participated in trekking, some 62.5%, followed by skiing 22.7%, and a smaller number of adventurous took part in white water rafting some 14.8%.

Figure 1: Participation in an adventure activity

Kashmir is a unique tourist destination with excellent opportunities for developing diverse tourism products involving nature and outdoor adventure recreation, etc., to satisfy a tourist's desire. The data which were collected from different adventure tourist destinations, gives us a clear outlook that the majority of the adventure tourists visited Sonamarg 45.5%, Pahalgam 23.9%, Gulmarg 22.7% and only a smaller number of adventure tourists visited Srinagar for adventure activity 8.0%.

Figure 2: Adventure destination

Perception of tourists towards adventure tourism experiences is measured with its fourteen items. Most of the tourists agreed with the statement. It indicates that the tourist's response is shared towards the upper side of the scale. It is observed that the mean value obtained from the analysis is 4.1136, and the standard deviation is .81865, the mean value of tourist satisfaction is 4.5800, the value of standard deviation obtained is 1.34975, and the mean value of revisit intention is 4.8767, the standard deviation is 1.66408.

Table 2: Perceptions of adventure tourists

Variables	Mean	Standard Deviation
Adventure Experiences	4.1136	.81865
Tourist Satisfaction	4.5800	1.34975
Revisit Intention	4.8767	1.66408

Correlation between adventure tourism experiences, tourist satisfaction, and revisit intention

This objective aims to study the relationship among the variables. A correlational analysis investigates the relationship between variables without the researcher controlling or manipulating them. It reflects the strength/magnitude, and direction of the relationship between two variables. >0 indicates a positive, <0 indicates a negative relation, and zero (0) indicates no relationship between variables. +1 indicates a perfect positive relationship, which means one variable increases, the other also increases, and -1 indicates a perfect negative correlation, which means one variable increases and the other decreases. It is observed in Table 3 that the correlations between adventure tourism experiences and revisit intention. The data shows that the correlation coefficient between these two variables is (r=.695). That indicates a strong relationship between adventure tourism experiences and revisit intention. The direction between these two variables is positive, and the significance level is significant. Furthermore, the data show a moderate and positive relationship between adventure tourism experiences and tourism satisfaction; the coefficient of correlation ship between these two variables is .533, and the level of significance is significant at .000; in addition, the data show a positive relationship between tourist satisfaction and it has a storing relationship with a coefficient of correlation ship between these two variable is .774 and the level of significance is significant.

Table 3: Correlations

Variables	Number	Correlation	Level of significance
Adventure Tourism Experiences & Revisit Intention	100	.695	.000
Adventure Tourism Experiences & Tourist Satisfaction	100	.553	.000
Tourist Satisfaction Revisit Intention	100	.774	.000

Analysis of structural equation modelling

The structural model can be declared satisfactory after adequate internal consistency, reliability, convergent validity, average variance extracted, discriminant validity, and hypothesis and research model validation have been confirmed. First, the outer model results analyse the reliability and validity of the measurements that signify each dimension (Chin, 2010). The internal consistency and reliability of the measurement model were examined using Cronbach's alpha & Fornells composite reliability (Fornells & Larcker, 1981). Construct validity was evaluated using convergent and discriminant validity (Chin, 1997). According to Kim (2013), discriminant validity is the measurement of constructs that should not be related, whereas convergent validity is the test of constructs that should theoretically be connected. The two variables work together. Construct validity cannot be established by either variable alone (Chin, 1998). Convergent validity was evaluated by examining the item loadings and t-values. The structural model was tested using standardised path coefficients and their significance level (P-value and T-value) to validate the study hypotheses, and the average variance extracted (AVE) can be used to measure the discriminant validity.

