

Honeymoon tourism: Exploring must-be, hybrid and value-added quality attributes

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ABSTRACT

Based on a mixed-methods, this study aims to identify which attributes are more sensitive to the dissatisfaction, satisfaction or delight of honeymoon tourists by examining the asymmetric effect of quality attributes on the satisfaction of honeymoon tourists in Phuket, Thailand. By drawing on impact range performance and asymmetry analyses, asymmetric relationships assist researchers in identifying quality attributes as (1) frustrators and dissatisfiers (must-be attributes), (2) satisfiers and delighters (value-added attributes) and (3) hybrids. This approach enables an understanding of the dynamic impact of quality attributes on the satisfaction of honeymoon tourists rather than merely identifying quality attributes. Considering the limited insight into quality attributes in the existing honeymoon tourism literature, this study provides a novel view on the dynamic nature of multidimensional quality attributes and contributes to this body of literature.

1. Introduction

Honeymoon tourism, which has grown rapidly in the past decades, is considered a profitable market segment in the tourism industry (Kim & Agrusa, 2005). Global honeymoon tourism is estimated at 5.5 billion trips annually (South Pacific Tourism Organization, 2015). North American honeymooners spend an average of US\$4,466 on their trips, which is thrice more than the average budget for a family vacation in the US (Sardone, 2018). A honeymoon trip creates a memorable experience for couples because a honeymoon is regarded as a once-in-a-lifetime trip taken together by couples (Payne, 2015). When newlyweds travel to a destination, they are willing to fulfil their romantic fantasies with less consideration for incurring travel costs (Bulcroft, Smeins, & Bulcroft, 1999; Kim & Agrusa, 2005; Lee, Huang, & Chen, 2010).

The honeymoon tourism market is frequently viewed as a high-spending sector; it creates considerable economic benefits and increases the number of visits in many tourism destinations (Lee et al., 2010). The Tourism Authority of Thailand (TAT) has also recognized the importance of honeymoon tourism and has focused on this sector (TAT News, 2011). In Thailand's tourism market segments, honeymoon and wedding tourism demonstrates the best performance in terms of total tourist arrivals and economic impact, followed by eco-, medical and golf tourism (TAT, 2013). The increasing popularity of Asian couples going on a honeymoon considerably impacts the tourism industry, and

Thailand is a major beneficiary of this growing trend. TAT (2013) reports that tourists from Northeast Asia account for 29% of the total share, whereas Europe ranks second (28%), followed by ASEAN (15%) and South Asia (12%).

Research in honeymoon tourism remains largely disregarded despite the importance of honeymoon tourism in contributing to the economic growth of tourism destinations (Lee et al., 2010). Only a few studies have been conducted, which cover limited domains, namely, honeymoon destination positioning (Kim & Agrusa, 2005), honeymoon destination selection using a choice set model (Jang, Lee, Lee, & Hong, 2007), salient attributes in selecting a honeymoon destination (Lee et al., 2010), push and pull motives for selecting a honeymoon destination (Seebaluck, Munhurrun & Rughoonauth, 2015), wedding tourism experience (Bertella, 2015; Schumann & Amado, 2010; Tada, 2015) and honeymoon destination satisfaction (Reisenwitz, 2013). Such limited research leaves many aspects of honeymoon tourism for exploration to further develop the literature.

When selecting a destination, honeymooners clearly demonstrate considerable interest in purchasing high-quality tourism products or services (Bulcroft et al., 1999; Lee et al., 2010; Moscardo, 2004), given that couples typically regard their honeymoon as an important once-in-a-lifetime event (Bulcroft et al., 1999). Therefore, couples tend to be sensitive to honeymoon tourism quality attributes (e.g. products and services) to fulfil their romantic fantasies (Kim & Agrusa, 2005;

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MacInnis & Price, 1990). However, empirical studies that identify multidimensional quality attributes have been overlooked in the honeymoon tourism literature (Bulcroft et al., 1999; Jang et al., 2007; Kim & Agrusa, 2005; Lee et al., 2010) although quality attributes are partially depicted in a qualitative or descriptive manner in the extant literature. For example, the study of Lee et al. (2010) highlights influential variables that affect the destination choice of potential honeymooners. However, the identified variables are primarily based on destination attractiveness, thus they do not represent the comprehensive concept of multidimensional honeymoon tourism attributes.

To fill in this research gap, the current study aims to identify which attributes are more sensitive to the dissatisfaction, satisfaction or delight of honeymoon tourists by examining the asymmetric effects of quality attributes on honeymoon tourist satisfaction in Phuket, Thailand. Such objective can be realised by developing a comprehensive list of multidimensional quality attributes using a mixed-methods. This approach provides an understanding of the dynamic impact of quality attributes on honeymoon tourist satisfaction rather than merely identifying such attributes. Delving into the differential effects of quality attributes on satisfaction allows destination marketing organisations (DMOs) to monitor the performance of each attribute and prioritise certain attributes in implementing the strategic management of honeymoon tourism.

