

## **CULTURAL TOURISM EXPERIENCE ON CUSTOMER SATISFACTION: EVIDENCE FROM THAILAND**

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### **ABSTRACT**

This study examines the service quality of cultural tourism experience perceived by tourists on their satisfaction and further explores the relationships between perceived value, appraisal emotion, and customer satisfaction. A total of 327 respondents completed a survey conducted at two cultural festivals in Thailand. Using structural equation modeling (SEM) technique, the results reveal the direct and positive effects of the service quality on perceived value, appraisal emotion, and customer satisfaction. This study summarizes the findings and offers some interesting implications for practitioners and researchers.

*Keywords: Cultural tourism, Satisfaction, Service quality*