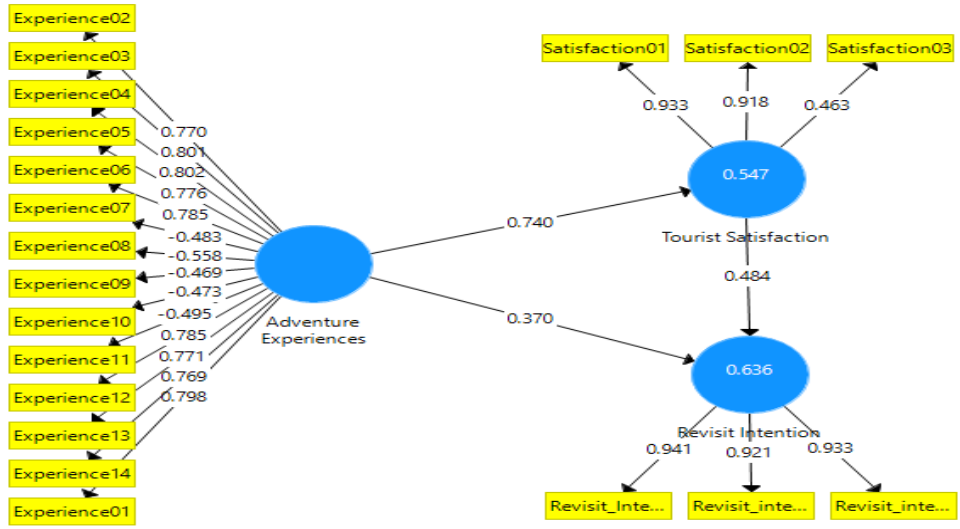

Figure 3: Construct model

Convergent validity

According to Nunn Ally (1978), Cronbach's alpha with a more significant value (greater than 0.70) indicates higher internal consistency in the measured dimension and, hence, more excellent reliability. The reliability results using the approach of Cronbach's alpha for internal consistency, the total consistency of the whole questionnaire, 100 items, is 0.870, indicating high reliability. Furthermore, in our study, each element's Cronbach's alpha and composite reliability are more than 0.70, and the average variance extracted is more significant than 0.5, as shown in Table 4.

Table 4: Convergent validity

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Adventure Experiences	**0.753**	**0.744**	**0.500**
Tourist Satisfaction	**0.700**	**0.833**	**0.642**
Revisit Intention	**0.922**	**0.952**	**0.868**

Discriminant validity

The extent to which an item neither does nor connects with the other conceptually distinct constructs is called discriminant validity. In other words, items from one construct diverge or are negatively linked with items from another construct—a discriminant validity test for constructs that should have no link. When the following two conditions are met, discriminant validity is guaranteed: 1) the AVE value is more than 0.50, and 2) the square root of Average Variance Extracted (AVE) for each construct is more than its correlations with other constructs (Fornell & Larcker 1981). As a result of the model's confirmation of adequate reliability, convergent validity, discriminant validity, and testing for hypothesis, research model validation was deemed satisfactory. The data for the Fornell-Larcker discriminant validity criterion are presented in Table 5. It is a widespread technique for testing the discriminant validity of a measurement model. According to this criterion, the square root of the average variance extracted by the construct must be more significant than the correlation between the construct and any other construct. The threshold of discriminant validity is less than 0.9 (Hair et al., 2012). In Table 4, all the values are less than 0.9. Values less than 0.9 for discriminant validity are appropriate and acceptable for further analysis.

Table 5: Fornell-Larcker criterion

Variables-	Adventure Experiences	Tourist Satisfaction	Revisit Intention
Adventure Experiences	0.695		
Tourist Satisfaction	0.728	0.900	
Revisit Intention	0.740	0.768	0.802

R-Square

The overall model is evaluated based on the explanatory power. Two criteria were used to assess explanatory power, known as in-sample prediction. Coefficient of determination (R-Square) and Effect size (F-Square). R-Square denotes the proportion of variance in the endogenous construct that can be explained by the entire exogenous construct related to it. The greater the R-Square value, the greater the construct's explanatory ability (Hair et al., 2016). The R-square Value varies between 0 and 1, indicating a higher level of explanatory power. According to Falk & Miller (1992), an endogenous construct's variance should be appropriate when the R^2 value equals or exceeds 0.10. According to Cohen (1988), the following R^2 values for endogenous latent variables should be considered: 0.26 (substantial), 0.13 (moderate), and 0.02 (weak). Chin (1998) suggested R^2 values of 0.67 (substantial), 0.33 (moderate), and 0.19 (poor) for endogenous latent variables. Hair et al. (2011) and Hair et al. (2013) stated that R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables can be classified as substantial, moderate, or weak as a general rule of thumb. A dependent variable (revisit intention) influenced by the independent variables (adventure tourism experiences) has an R^2 value of 0.636, same the tourist satisfaction influenced by independent variables has an R^2 value of 0.547. The value of revisit intention and tourist satisfaction falls between 0 and 1. The value close to 1 shows greater strength among the variables. The study shows strong explanatory power (R-square value) after data analysis using bootstrapping. Furthermore, the Adjusted R2 measure for linear models displays the adjusted goodness-of-fit (model correctness). It indicates how much volatility in the target field can be attributed to the input or inputs. R2 tends to overstate the linear regression's fit. It always rises as additional variables are added to the model. Adjusted R2 is used to account for this overestimation. A model with one value adequately predicts values in the target field. The value of a model with no predictive value is less than or equal to 0. Adjusted R2 may decline if a single effect does not improve the model. The adjusted R-square Value of revisit intention is 0.629, and tourist satisfaction is 0.513. Table 6 shows the R^2 and adjusted R^2 values.