2. Literature review

2.1. Quality attributes of honeymoon tourism

The United Nations World Tourism Organisation (UNWTO, 2001) states that the term 'honeymoon tourism' refers to either a domestic or overseas destination that newlywed couples visit after their wedding. A honeymoon, which is considered an extension of the wedding ritual, has been a tradition and a focal part of Western societies since the end of the 18th century (Bulcroft, Bulcroft, Smeins, & Cranage, 1997). Consumers judge quality by assessing the attribute performance of a product or service (Dodds, Monroe, & Grewal, 1991). Similarly, a tourist's perceived quality is contingent on the performance of attributes under the management control of a tourism firm.

In honeymoon tourism, the attributes of destination attractiveness play an important role in attracting honeymoon travellers (Jang et al., 2007). Extraordinary and romantic places are typically perceived as ideal destinations for newlywed couples on their honeymoon (Bulcroft, Bulcroft, Bradley, & Simpson, 2000). However, apart from destination's features, other attributes can constitute the perception of quality of a honeymoon tour, such as honeymoon packages, the quality of the honeymoon service provider and special treatment (Kim & Agrusa, 2005; Lee et al., 2010). The extant literature sparsely describes the domains of honeymoon tourism quality in a qualitative or descriptive manner. The present study reviews the potential quality domains of honeymoon tourism on the basis of the available literature. These domains include destination accessibility, tourist attractions, destination environment, honeymoon programs, honeymoon service providers, honeymoon hotels, dining experience and special benefits exclusive to honeymooners.

A tourism destination should be easily and comfortably reached via several transportation modes, such as planes, trains and automobiles (Chen, Lee, Chen, & Huang, 2011; Shonk & Chelladurai, 2008). Although honeymooners seek exotic destinations, they also prefer destinations that are easily accessible via multiple airlines (Lee et al., 2010). Local transportation is also a major concern in accessing tourist attractions, accommodations and entertainment places (Cong, 2016; Kim, Holland, & Han, 2013).

Tourist attractions can be a key determinant in persuading honeymooners to select a destination (Lee et al., 2010). Visiting an exotic place is typically included on a couple's wish list when they are planning a journey. A destination that provides a number of activities can be

attractive to various groups of tourists (Kozak, 2001). However, attracting honeymoon travellers may be more challenging because this group of tourists tends to seek a place where various dream activities are available to fulfil their once-in-a-lifetime moment (Lee et al., 2010). Honeymoon destinations should offer memorable and romantic attractions, such as beach activities, historical and cultural experiences, outdoor sports and spa services (Bulcroft et al., 1999; Lee et al., 2010; Payne, 2015).

The feelings of individuals are positively touched when they stay in appropriate and pleasant environments (Slåtten, Mehmetoglu, & Svensson, 2009). Honeymoon travellers are even more concerned than other types of tourists about their destination's environment, such as climate, infrastructure, atmosphere, safety, and security (Bulcroft et al., 1999; Jang et al., 2007; Kim & Agrusa, 2005; Lee et al., 2010), because these tourists are extremely sensitive to any risks that may affect their unforgettable trip.

Honeymoon programmes or packages have been continuously developed by travel agencies to cater to the constantly changing needs of honeymooners (Kim & Agrusa, 2005). For example, an all-inclusive honeymoon package was popular in the past because it provides convenient one-stop shopping for accommodation, transportation, meals and sightseeing. However, given the changes in the psychosocial characteristics of travellers over the years, a partial package tour is being increasingly selected by honeymoon tourists to have more private time (Lee et al., 2010).

Service quality is assessed via an interpersonal interaction that occurs during a service exchange between customers and service employees (Brady, Cronin & Brand, 2002). Hotels, restaurants and travel agencies are typically regarded as major honeymoon service providers. Honeymooners inevitably have interactions with service providers' staff (Kim & Agrusa, 2005) that affect their experience quality during their honeymoon tour. Therefore, the quality of service providers is deemed as another critical dimension of honeymoon tourism quality (Lee et al., 2010).

Hotel accommodation is typically considered a key dimension that affects tourist experience (Hu & Ritchie, 1993; Kim, 1998; Lai & Graefe, 1999; Moutinho, Albayrak, & Caber, 2012; Qu & Sit, 2007). In honeymoon travel, accommodation is prioritised over other components because honeymooners allocate more weight to a peaceful, private and relaxing stay during their romantic trip (Kim & Agrusa, 2005). Accommodation quality is critical to the overall experience quality of honeymooners; therefore, honeymoon couples primarily consider accommodation quality when deciding on which destination to visit (Lee et al., 2010).

Similar to hotel accommodation, dining experience is regarded as a relevant dimension that shapes the quality perception of tourists (Tribe & Snaith, 1998). In honeymoon travel, dining is one of the top dream activities that newlyweds get excited about (Bulcroft et al., 1999; Lee et al., 2010) because a couple's romantic fantasy or memorable moment can be fulfilled by having a romantic dinner or an evening drink that is specifically arranged at a thematic fine-dining restaurant or a spectacular bar. The variety and quality of restaurants and bars, the quality of food and beverages (F&B) and the taste of local cuisine can positively form the quality perception of a honeymoon tour.

Honeymoon tourists typically expect memorable moments and meaningful experiences before they embark on their trip (Bulcroft et al., 1999). Thus, special events or activities, including cooking classes, private underwater activities and couple's spa treatment, are designed for honeymooners (Anderson, 2016; Bertella, 2015; Bulcroft et al., 1999); meanwhile a pleasant surprise is arranged to create a 'wow' factor (Anderson, 2016). Such special privileges that are exclusive to honeymooners are frequently viewed as valued benefits (Anderson, 2016). For example, honeymoon service providers offer exclusive benefits, such as private spa treatments, bonus night stays, upgraded service offers, discount offers and other complimentary services (Anderson, 2016; Bulcroft et al., 1999). Furthermore, a surprise set of

romantic and symbolic elements, such as a romantic room arrangement, a honeymoon cake and surprise romantic events, creates an impressive honeymoon experience (Bulcroft et al., 1999).

2.2. Asymmetric effect of quality attributes on satisfaction

The effects of quality attributes on satisfaction vary with attribute type (Anderson & Mittal, 2000; Mittal, Ross, & Baldasare, 1998; Oliver, 1997) and are originally supported by Herzberg, Mausner and Snyderman's (1959) two-factor theory. This theory classifies attributes into motivators and hygiene factors. Motivators (e.g. challenging work) enhance job satisfaction, whereas hygiene factors (e.g. job security) cause job dissatisfaction and do not increase job satisfaction even when they are properly managed. The concept of two-factor theory is later developed into attractive quality theory (Kano, 1984) to further clarify the asymmetric effects of attributes on customer satisfaction.

Kano (1984) develops attractive quality theory, which proposes five antecedents to (dis)satisfaction, namely, attractive, one-dimensional, must-be, indifferent and reverse quality domains. Attractive quality attributes (i.e. value-added attributes: satisfiers and delighters) exhibit a positive asymmetric relationship with satisfaction. These attributes enhance tourist satisfaction or delight when they are provided because they are not generally expected by tourists. Consequently, tourists will not be dissatisfied even when these attributes are absent. Must-be quality attributes (i.e. dissatisfiers and frustrators) display a negative asymmetric relationship with satisfaction. These attributes are regarded as basic attributes because tourists take them for granted. Thus, tourists are dissatisfied when attribute performance is below their expectations; however, these attributes do not create satisfaction even when they meet expectations. One-dimensional quality attributes (i.e. criticals/hybrids) are characterised as having a positive symmetric relationship with satisfaction. Tourists are satisfied (dissatisfied) if the attribute performance (does not meet) meets their expectations. Unlike one-dimensional quality attributes, reverse quality attributes exhibit a negative symmetric relationship with satisfaction. These attributes result in dissatisfaction when they are present and trigger satisfaction when they are absent. Indifferent quality attributes cause neither satisfaction nor dissatisfaction, regardless of whether they are present or not.

Cadotte and Turgeon (1988) classify quality attributes in the restaurant and lodging business using the critical incident technique and propose dissatisfiers, satisfiers, criticals and neutrals. Consistent with Kano's (1984) taxonomy, dissatisfiers display negatively skewed performance perception whereby their presence helps service providers avoid customer complaints and dissatisfaction. By contrast, their high performance does not make customers satisfied or delighted. Satisfiers create positively skewed performance perception and evoke satisfaction or delight; however, they do not induce dissatisfaction even when they are absent. Similar to one-dimensional quality attributes, criticals trigger satisfaction or dissatisfaction depending on their performance level. Neutrals do not affect customer (dis)satisfaction, whether they are present or not.

Oliver (1997) echoes Kano's (1984) attractive quality theory and proposes (dis)satisfiers: bivalent satisfiers and monovalent dissatisfiers and satisfiers. Bivalent satisfiers (i.e. hybrids or criticals) are conceptualised as displaying a positive symmetric relationship with satisfaction. Monovalent dissatisfiers (i.e. dissatisfiers or frustrators) are regarded as must-be attributes. Similar to attractive quality attributes, monovalent satisfiers cause satisfaction, excitement or delight and do not trigger dissatisfaction even when they are not supplied.

Kano (1984) and Oliver (1997) argue that the differential effects of attributes on satisfaction are contingent upon the nature of quality attributes. A certain quality attribute may not contribute to satisfaction even after an investment is made in enhancing attribute performance, whereas another quality attribute may result in more satisfaction after an investment with a corresponding size is made. The differential impacts of quality attributes on satisfaction can be construed from

prospect theory (Kahneman & Tversky, 1979). Prospect theory supports loss aversion, wherein individuals assess gains and losses by comparing them with a reference point whilst assigning more weight to losses than to gains in evaluating value. Loss aversion occurs when people hesitate to actualise losses because they consider losses more important than an equal amount of gains (Einhorn & Hogarth, 1981). Such consideration translates into negative asymmetry in which the negative rating of a certain quality attribute causes more dissatisfaction than an equivalent positive rating causes satisfaction.

Several studies have explored the asymmetric effects of quality attributes on satisfaction in the tourism and hospitality industry, including incentive travel (Lee, Choi, & Chiang, 2017), conventions (Lee & Min, 2013), ski resorts (Füller et al., 2006), restaurants (Back, 2012), casinos (Back & Lee, 2015) and resort hotels (Mikulić & Prebežac, 2011). These studies adopt three factors, namely, (1) dissatisfiers and frustrators, (2) hybrids/criticals and (3) satisfiers and delighters, which are in line with the quality attributes of Kano (1984) and Oliver (1997). The current study adopts the following three factors based on negative asymmetry, symmetry, and positive asymmetry in examining the asymmetric effects of quality attributes on the satisfaction of honeymooners.

Dissatisfiers and frustrators are quality attributes that demonstrate a negative asymmetric relationship with satisfaction. Negative asymmetry refers to more impact of an attribute performance decrease on satisfaction level than an equivalent performance increase in the corresponding attribute (Anderson & Mittal, 2000; Mittal et al., 1998). Tourists are likely to take dissatisfiers and frustrators for granted. Dissatisfiers are regarded as must-be attributes and frustrators as high-level must-be attributes. When the performance of these attributes is lower, dissatisfiers cause more dissatisfaction, while frustrators trigger more serious dissatisfaction (frustration). However, a performance increase in must-be attributes has less impact on satisfaction level than an equivalent decrease in performance of the same attributes.

Hybrids or criticals are quality attributes that exhibit a symmetric relationship with satisfaction. Symmetry indicates that a performance increase in an attribute affects satisfaction level as much as a corresponding decrease in the same attribute. That is, the performance of these quality attributes has a positive and linear relationship with tourist satisfaction.

Satisfiers and delighters are value-added quality attributes that show a positive asymmetric relationship with satisfaction. Positive asymmetry suggests more impact of an attribute performance increase on satisfaction level than an equivalent performance decrease in the corresponding attribute (Anderson & Mittal, 2000; Mittal et al., 1998). Tourists are less likely to expect satisfiers and delighters (high-level satisfiers). When the performance of these attributes is higher, satisfiers generate more satisfaction, while delighters induce intense satisfaction to the extent of feeling delight. However, a performance decrease in these attributes has less impact on satisfaction level than an equivalent increase in performance of the same attributes.

3. Methodology

3.1. Study 1: qualitative research

The partial angle of honeymoon tourism quality attributes is presented (either qualitatively or descriptively) in the existing literature, and thus, qualitative research should be conducted to identify quality attributes that are not discussed in the prior literature but are salient to honeymooners. Following the suggestions of Churchill (1979) and Hinkin (1995), the current study implemented qualitative research via (1) an extensive review of the honeymoon tourism and destination literature, followed by (2) in-depth interviews and (3) expert panel review.

Firstly, the extensive literature review covered the tourism destination and honeymoon tourism literature given that tourism

Table 1
Potential quality domains and attributes for honeymoon tourism.

Dimensions/Items	Relevant Literatures
Attractions	
Variety of attractions	Bulcroft et al. (1999); Kim and Agrusa (2005); Vassiliadis (2008); Lee et al. (2010)
Beauty of scenery	Bulcroft et al. (1999); Kim and Agrusa (2005); Vassiliadis (2008); Lee et al. (2010)
Pristine beaches	Bulcroft et al. (1999); Kim and Agrusa (2005); Tosun, Dedeoğlu, and Fyall (2015)
Culture and heritage	Bulcroft et al. (1999); Kim and Agrusa (2005); Vassiliadis (2008); Lee et al. (2010)
Nightlife entertainment	Vassiliadis (2008); Lee et al. (2010); Kim and Agrusa (2005); Tosun et al. (2015)
Opportunities for shopping	Lee et al. (2010); Tosun et al. (2015); Kim and Agrusa (2005); Tosun et al. (2015)
Sporting and outdoor activities	Vassiliadis (2008); Lee et al. (2010); Kim and Agrusa (2005); Tosun et al. (2015)
Treatments and therapies (SPA)	Vassiliadis (2008); Lee et al. (2010); Kim and Agrusa (2005)
Destination image	
Romantic place	Beerli and Martín (2004); Kim and Agrusa (2005); Lee et al. (2010)
Exotic landscape	Bulcroft et al. (1999); Kim and Agrusa (2005)
Relaxing	Bulcroft et al. (1999); Kim and Agrusa (2005); Tosun et al. (2015)
Luxury	Bulcroft et al. (1999); Lee et al. (2010)
Sea, sand, and sun	Bulcroft et al. (1999); Kim and Agrusa (2005)
Accessibility	
Easily reached destination	Kim and Agrusa (2005); Vassiliadis (2008); Cong (2016); Wu and Li (2017); Lee et al. (2010); Kim et al. (2013); Tosun et al. (2015)
Comfort of public transportation	Kim and Agrusa (2005); Vassiliadis (2008); Lee et al. (2010); Tosun et al. (2015)
Availability of public transport	Kim and Agrusa (2005); Vassiliadis (2008); Lee et al. (2010); Tosun et al. (2015)
Hospitality of local residents	
Friendliness	Zabkar et al. (2010); Tosun et al. (2015); Cong (2016)
Warm attitude	Tosun et al. (2015); Kim et al. (2013); Cong (2016)
Helpfulness	Tosun et al. (2015); Kim et al. (2013); Cong (2016)
Service provider	
Competence	Vassiliadis (2008); Lee et al. (2010); Tosun et al. (2015); Wu, Li, and Li (2018)
Reliability	Vassiliadis (2008); Lee et al. (2010); Tosun et al. (2015); Wu et al. (2018)
Attitude of service staff	Vassiliadis (2008); Lee et al. (2010); Tosun et al. (2015); Wu et al. (2018)
Professional knowledge of service staff	Vassiliadis (2008); Lee et al. (2010); Wu et al. (2018)
Local tour products	
Symbols of romance	Bulcroft et al. (1999); Kim and Agrusa (2005); Lee et al. (2010)
Value for money	Kim and Agrusa (2005); Lee et al. (2010)
Honeymoon itinerary	Lee et al. (2010); Wu et al. (2018)
Sense of luxury	Lee et al. (2010); Anderson (2016)
Access to exclusive places	Kim and Agrusa (2005); Lee et al. (2010)
Photograph service	Bulcroft et al. (1997); Lee et al. (2010)
Blessing ceremony	Kim and Agrusa (2005)
Honeymooners' privileges	
Exclusive honeymoon benefits	Bulcroft et al. (1999); Kim and Agrusa (2005); Penner (2009); Anderson (2016)
Special discounts	Bulcroft et al. (1999); Kim and Agrusa (2005); Penner (2009); Anderson (2016)
Bonus night stay	Bulcroft et al. (1999); Penner (2009); Anderson (2016)
Upgrade offers	Bulcroft et al. (1999); Penner (2009); Anderson (2016)
Complimentary symbolic elements of romance	Bulcroft et al. (1999); Penner (2009); Anderson (2016)
Private treatments	Bulcroft et al. (1999); Kim and Agrusa (2005); Penner (2009); Anderson (2016)
Pleasant surprises	Bulcroft et al. (1999); Penner (2009); Anderson (2016)
Special-arranged activities	Bulcroft et al. (1999); Kim and Agrusa (2005); Penner (2009); Anderson (2016)
Accommodation	
Quality of hotel	Bulcroft et al. (1999); Kim and Agrusa (2005); Lee et al. (2010); Tosun et al. (2015)
Privacy	Bulcroft et al. (1999); Kim and Agrusa (2005); Vassiliadis (2008); Lee et al. (2010); Tosun et al. (2015)
Picturesque view	Bulcroft et al. (1999); Kim and Agrusa (2005)
Romantic gestures	Bulcroft et al. (1999); Kim and Agrusa (2005)
Recreation facilities	Bulcroft et al. (1999); Kim and Agrusa (2005)
Dining experience	
Cleanliness of food and beverage	Vassiliadis (2008); Kim et al. (2013)
Romantic dining	Bulcroft et al. (1999); Anderson (2016)
Live music	Bulcroft et al. (1997); Anderson (2016)
Variety of cuisine	Vassiliadis (2008); Bulcroft et al. (1999); Kim et al. (2013)
Thematic restaurants	Bulcroft et al. (1997); Anderson (2016)
Destination environment	
Nice climate	Kozak (2001); Albacete-Saez, Fuentes-Fuentes, and Llorens-Montes (2007); Vassiliadis (2008); Lee et al. (2010)
Safety and security	Kim and Agrusa (2005); Vassiliadis (2008); Lee et al. (2010)
Peaceful atmosphere	Bulcroft et al. (1999); Kim and Agrusa (2005); Vassiliadis (2008); Lee et al. (2010)
Infrastructure	Kim and Agrusa (2005); Vassiliadis (2008)

destination quality attributes affect honeymoon tourism. Consequently, 52 items were initially derived from the following areas of the literature as listed in Table 1: accessibility, attraction, destination environment, destination image, hospitality of locals, honeymoon service providers, honeymoon accommodation, dining experience, local tourism products and honeymooner privileges.

Secondly, 18 tourism industry professionals who have served as hoteliers, travel agents and DMO staff for more than 10 years were

invited for in-depth interviews. All the interviewees are engaged in the honeymoon tourism market in Phuket, Thailand in dissimilar contexts, and thus, their different backgrounds will likely ensure diverse perceptions of honeymoon tourism quality attributes. In addition, three honeymoon couples were also interviewed to identify potential quality attributes. During the in-depth interviews, the interviewees were requested to peruse the items developed from the literature review, check the items' relevancy to honeymoon tourism, identify irrelevant items,

and suggest additional items. During the course of the interviews, two items (luxury of destination and helpfulness of local people) were found to be irrelevant and thereby eliminated. By contrast, interviewees presented 10 new attributes: reasonable public transport prices, opportunity to gain unique local experiences, considerateness of fellow visitors, reputation of honeymoon destination, an affordable destination, a destination with value for money, presentation of genuine local hospitality, choices of honeymoon accommodation, reasonable accommodation price and special recognition as honeymooners.

Thirdly, the 60 items identified from the literature review and in-depth interviews were reviewed by an expert panel to assess content validity (DeVellis, 2003). The expert panel was composed of three tourism scholars and three senior industry professionals from the hospitality and tourism industry in Thailand. The panel was requested to carefully review and judge the clarity, representativeness and applicability of the attributes and to express their concerns and recommendations. The panel found six attributes to be vague, unconnected or redundant, and thus, these attributes were omitted. The removed attributes were as follows: the blessing ceremony is participatory, a place with nightlife and entertainment, a place with an opportunity to gain unique local experiences, reasonable public transport prices, a place with reliable infrastructure and the place is a 'sea, sand and sun' destination. Finally, 54 items were included in the survey questionnaire for quantitative research.

3.2. Study 2: quantitative research

3.2.1. Data collection

The study site, Phuket, is widely reputed as a 'honeymoon heaven' (Karnjanatawe, 2017; Kim & Agrusa, 2005). Due to the agreeable travel environment (Biggs, Hall, & Stoeckl, 2012), Phuket has been a hotspot among international honeymoon travellers for years. According to TAT (2019), about 5% of the visitors to Thailand were linked to a honeymoon travel. In 2018, the Kingdom received an estimated one million visitors who traveled to enjoy their honeymoon (Sritama, 2018; TAT, 2019). Phuket generally takes up about 40% of honeymoon arrivals to Thailand (Promsit, 2017).

An on-site survey was conducted at the international departure hall of Phuket International Airport to capture the perception of honeymoon tourists. The honeymoon tourists were selected with a screening question ('I travel to Phuket for a honeymoon trip'). Only those who answered 'Yes' were asked to participate in the survey. A professional tour guide, who is fluent in both English and Mandarin Chinese, was hired to assist with the distribution of the questionnaire. A survey instrument was distributed to the respondents by a professional tour guide before their departure from the airport to ensure their complete experience with their honeymoon trip. A briefing session was provided for the tour guide to explain the research purpose and background.

The main survey was conducted throughout September and October 2017. According to The Knot (2019), a U.S. based honeymoon specialist, the months (i.e. September and October) immediately preceding a peak season are usually popular in Phuket because good weather and lower travel cost are expected. Data collection was mainly carried out at passenger gatehouses where a comfortable lounge was provided for passengers before boarding their flight. The incentives (i.e. Thai silk- elephant dolls) were also passed to couples while asking for their participation in the survey, leading to respondents' favorable responses to the survey. Consequently, about one third of couples contacted agreed to participate in survey, resulting in a fair response rate (33.3%). The perception of honeymoon tourists was measured using a seven-point Likert-type scale (1 = strongly disagree, 7 = strongly agree). A total of 575 data were collected from the target sample. However, due to significant missing values from 10 data, the final total data were 565 samples for quantitative research.

The demographic profiles of the survey participants indicated that the gender ratio was 51% (female) to 49% (male). The majority of the

respondents were 21–30 years old (69.2%) and 31–40 years old (26.5%), whereas the remaining percentage (4.2%) comprised 20 years old and below, 41–50 years old and 51–60 years old. The monthly income was grouped into less than US\$2,000 (14.3%), US\$2,001– US\$4,000 (42.2%), US\$4,001–US\$6,000 (14.7%), US\$6,001–US\$8,000 (10.4), US\$8,001–US\$10,000 (3.9%) and US\$10,001 and above (14.5%). The educational background was categorised into undergraduate (49.2%), postgraduate or above (18.9%), high school graduate (16.6%) and with an associate degree (15.2%). For country of residence, many honeymooners came from Europe (43.89%), followed by China (22.30%), Africa (10.80%), Asia except China (9.73%), Oceania (6.37%), the Middle East (4.60%) and North and South America (2.31%).

3.2.2. Exploratory factor analysis (EFA)

On the basis of principal axis factoring with a direct oblique rotation, EFA was conducted to capture the underlying dimensions of the quality attributes of honeymoon tourism. Three destination image attributes (i.e., romantic, relaxing and reputable destinations) were not included in EFA because the concept of image is not considered a part of quality in the literature. Cut-off points with a 0.4 factor loading value and 1.0 eigenvalue were adopted to determine the number of factors and items (Hair, Black, Babin, & Anderson, 2010), which resulted in the deletion of 25 items including, for example, access by several airlines, romantic dining, romantic restaurants, live music at restaurants, considerateness of fellow visitors, good place for shopping, a place with unspoiled beach, hotel prices, affordable destination, good value for money, etc. Among the removed items are three cost-related attributes: "Phuket is an affordable destination"; "Phuket is a destination that offers good value for money"; and "The prices of hotels are reasonable". This deletion can be explained by the literature that honeymooners care more about travel quality than travel costs (Bulcroft et al., 1999; Kim & Agrusa, 2005; Lee et al., 2010).

Consequently, the quality attributes of honeymoon tourism were underlaid with a seven-factor structure with 25 items that accounted for 75.34% of the total variance. The seven factors were labeled as: honeymoon accommodation, honeymooner privileges, hospitality of local residents, dining experience, honeymoon service providers, accessibility, and local tour products (Table 2). Apart from dining experience, all of the factors displayed Cronbach's alpha greater than 0.7 (Nunnally, 1978). The Cronbach's alpha (0.68) of dining experience is marginally below 0.7, thus a seven-factor structure builds on acceptable reliability.

Given that the majority of the sample comes from Europe (43.89%) and Asia (32.03%), this study conducted EFA individually for Europe and Asia samples to check cross-cultural applicability. Table 3 shows that the seven-factor structure underlied Europe sample but was not applicable to Asia sample; five dimensions were found without dining experience and local tour products in Asia sample. Such a distinction can be construed from cross-cultural difference. Western and Asian couples differently perceive and value what they have experienced. Another plausible explanation for the difference is smaller Asian sample size (N : 181). Although minimum sample size of EFA is a 5 (observation) to 1 (variable) ratio, a 10 to 1 ratio is more acceptable to avoid overfitting the data (Hair et al., 2010). In other words, there is a probability that factor dimensionality would vary with sample size.

3.2.3. Scale validation: reliability, construct validity, and measurement invariance

To further validate measurements, confirmatory factor analysis (CFA) is conducted (Table 4). It confirms the seven-factor structure with acceptable goodness-of-fit indices [$\chi^2 = 998.17$ ($df = 254$), RMSEA = 0.07, CFI = 0.91, TLI = 0.90], supporting the good model fit into the data (Hair et al., 2010). Also, Table 5 exhibited composite reliability and average variance extracted (AVE) for each factor. The composite reliability is greater than 0.7 for all of the factors except dining experience (0.69). Given that the composite reliability of dining

Table 2
Results of EFA.

Factor	Factor Loading							Cronbach's Alpha
Factor 1: Honeymoon accommodation (eigenvalue: 1.55, % of variance: 6.18)								0.81
1. The hotel offers picturesque views.	0.759	0.019	0.002	0.062	-0.114	-0.017	-0.189	
2. Honeymooners' privacy is well respected.	0.674	0.009	0.012	0.013	0.113	-0.009	-0.042	
3. The hotel is of acceptable quality.	0.658	0.037	0.115	0.110	0.055	0.105	0.136	
4. The hotel offers a variety of recreational facilities for honeymooners (i.e. spa, gym, sport activities, swimming pool).	0.553	-0.160	0.024	-0.104	0.114	0.009	-0.001	
Factor 2: Honeymooner privileges (eigenvalue: 3.46, % of variance: 13.84)								0.93
1. An offer to room upgrade is exclusively made to honeymooners.	-0.023	-0.953	-0.010	-0.046	-0.033	0.023	0.022	
2. A special discount on products or services is exclusively offered to honeymooners.	-0.025	-0.934	-0.023	-0.030	-0.060	0.009	-0.019	
3. A complimentary extra night stay is exclusively offered to honeymooners.	-0.020	-0.826	0.028	0.019	-0.042	0.050	0.031	
4. The status of honeymooners is especially recognized.	0.048	-0.806	-0.010	-0.011	0.091	-0.040	0.014	
5. The honeymoon trip is full of pleasant surprises (i.e. honeymoon cake, surprise events and other 'wow' elements).	0.044	-0.737	0.014	0.076	-0.053	0.012	-0.075	
6. The activities that are specifically arranged for couples are memorable (i.e. batik painting, cooking class and private romantic excursions).	0.020	-0.704	0.007	0.104	0.102	-0.030	-0.030	
Factor 3: Hospitality of local residents (eigenvalue: 2.15, % of variance: 8.59)								0.89
1. Local people have a warm attitude.	-0.027	-0.003	0.950	-0.008	0.016	-0.009	0.081	
2. Local people are friendly.	0.012	0.006	0.850	0.005	-0.051	0.032	-0.065	
3. Genuine Thai hospitality is well presented by local people.	0.104	-0.008	0.636	0.004	0.031	-0.034	-0.152	
Factor 4: Dining experience (eigenvalue: 1.05, % of variance: 4.20)								0.68
1. Food and beverages are of good quality.	-0.098	-0.071	0.086	0.726	0.013	-0.006	0.035	
2. Food and beverages are varied.	0.165	-0.003	-0.106	0.657	0.004	0.037	-0.077	
Factor 5: Honeymoon service providers (eigenvalue: 8.03, % of variance: 32.13)								0.91
1. Honeymoon service providers (i.e. tour operator staff, hotel staff, restaurant staff) have a good service attitude.	0.036	0.023	0.040	-0.013	0.879	0.043	0.080	
2. Honeymoon service providers are trustworthy.	-0.083	-0.016	-0.031	0.014	0.841	0.025	-0.110	
3. Honeymoon service providers have good knowledge of their jobs.	0.108	0.026	0.035	0.025	0.780	0.086	0.023	
4. Honeymoon service providers (i.e. travel planners, hotels and restaurant operators) are competent.	0.065	-0.040	-0.036	0.007	0.747	0.067	-0.129	
Factor 6: Accessibility (eigenvalue: 1.45, % of variance: 5.79)								0.81
1. Public transport in Phuket is reliable (i.e. on-time schedule, high frequency of services on every route).	-0.001	-0.017	0.007	0.002	0.016	0.817	0.013	
2. Various types of public transport are available for tourists in Phuket.	-0.006	0.004	-0.021	-0.003	0.003	0.806	-0.065	
Factor 7: Local tour products (eigenvalue: 1.15, % of variance: 4.61)								0.82
1. Local tour products provide access to exclusive places.	0.083	-0.016	0.013	-0.030	0.026	0.061	-0.697	
2. Local tour products provide a sense of luxury.	0.010	-0.096	0.019	0.013	0.018	0.099	-0.666	
3. Local tour products offer good value for money.	0.050	0.017	0.126	0.092	0.021	0.016	-0.587	
4. Local tour products comprises symbols of romance.	-0.076	-0.065	0.094	0.046	0.263	0.004	-0.515	

Note: Total variance explained = 75.34%, Kaiser–Meyer–Olkin measure of sampling adequacy = 0.88, Bartlett's test of sphericity = $p < 0.001$.

experience is marginally lower than 0.7, the reliability of seven dimensions is considered acceptable. All of the AVEs were found to exceed 0.5 while each square root of AVE was greater than the corresponding inter-construct correlations (Fornell & Larcker, 1981). This evidence supports convergent and discriminant validity (Anderson & Gerbing, 1988).

Moreover, this study adopted measurement invariance testing through metric and scalar invariance to cross-validate the measures (Hair et al., 2010). The metric invariance testing exhibited if the factor loadings of the two sub-groups were invariant. Once metric invariance is supported, scalar invariance testing is conducted to examine the invariance of the two group by making factor means equivalent across the two groups (Schmitt & Kuljanin, 2008). In Table 6, male and female were selected as two sub-groups for metric invariance testing because male and female are likely to show distinct tourist behaviour (Kim, Lehto, & Morrison, 2007). According to chi-square differences of metric ($\Delta\chi^2 (34) < 37.65, p > 0.05$) and scalar invariance ($\Delta\chi^2 (32.15) < 37.65, p > 0.05$), invariance existed across the two groups and thus supported cross-validation between male and female groups.

3.2.4. Impact range performance analysis (IRPA) and impact asymmetry analysis (IAA)

Press studies (Back & Lee, 2015; Lee et al., 2017; Mikulić & Prebežac, 2008) have adopted IRPA and IAA to examine the asymmetric effect of an attribute on satisfaction, in which penalty–reward contrast analysis (PRCA) was integrated into multiple regression analysis and dummy variables. To create a dummy variable for the penalty

index (PI), the lowest performance rating (i.e. 1) of an attribute was coded as 1, whereas the remaining performance rating (i.e. 2 to 7) was inputted as 0. A dummy variable for the reward index (RI) was generated in a reverse manner; that is, 7 was coded as 1, whereas 1 to 6 was inputted as 0. RI translates into an attribute that is positively related to satisfaction, whereas PI is interpreted as an attribute that is negatively related to satisfaction (Table 7). The sum of RI and the absolute value of PI represents the range of impact on satisfaction (RIS) of an attribute. Then, the satisfaction-generating potential (SGP) and the dissatisfaction-generating potential (DGP) were estimated using Equations below (Mikulić & Prebežac, 2008). Thereafter, impact asymmetry (IA) was generated.

$$\begin{aligned} \text{(a)} & \text{SGP}_i = \text{RI}/\text{RIS}_i \\ \text{(b)} & \text{DGP}_i = |\text{PI}|/\text{RIS}_i \\ \text{(c)} & \text{IA}_i \text{ index} = \text{SGP}_i - \text{DGP}_i \end{aligned}$$

where RI = reward index for attribute i, PI = penalty index for attribute i, $\text{RIS}_i = |\text{PI}| + \text{RI}$ = range of impact on satisfaction, and $\text{SGP}_i + \text{DGP}_i = 1$.

IA functioned as a threshold to classify attributes as frustrators, dissatisfiers, hybrids, satisfiers or delighters (Mikulić & Prebežac, 2008). In particular, when SGP is higher than DGP, an attribute is considered a satisfier because it causes more satisfaction than dissatisfaction. By contrast, when SGP is lower than DGP, an attribute is deemed as a dissatisfier because it evokes more dissatisfaction than satisfaction. If the arithmetic distinction between SGP and DGP is small,

Table 3
Results of EFA for Europe and Asia samples.

Factor	Factor Loading (Europe N: 248)	Factor Loading (Asia N: 181)
Factor 1: Honeymoon accommodation		
1. The hotel offers picturesque views.	0.770	0.661
2. Honeymooners' privacy is well respected.	0.741	0.653
3. The hotel is of acceptable quality.	0.596	0.639
4. The hotel offers a variety of recreational facilities for honeymooners (i.e. spa, gym, sport activities, swimming pool).	0.521	0.548
Factor 2: Honeymooner privileges		
1. An offer to room upgrade is exclusively made to honeymooners.	-0.928	0.960
2. A special discount on products or services is exclusively offered to honeymooners.	-0.908	0.933
3. A complimentary extra night stay is exclusively offered to honeymooners.	-0.829	0.819
4. The status of honeymooners is especially recognized.	-0.811	0.802
5. The honeymoon trip is full of pleasant surprises (i.e. honeymoon cake, surprise events and other 'wow' elements).	-0.729	0.784
6. The activities that are specifically arranged for couples are memorable (i.e. batik painting, cooking class and private romantic excursions).	-0.665	0.766
Factor 3: Hospitality of local residents		
1. Local people have a warm attitude.	0.971	-0.958
2. Local people are friendly.	0.889	-0.856
3. Genuine Thai hospitality is well presented by local people.	0.585	-0.824
Factor 4: Dining experience		
1. Food and beverages are of good quality.	0.834	0.436
2. Food and beverages are varied.	0.558	0.373
Factor 5: Honeymoon service providers		
1. Honeymoon service providers (i.e. tour operator staff, hotel staff, restaurant staff) have a good service attitude.	-0.919	0.876
2. Honeymoon service providers are trustworthy.	-0.864	0.642
3. Honeymoon service providers have good knowledge of their jobs.	-0.828	0.635
4. