



Influence of Sensory, Affective, and Cognitive Experiences on Revisit Intention: Evidence from Sanxia Old Street, Taiwan

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Abstract

Background and Aims: Heritage tourism is essential for sustaining cultural identity and enhancing destination competitiveness. Grounded in Schmitt's (1999) Strategic Experiential Modules (SEMs), this study investigates how three experiential dimensions—Sensory (Sense), Affective (Feel), and Cognitive (Think)—influence revisit intention in a heritage tourism context. Sanxia Old Street in Taiwan, with its preserved architecture and nostalgic atmosphere, provides an appropriate setting to examine these relationships.

Methodology: A quantitative online survey was conducted with 386 domestic tourists to capture a broad sample beyond on-site visitors. Data were collected using a structured questionnaire measured on a five-point Likert scale and analyzed with correlation and regression techniques to test the hypothesized relationships.

Results: All three experiential dimensions—Sense, Feel, and Think—significantly predicted revisit intention. Think (cognitive experience) was the strongest predictor ($\beta = .344$, $p < .001$), followed by Sense (sensory experience) ($\beta = .254$, $p < .001$) and Feel (affective experience) ($\beta = .194$, $p = .004$). The model explained 55% of the variance in revisit intention ($R^2 = .550$), confirming its substantial explanatory power.

Conclusion: This study advances experiential marketing research by applying the SEMs framework to heritage tourism and highlighting the dominant role of cognitive engagement. Practically, it suggests that strategies focusing on cultural learning, authentic sensory features, and positive emotions are essential for sustaining competitiveness and encouraging repeat visitation.





Keywords: Revisit Intention; Experiential Marketing; Sense; Feel; Think; Heritage Tourism; Sanxia Old Street; Taiwan; Tourist Behavior

Introduction

Tourism is widely acknowledged as a key driver of economic growth, cultural exchange, and social development. It generates nearly a tenth of global GDP and sustains significant employment worldwide (UN Tourism, 2023). In Taiwan, the sector contributes 1.8% of GDP, yet national strategies such as “Tourism 2020” and “Tourism 2030” underscore its importance (Tourism Bureau, Ministry of Transportation and Communications, 2020). These initiatives prioritize cultural and nostalgic tourism, reflecting post-pandemic demand for authentic and emotionally resonant experiences (Tsai, 2022).

Among Taiwan’s cultural assets, Sanxia Old Street in New Taipei City is a prominent nostalgic destination. Established in the mid-18th century and reconstructed in 1916, the street blends European façades, Japanese motifs, and Han cultural elements, representing one of the most historically preserved areas in Taiwan (Tourism Bureau, Ministry of Transportation and Communications, 2020). Its nostalgic atmosphere evokes a sense of longing and continuity, allowing visitors to link the past with the present (Belk, 1990). Although more than 50 old streets exist across Taiwan, Sanxia is distinctive in combining authenticity, nostalgia, and cultural identity, making it an appropriate site to examine revisit intention.

Experiential marketing emphasizes meaningful encounters that engage sensory, emotional, and cognitive processes (Pine & Gilmore, 1998; Schmitt, 1999). Grounded in Schmitt’s (1999) Strategic Experiential Modules (SEMs), this study focuses on three dimensions—Sense, Feel, and Think—that are particularly relevant for heritage tourism. Sensory experiences shape immersive atmospheres, affective experiences build attachment and positive emotions, and cognitive experiences encourage reflection and learning (Li, Li, Zou, Zhang, & Cao, 2023; Tsai, 2022). While Sense and Feel are generally found to have strong effects, the role of Think remains inconclusive (Vada, Prentice, & Hsiao, 2019).

Although tourism experience research is extensive, studies in Taiwan primarily emphasize outcomes such as satisfaction, loyalty, and well-being (Chen & Tsai, 2007; Chen & Chen, 2010; Ng, Chen, & Huang, 2024). International literature likewise highlights these outcomes as predictors of revisit behavior (Kozak, 2001; Assaker, Vinzi, & O’Connor, 2011), reflecting an outcome-dominant approach. By contrast, limited attention has been paid to how specific experiential dimensions—Sense, Feel, and Think—affect revisit intention in domestic heritage contexts. This study addresses two gaps simultaneously: the general lack of research on experiential dimensions in Taiwan’s





heritage tourism and the inconclusive influence of the Think dimension. By clarifying these relationships in the context of Sanxia Old Street, the study advances theoretical understanding of experiential marketing and provides practical insights for enhancing destination competitiveness in the post-pandemic era.

Objectives

1. To examine the levels of sense, feel, think, and revisit intention among domestic tourists at Sanxia Old Street.
2. To analyze the influence of sense, feel, and think on tourists' revisit intention at Sanxia Old Street.

Literature Review and Hypotheses Development

Experiential marketing and experiential dimensions

Experiential marketing highlights the design of meaningful and memorable interactions across multiple dimensions of consumer engagement (Schmitt, 1999). Within Schmitt's Strategic Experiential Modules (SEMs), five domains are identified; however, for heritage tourism, three are especially relevant: Sense, Feel, and Think. These dimensions capture tourists' sensory immersion, emotional connection, and cognitive engagement in cultural environments. Prior studies demonstrate that such experiential factors strongly influence post-visit behaviors, including loyalty and revisit intention (Li, Liu, & Soutar, 2021; Tsai, 2022). Grounded in SEMs, the present study investigates how Sense, Feel, and Think experiences affect revisit intention at Sanxia Old Street.

Revisit Intention

Revisit intention refers to a tourist's propensity to return to a destination, recommend it, and share favorable experiences with others (Baker & Crompton, 2000; Ajzen & Driver, 1992). It is a critical indicator of destination loyalty and long-term sustainability, as retaining repeat visitors is often more cost-effective than acquiring new ones (Oppermann, 1998; Han & Hyun, 2017). Theoretical perspectives highlight its significance: expectation–confirmation theory (Oliver, 1980) explains that when travel experiences meet or exceed expectations, satisfaction strengthens the likelihood of revisiting, while the theory of planned behavior (Ajzen, 1991) posits that attitudes formed through prior experiences guide future behaviors, such as returning to a site.

In tourism research, revisit intention has been consistently linked to both destination attributes and psychological experiences. Tangible attributes such as image, service quality, and safety influence loyalty (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016), while meaningful and memorable encounters increase the likelihood of revisiting and recommending destinations





(Hung, Lee, & Huang, 2016; Vada et al., 2019). Accordingly, revisit intention can be conceptualized as both an outcome of positive tourist experiences and a key indicator of successful destination management.

Heritage Tourism and Revisit Intention

Heritage tourism is inherently experiential: visitors engage with historical fabric, distinctive architecture, and place atmospherics that elicit sensory, emotional, and cognitive responses. A core driver of such engagement is authenticity. Both tangible authenticity (e.g., preserved architectural elements) and intangible authenticity (e.g., local narratives, legends) shape the meaning visitors ascribe to heritage places. Accumulating evidence indicates that these authentic experiences are positively associated with visitors' intentions to revisit heritage sites (Zhou, Chen, & Wu, 2022; Rasoolimanesh et al., 2021).

Recent studies provide consistent evidence that heritage sites influence revisit intention by activating multi-dimensional experiences. Yang (2022) revealed that aesthetics and visitor involvement strengthen cultural identity and mental engagement, while Zhang (2022) demonstrated that perceived authenticity and value trigger emotional responses and memorable experiences that drive revisit behavior. Oliveira et al. (2024) further emphasized that sustainable management of heritage destinations requires attention to experiential authenticity to encourage repeat visitation.

In conclusion, this study focuses on three experiential dimensions—Sense, Feel, and Think—as predictors of revisit intention. Prior research has shown that sensory, affective, and cognitive experiences positively influence satisfaction, loyalty, and revisit behaviors (Tsai, 2022; Lin, 2024; Herdianti et al., 2023; Lu et al., 2022). Based on these insights, the present study proposes hypotheses that Sense, Feel, and Think each positively influence revisit intention in the context of Sanxia Old Street.

Hypotheses Development

Sense and revisit intention

The variable Sense refers to tourists' sensory experiences derived from visual, auditory, gustatory, tactile, and olfactory stimuli. As an experiential marketing dimension, Sense shapes tourists' perceptions during their visit and can directly affect post-visit behaviors. Prior studies confirm that the Sense dimension significantly influences satisfaction and revisit intention (Tsai, 2022). Lin (2024) showed that immersive sense-based experiences contribute positively to repeat visits, while Herdianti et al. (2023) reported a positive effect of sensory stimuli in tourism services. In the context of Sanxia Old Street, sensory authenticity, such as preserved architecture, nostalgic sounds, and traditional foods, plays a distinctive role in shaping visitor impressions. Testing this



dimension in a heritage destination provides context-specific insights into experiential drivers of loyalty.

H1: Sense positively influences tourists' revisit intention at Sanxia Old Street.

Feel experience and revisit intention.

The variable Feel refers to affective experiences that arise from emotional engagement during tourist visits. Within experiential marketing, Feel aims to touch customers' emotions, thereby creating affective value (Widyanata & Setyono, 2017). Empirical findings demonstrate that the feel experience significantly influences revisit intention. For example, Lin (2024) highlighted that positive emotions and affective engagement are central in generating loyalty and repeat behaviors. In line with this, Herdianti et al. (2023) found that the Feel variable had a significant and positive effect on tourists' intention to revisit. In heritage tourism, the nostalgic atmosphere of Sanxia Old Street evokes emotional attachment and continuity with the past, making affective engagement particularly relevant in shaping revisit behaviors. Testing Feel in this context, therefore, clarifies how emotional resonance contributes to domestic tourists' loyalty.

H2: Feeling positively influences tourists' revisit intention at Sanxia Old Street.

Think and revisit the intention.

The variable Think refers to cognitive experiences involving reflection, learning, and intellectual stimulation that occur during cultural or historical engagement. Within experiential marketing, Think aims to encourage problem-solving and creative interaction (Schmitt, 1999). Empirical evidence on the direct effect of Think is mixed. Vada (2019) reported that cognitive factors are less influential compared to sensory or emotional dimensions, while Lu et al. (2022) found that nostalgia and destination attachment mediate the impact of cognitive engagement on revisit intention. More recently, Muhammad (2025) emphasized that cognitive stimulation, alongside sensory and emotional experiences, remains important for influencing return decisions. Given that Sanxia Old Street offers cultural narratives, architectural learning opportunities, and reflective historical contexts, testing Think in this setting helps clarify its role in predicting revisit behaviors.

H3: Thinking positively influences tourists' revisit intention at Sanxia Old Street.

Conceptual Model

Drawing on the experiential marketing perspective, this study proposes a conceptual framework linking Sense, Feel, and Think to revisit intention (Figure 1). Together, these dimensions represent core experiential drivers that shape tourists' post-visit behaviors in heritage destinations.

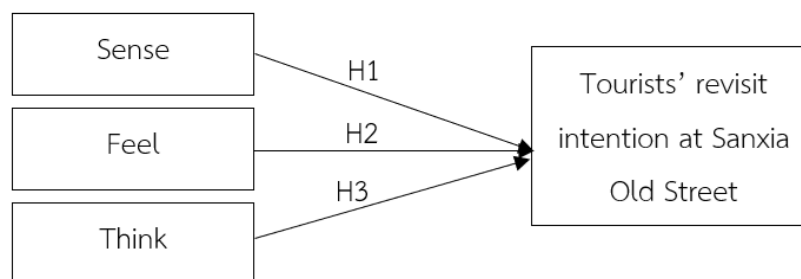


Figure 1 Conceptual framework of the study

Research Methodology

Population

The population of this study comprised domestic tourists visiting Sanxia Old Street in New Taipei City. Since the exact number of visitors is not officially documented, the total population was treated as unknown.

Sample

A total of 386 domestic tourists formed the study sample. The sample size followed Roscoe's (1975) guideline of 30 to 500 respondents for behavioral research and met the threshold of at least 10 cases per predictor in multivariate analysis. To strengthen this justification, Hair, Black, Babin, and Anderson (2010) recommend that samples above 200 are sufficient for regression models, confirming statistical reliability. From 401 distributed questionnaires, 386 valid responses were retained after excluding incomplete cases. Although convenience sampling was employed, which may bias results toward tourists reachable via social media and local networks, the findings may not be fully generalizable to all visitors of Sanxia Old Street. Demographic variables, including age, gender, marital status, and education, were collected to profile respondents.

Research Instrument and Quality Assessment

A structured questionnaire was developed with three sections: demographic information (gender, age, marital status, education, occupation, and place of residence); the three experiential dimensions (Sense, Feel, and Think); and revisit intention. All items used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Content validity was assessed by five experts using the item-objective congruence (IOC) method; IOC scores ranged from 0.60 to 0.93, exceeding the 0.60 threshold. Item discrimination was confirmed via corrected item-total correlations (all > 0.30). Reliability was acceptable for all constructs: Sense ($\alpha = .882$), Feel ($\alpha = .894$), Think ($\alpha = .920$), and Revisit Intention ($\alpha = .892$). Construct validity was supported theoretically by grounding items in Schmitt's (1999) Strategic Experiential Modules and through expert review;



exploratory or confirmatory factor analysis was not conducted, which we acknowledge as a limitation and a direction for future research.

Data Collection Procedures

The online survey was administered in February 2024. The questionnaire link was distributed via social media platforms, tourism-related community groups, and local networks. A pretest with 30 respondents was conducted to check clarity and reliability, leading to minor refinements. Of 401 distributed questionnaires, 386 valid responses were retained after screening for completeness and consistency. Because data were collected online within a single month, potential self-selection bias and seasonality may limit generalizability beyond the survey period.

Data Analysis

Data were analyzed using SPSS v30. Descriptive statistics (frequency, percentage, mean, and standard deviation) summarized the demographic and study variables. Reliability was examined using Cronbach's alpha and item-total correlations. Multiple regression tested the hypothesized effects of Sense, Feel, and Think on revisit intention after verifying multicollinearity using variance inflation factors (VIF). Statistical significance was set at the 0.05 level.

Results

Demographic profile of respondents

The analytic sample consisted of 386 domestic tourists visiting Sanxia Old Street. Males accounted for 63.0% of respondents. The age distribution skewed toward older groups, with 26.7% aged 56–60, 22.5% aged 66 or above, and 17.6% aged 61–65. A majority of respondents were married (73.8%). In terms of education, 44.6% held a bachelor's degree and 29.0% a graduate degree. Regarding occupation, the largest groups were self-employed/service workers (31.6%) and retirees (25.1%). Most participants resided in northern Taiwan (72.0%).

This demographic profile suggests that the relatively older and well-educated respondents may be especially inclined toward cognitive engagement (Think) when visiting a historical and cultural site. Such characteristics could help explain why cognitive experiences emerged as the strongest predictor of revisit intention in the regression results.

Results of Data Analysis on Factors Influencing Tourists' Revisit Intention at Sanxia Old Street

**Table 1** Means and Standard Deviations of Factors Influencing Tourists' Revisit Intention at Sanxia Old Street

Variable	$\bar{X}$	S.D.	Interpretation
Sense	3.48	0.63	Agree
Feel	3.51	0.64	Agree
Think	3.51	0.66	Agree
Overall	3.50	0.64	Agree

Table 1 presents the mean scores and standard deviations for the three dimensions (Sense, Feel, and Think) and the overall average. All three dimensions fall within the range of 3.41–4.20, corresponding to the level of “Agree.” Specifically, sense ($\bar{X} = 3.48$, S.D. = 0.63), feel ($\bar{X} = 3.51$, S.D. = 0.64), and think ($\bar{X} = 3.51$, S.D. = 0.66) demonstrate that tourists generally agreed that their experiences at Sanxia Old Street were favorable. The overall mean score ($\bar{X} = 3.50$, S.D. = 0.64) confirms this positive assessment, indicating that the destination is perceived positively and reinforcing tourists' intention to revisit. Notably, the mean values for Sense (3.48), Feel (3.51), and Think (3.51) are very close, suggesting that tourists may not differentiate these experiential dimensions strongly. Instead, they are likely to perceive them as part of a holistic destination experience, an idea consistent with tourism literature emphasizing the integrated nature of sensory, affective, and cognitive engagement at heritage sites.

Table 2 Mean and Standard Deviation of Tourists' Revisit Intention at Sanxia Old Street

Variable	$\bar{X}$	S.D.	Interpretation
Revisit intention	3.41	0.58	Agree

Table 2 shows the mean score and standard deviation for tourists' revisit intention at Sanxia Old Street. The mean score ($\bar{X} = 3.41$, S.D. = 0.58) falls within the range of 3.41–4.20, which corresponds to the level of “Agree.” This indicates that tourists generally agreed with the statement regarding their intention to revisit Sanxia Old Street, reflecting a favorable tendency toward repeat visitation.

Correlation and Regression Analysis of Sense, Feel, and Think in Relation to Tourists' Revisit Intention at Sanxia Old Street

Pearson's product-moment correlation was employed to examine the relationships among sense, feel, think, and revisit intention. The results, presented in Table 3, indicate the strength and direction of associations between the independent variables and the dependent variable.

**Table 3** Pearson's Correlation Coefficients among Sense, Feel, Think, and Revisit Intention (n = 386)

Variable	Sense	Feel	Think	Revisit intention
Sense	1			
Feel	.817**	1		
Think	.801**	.816**	1	
Revisit intention	.688**	.682**	.706**	1

Note. $p < .01$ (two-tailed).

Pearson's correlation analysis was conducted to examine the relationships among sense, feel, think, and revisit intention. As shown in Table 3, the results revealed significant and positive correlations among all variables at the 0.01 level. Specifically, sense ($r = .688$, $p < .01$), feel ($r = .682$, $p < .01$), and think ($r = .706$, $p < .01$) were each positively correlated with revisit intention.

These findings indicate that more favorable evaluations of the variables Sense, Feel, and Think are associated with stronger intentions to revisit Sanxia Old Street.

Furthermore, the intercorrelations among the three independent variables (ranging from .801 to .817) were strong but did not reach problematic levels of multicollinearity, suggesting that each variable retains distinct explanatory power for subsequent regression analysis. However, such high correlations also indicate that tourists may not perceive Sense, Feel, and Think as fully distinct dimensions in practice. Instead, these experiential elements appear to overlap and reinforce each other, reflecting a more integrated or holistic experience of Sanxia Old Street. This overlap is theoretically important, as it suggests that while Schmitt's (1999) Strategic Experiential Modules define them separately, in heritage tourism settings, visitors may experience them as interconnected aspects of a single destination encounter.

To further address the second research objective, multiple regression analysis was performed to examine the influence of sense, feel, and think on tourists' revisit intention at Sanxia Old Street. The regression results are summarized in Table 4.

Table 4 Multiple Regression Analysis Predicting Revisit Intention (n = 386)

Predictor	B	S.E.	β (Beta)	t	Sig.	VIF
Constant	0.902	0.119	–	7.595	.000	–
Sense	0.235	0.060	0.254	3.895	.000	3.594
Feel	0.178	0.062	0.194	2.879	.004	3.857
Think	0.304	0.057	0.344	5.312	.000	3.565

Model summary: $R = .741$, $R^2 = .550$, Adjusted $R^2 = .546$, $F(3, 382) = 155.50$, $p < .001$

Note. $n = 386$. All VIF values were below 5, indicating no multicollinearity concerns.

The regression model was statistically significant, $F(3, 382) = 155.50$, $p < .001$, and explained 55.0% of the variance in revisit intention ($R^2 = .550$, Adjusted $R^2 = .546$). All three predictors demonstrated significant positive effects. Think ($\beta = .344$, $p < .001$) exerted the strongest influence, followed by sense ($\beta = .254$, $p < .001$) and feel ($\beta = .194$, $p = .004$). The VIF values (3.56–3.86) confirmed that no multicollinearity issues were present.

To further illustrate these findings, the regression model is expressed in the following equations using both unstandardized and standardized coefficients.

Unstandardized coefficients (b):

$$Y = 0.902 + 0.235(\text{Sense}) + 0.178(\text{Feel}) + 0.304(\text{Think})$$

Standardized coefficients (β):

$$Z = 0.254(\text{Sense}) + 0.194(\text{Feel}) + 0.344(\text{Think})$$

The unstandardized equation indicates that when sense, feel, and think each increase by one unit, revisit intention increases by 0.235, 0.178, and 0.304 units, respectively. The standardized equation confirms that think contributes the most to revisit intention, followed by sense and feel. This result reflects the heritage context of Sanxia Old Street, where visitors engage deeply with its history, architecture, and cultural narratives. Such cognitive involvement appears to have a stronger and more enduring impact than sensory or emotional impressions.

Table 5 Summary of Hypothesis Testing

Hypothesis	β (B coefficient)	p-value	Result
H1: Sense positively influences revisit intention	0.254	< .001	Supported
H2: Feeling positively influences revisit intention	0.194	.004	Supported
H3: Thinking positively influences revisit intention	0.344	< .001	Supported

In summary, both the correlation and regression analyses confirmed that sense, feel, and think significantly and positively influence tourists' revisit intention at Sanxia Old Street, with think emerging as the strongest predictor. These results provide empirical support for all proposed



hypotheses and highlight the explanatory power of the three independent variables—Sense, Feel, and Think. Building on these findings, the following chapter discusses their theoretical and practical implications in relation to previous literature and tourism management practices.

Discussion

This study confirmed that visitors to Sanxia Old Street perceived Sense, Feel, and Think at relatively high levels, reflecting favorable evaluations of the site's cultural and historical distinctiveness. These findings support Seyfi, Hall, and Fagnoni (2019), who argued that heritage tourism is a crucial component of cultural tourism and plays an essential role in sustaining local identity. Beyond confirming positive perceptions, the results highlight how experiential dimensions collectively enhance revisit intention. The high correlations among Sense, Feel, and Think suggest that tourists may not distinguish these dimensions separately but rather experience them as a holistic encounter. This adds nuance to Schmitt's (1999) framework.

The analysis showed that Feel significantly predicted revisit intention ($\beta = .194$, $p = .004$). This result suggests that when tourists develop positive emotions during their visits, they are more likely to revisit and recommend the destination to others. Such findings align with Ajzen's (1991) theory of planned behavior more directly: emotional engagement can be seen as the attitudinal component that motivates behavioral intentions. Likewise, expectation–confirmation theory (Oliver, 1980) reinforces that favorable affect leads to satisfaction, which strengthens intention. Prior studies confirm that affective bonds are central in heritage tourism (Hosany & Gilbert, 2010; Prayag, Hosany, Muskat, & Del Chiappa, 2017).

Sense was also positively related to revisit intention, showing that the physical environment, architectural heritage, and tangible cultural elements of Sanxia Old Street strengthen tourists' impressions of the destination. Features such as historic buildings, traditional crafts, and local food provide experiences that encourage repeat visitation. Historic façades, traditional crafts, and local food are not only sensory stimuli but also symbols of authenticity. This is consistent with Pine and Gilmore's (1999) view that sensory engagement drives memorable experiences. When combined with Feel, these results show that Sanxia appeals through both emotional resonance and sensory authenticity, underscoring the importance of multi-sensory design in heritage tourism.

Most importantly, the results demonstrated that Think had the strongest influence on revisit intention ($\beta = .344$, $p < .001$). Tourists who engaged in learning, reflection, and cultural interpretation during their visits were the most motivated to return. This resonates with Pearce (2009) and Yeoman et al. (2007), who highlighted authenticity and cultural reflection as drivers of revisit behavior. The dominance of the cognitive dimension may also reflect the demographic





profile of the sample: older and highly educated respondents may value cultural learning more strongly. Recent studies support this view, showing that authenticity and perceived value generate memorable experiences that strengthen revisit intention (Zhou et al., 2022; Satrya, Adityaji, Susilo, Karya, & Hendra, 2024). Thus, Think emerges not only as a theoretical construct but also as a practical driver of loyalty in heritage contexts.

Taken together, the findings indicate that while Sense and Feel enhance tourists' impressions and emotional bonds, Think stands out as the key driver that deepens appreciation of cultural–historical values and motivates repeat visitation. This conclusion is consistent with Kim et al. (2012), who identified memorable experiences as drivers of future intentions. Importantly, the very high correlations among Sense, Feel, and Think suggest that these dimensions may form a holistic experience rather than separate constructs. By interpreting them both individually and collectively, this study extends experiential marketing theory and provides practical guidance for designing heritage tourism that emphasizes cognitive enrichment alongside sensory and emotional engagement.

Conclusion

This study examined the constructs of *Sense*, *Feel*, and *Think* in relation to visitors' perceptions and their influence on revisit intention at Sanxia Old Street. The results showed that all three variables had significant positive effects on revisit intention, with *Think* emerging as the strongest predictor. These findings underscore the importance of cognitive engagement with cultural–historical values in motivating repeat visitation, while also affirming the roles of sensory and emotional experiences in shaping tourists' behavioral outcomes. By integrating these insights into the broader literature on heritage tourism, the study contributes new empirical evidence and offers practical implications for destination management and the sustainable development of cultural sites.

Policy Implications and Future Research Directions

Policy Implications

The findings provide practical implications for managing heritage destinations such as Sanxia Old Street. The strong effect of Think suggests that managers should design interpretive programs and storytelling that foster cognitive engagement with cultural–historical values—for example, using QR codes on heritage buildings to share narratives, or developing augmented reality applications that visualize the street's past.

The role of Sense emphasizes preserving authentic elements such as architecture, crafts, and cuisine, while ensuring visitor comfort and accessibility. The contribution of Feel highlights





the value of fostering positive emotions through cultural performances, festivals, and community interactions. Importantly, these strategies directly strengthen revisit intention by creating lasting memories that motivate tourists to return.

Future Research Directions

This study was limited to domestic tourists, mainly older adults, which reduces generalizability. Future studies may examine international and younger groups to test whether the effects of Sense, Feel, and Think differ across demographic and cultural contexts.

Beyond these three constructs, future research could extend the framework by incorporating Act (behavioral engagement) and Relate (social connection) from Schmitt's (1999) Strategic Experiential Modules. This would provide a more comprehensive understanding of revisit intention.

In addition, the high correlations observed among Sense, Feel, and Think in this study suggest that tourists may perceive these dimensions holistically rather than separately. Future qualitative or mixed-method approaches could explore this possibility and validate whether experiential dimensions overlap in practice.

Methodologically, reliance on self-reported, cross-sectional surveys highlights the need for longitudinal and multi-method research designs to track changes in revisit intentions over time. Finally, comparative studies across heritage sites in Taiwan and other countries would clarify whether the dominance of Think is context-specific or generalizable, thereby refining theoretical insights and informing cross-cultural strategies for heritage tourism management.

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