Table 6: Overall strength of model

Variables	R-Square	R-Square adjusted
Revisit Intention	0.636	0.629
Tourist Satisfaction	0.547	0.513

F-Square (F^2)

The study of F-square values is shown in Table 7. One or more other factors may impact or affect a variable in a structural model. The dependent variable may be impacted by the exogenous variable being removed. F-square is used to measure effect size. According to Cohen (1988), the F-square us effect size (>0.35 is large, > 0.15 is medium, and > 0.02 is small). F-square affects the R-square value if an independent variable is eliminated from a data set.

Table 7: F-Square

Variables-	Adventure Experiences	Tourist Satisfaction	Revisit Intention
Adventure Experiences		1.209	0.170
Tourist Satisfaction			0.292
Revisit Intention			

Confirmation of hypotheses

To verify the study's hypotheses, the significance /insignificance and strength of each Path in the structure model were calculated using structural equation modeling (E.M.) using partial least squares (P.L.S.). P.L.S. calculates the strength of each

Path using a beta value (β). Furthermore, P.L.S. bootstrapping analysis can examine each Path or hypothesis's statistical significance/insignificance.

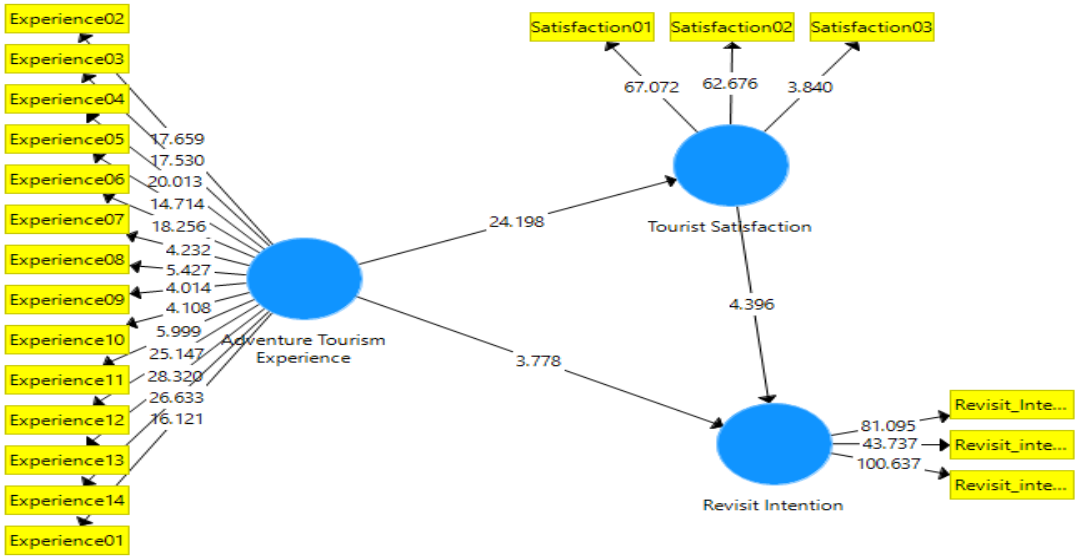

Figure 4: Hypothesis model

Outcomes of the P.L.S. analysis indicate that all structural paths are significant

- Adventure tourism experiences -> revisit intention (T-value=3.778 > 1.96, Path coefficient= 0.3760, P-value= 0.000 < 0.01).
- Adventure tourism experiences ->tourist satisfaction (T-value= 24.198 > 1.96, Path coefficient = 24.151, P-value= 0.000 < 0.01).
- Tourist satisfaction -> revisit intention (T-value= 4.396 > 1.96, Path coefficient= 4.542, P-value= 0.000 < 0.01)

Table 8: Path coefficient, T and P values

Variables	Path values	Mean values	Standard deviation	T-Values (>1.96)	P-Values (<0.05)
Adventure Experiences->Revisit Intention	0.3760	0.378	0.098	3.778	0.000
Adventure Experiences->Tourist Satisfaction	24.151	0.760	0.031	24.198	0.000
Tourist Satisfaction->Revisit Intention	4.542	0.474	0.107	4.396	0.000

As mentioned, the latent variable distribution indicates a strongly positive outcome, and the P.L.S. analysis reveals significant paths for each variable and their relationships. Table 8 shows the hypothesis's confirmation results; all variables have a significant relationship.

Table 9: Results for the Tested Hypotheses

H	Research Hypotheses	Results
H1	There is a positive relationship between adventure experiences and revisit intention.	**Supported**
H2	There is a positive relationship between adventure experiences and revisit tourist satisfaction.	**Supported**
H3	There is a positive relationship between tourist satisfaction and revisit intention.	**Supported**

Analysis of the mediating variable

The presence of an intermediary variable or process that passes the effect of an antecedent variable to an outcome is referred to as mediation (Hayes, 2013). A third variable in the connection between the independent and dependent variables defines a mediating effect. Thus, mediation theory concerns "how, or by what means, an independent variable influences a dependent variable through one or more feasible intervening mediators" (Preacher and Hayes 2008). It examines the mechanism or pathway through which an independent variable influences a dependent variable (Hayes 2013). It helps to determine if the relationship between the independent and dependent variables is wholly or partially mediated by one or more intermediate variables (Preacher & Hayes, 2008). Conducting mediation analysis helps to understand the underlying mechanism or process that explains how and why variables are related. It allows them to explore the indirect effects and evaluate the importance of mediators in the relationship between the independent and dependent variables (Hayes, 2013).

According to Hair et al. (2013), there are two types of mediation-

- Complete mediation – If the indirect effect is significant, but the direct effect is not, this is an instance of complete mediation.
- Partial mediation – Both direct and indirect effects are significant.

Analysis of mediation using variance accounted for (V.A.F. values)

The mediation results were analysed by comparing direct and indirect estimates based on their significant variance accounted for (V.A.F.) and Hayes' effect. The unmediated model describing the direct relationship between the construct to be explored

is first examined to analyse the mediation effect. Following that, the significance of the indirect effect was established. V.A.F. is identified after determining the direct and indirect effects. It assists researchers in determining the strength of the Mediator. According to Hayes (2013), the mediation effect can be assessed using the path analysis technique; it involves three components. Direct effect – It represents the relationship between the independent variable without considering the Mediator. Indirect effect – It represents the relationship between the independent variable and the Mediator, multiplied by the relationship between the Mediator and the dependent variable. Total effect – It represents the overall relationship between the independent and dependent variables, including both the direct and indirect effects. For calculating how effective tourist satisfaction is in mediating the relationship between adventure tourism experience and revisit intention, we measure the variance accounted for (V.A.F.) values. According to Hair et al. (2016), if the V.A.F. value exceeds (>0.8%), it is a complete or intense mediation, and below (<0.8%) is partial mediation.

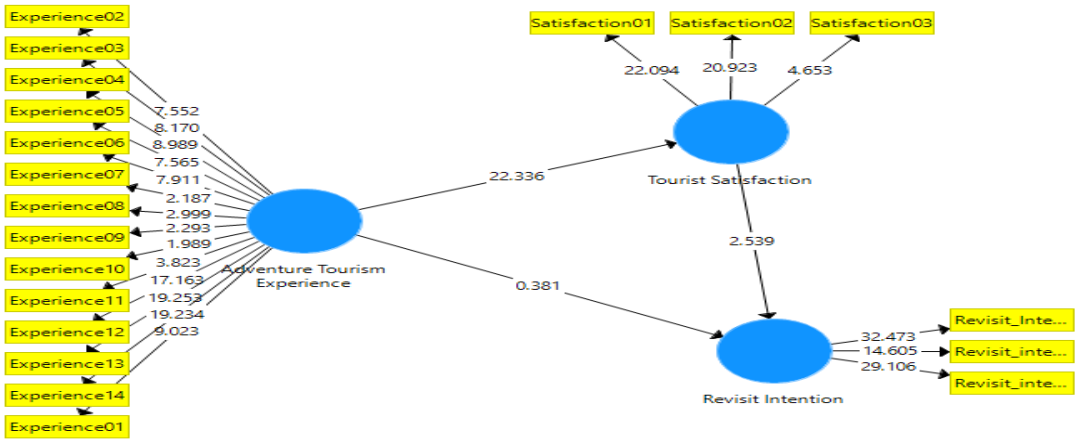

Figure 5: Mediation Model

Path coefficient of mediator

Table 10: Path coefficient, T& P values of Mediator

Variables	Path values	Mean values	Standard deviation	T-Values (>1.96)	P-Values (<0.05)
Adventure Experiences->Revisit Intention	0.110	0.101	0.296	0.381	0.709
Adventure Experiences->Tourist Satisfaction	0.849	0.038	0.038	22.336	0.000
Tourist Satisfaction->Revisit Intention	0.782	0.308	0.308	2.539	0.011

Figure 5: values were used for the calculations

- Total Indirect Effect = 22.336 + 2.539= 24.875
- Total Effect = Total Indirect Effect + Direct Effect
  = 24.875 + 0.381 = 25.256
- On calculating V.A.F. values, which = (Total Indirect Effect/ Total Effect) * 100
  VAF value = (24.875/25.265) *100
  =98.45

Hence, it is concluded that a complete mediation of 98.45% is demonstrated in Tourist satisfaction between adventure tourism experience and revisit intention. A fully mediated relationship implies a clear interaction between the independent variable (adventure tourism experience) and the dependent variable (revisit intention) and a meaningful relationship between the Mediator and the dependent variable. In other words, tourist satisfaction accounts for more, but not all, of the relationship between adventure tourism facilities and revisit intention.

Discussion

Regarding the impact of adventure tourism experiences on revisit intention. Figure 4 shows a significant impact of adventure tourism experiences on revisit intention (T-value=3.778 > 1.96, Path coefficient= 0.3760, P-value= 0.000 < 0.01), thus supporting H1. The study's findings revealed that the influence of adventure tourism experiences strongly and positively impacts destination revisit intention. Positive experiences at attractions enhance overall satisfaction and encourage tourists to review the destination for more enjoyable experiences (Kim & Ritchie, 2008.). Another study performed by Chi & Gurosy, (2009) refers to the overall attractiveness of a destination. It significantly impacts tourists' perception and experience, influencing their emotions and ultimately affecting their desire to return to the destination. They contend that tourists' motivations for visiting a particular destination are motivated mainly by their positive experience towards its appeal. According to Kim & Ritchie (2008), aesthetic quality positively affects destination revisit intention. As he mentioned, it contributes to creating memorable experiences for tourists. These cherished memories motivate future trips, leading to increased tourist revisit intention. Many other scholars have also confirmed a positive relationship between adventure tourism experiences and revisit intention, significantly affecting destination revisit intention (Chu & Choi, 2000). It is an integral part of tourism. A well-

developed and enjoyable experience can leave a lasting impression on tourists, shaping their perception of the entire location. Tourists are more inclined to visit a destination with aesthetic quality, satisfying their requirements. The excellent experience of a tourist destination provides a positive image that meets the demand of tourists and enhances the likelihood of returning in the future (Zeithaml & Bitner, 2000). Furthermore, there is a significant impact of adventure tourism experiences on tourist satisfaction (T-value= 24.198 > 1.96, Path coefficient = 24.151, P-value= 0.000 < 0.01) supporting H2, indicating a positive relationship between adventure tourism experiences and tourist satisfaction. Hence, accepting the adventure tourism experiences significantly impacts tourist satisfaction. Respect for previous studies' adventure tourism experiences strongly affects tourists' satisfaction (Bailey, 1994; Bolton, 1998; Antilgan et al., 2003). According to Kozak, (2001), positive experiences of tourists towards destinations are essential to determining tourists' satisfaction. Increasing the aesthetic quality of a destination generates comparative and competitive advantages to enhance market opportunities and attract tourists with unique experiences. In addition, tourist satisfaction has a significant impact on revisit intention (T-value= 4.396 > 1.96, Path coefficient= 4.542, P-value= 0.000 < 0.01) in support of H3. It indicated a significant and positive relationship between tourist satisfaction and revisit intention. Past studies show there is a strong influence of tourist satisfaction on destination revisit intention (Fall & Knutson, 2001; Court & Lupton, 1997; Kozak, 2001; Backman & Veldkamp, 1995; Hsieh et al., 2008). The tourists' intention to revisit the destination depends on the tourists' satisfaction with the tourism facilities. According to Kadampully & Suharatanto (2003), maximum satisfaction contributes to tourists' retention and favourable word of mouth toward tourist destinations. According to Kozak & Rimmington (2000), the happier visitors were with their trips, the more likely they were to return and recommend the spot to others. Bigne et al. (2001) found that tourist satisfaction affects destination choices and future behaviour intention.

Conclusions

In conclusion, the impact of adventure tourism experiences significantly impact tourist satisfaction and revisit intention. According to the findings of these hypotheses, the attributes of adventure tourism experiences are essential factors in choosing a destination. These factors have much potential to attract tourists and make tourism more sustainable. The study found that satisfaction fully mediated between adventure tourism experiences and revisit intention. It has been observed that the attributes of adventure tourism experiences strongly impact tourists' satisfaction. Tourists' satisfaction levels can be improved by providing good-quality facilities at destinations. It has been found that satisfied tourists are more willing to revisit their visited destinations. The study model explores whether tourists are satisfied with the facilities provided at tourist destinations in the Kashmir region. The study explored that satisfaction is believed to be an effective predictor of revisit intention. The P.L.S. analysis confirmed that tourist satisfaction positively impacts tourists' future intentions. In addition, the study examines whether there is a moderate and positive correlation between adventure tourism experiences, tourist satisfaction, and revisit intention. Adventure tourists' perceptions about the facilities provided by tourism stakeholders in the Kashmir region are satisfactory. For the development of adventure tourism, there is a need to improve the quality of amenity facilities like advanced adventure equipment, telecom and internet facilities, and medical and rescue facilities in the Kashmir region.

Implications of the study

Managers must focus on understanding adventure tourists' needs and preferences, delivering high-quality services, and ensuring tourists' satisfaction. Must involve training staff to be customer-oriented, handling complaints effectively, and continuously seeking feedback for improvement. Tourism destinations must preserve their attractiveness and competitiveness. Providing exceptional experiences for customers is critical for customer retention and favourable referral marketing. To design and implement integrated tourism plans, destination managers must work with many stakeholders, including local governments, tourism organisations, and community members. They are developing infrastructure, regulating tourist flows, balancing tourism marketing, and preserving the destination's identity. Tourism managers must examine and analyse service quality and recognise their strengths and weaknesses to fulfill the requirements of tourists and ensure its existence. Tourists' needs should be addressed, and their expectations should be satisfied. Tourists who feel happy with their travel experiences are more inclined to return and spread positive word of mouth. To encourage good post-purchase tourist behaviour and sustain destination competitiveness. Managers should focus on obtaining high levels of visitor satisfaction. Destination managers must develop advanced adventure tourism infrastructure and improve transportation facilities for adventure tourists. Use social media and digital marketing to reach a wider audience and promote their activities and services. Raise market awareness of the Kashmir region as an adventure spot. Enhance tourism products in the region, such as aesthetic quality, accommodation, and adventure activities. Identify adventure tourism destinations and products. Work for the development of a positive destination image. Adventure activities frequently contain inherent risks, and maintaining participant safety should be the primary concern. Protocols, implement safety measures, offer sufficient employee training, and prevent potential risks. Managers must engage in comprehensive risk assessment, and management must examine equipment regularly. Managers must invest in hiring and maintaining qualified employees and giving proper training in adventure activities, first aid, emergency response, and customer service. Adventure tourism is frequently associated with the environment and vulnerable ecosystems. To reduce the environmental effects of their operations, managers should use sustainable practices like waste reduction, responsible energy usage, and support for local conservation activities. It is frequently conducted in rural or distant places, and the facility's success may substantially influence the Local communities. Managers should build strong community ties, promote regional businesses, and engage in sustainable tourist practices that assist the local economy.

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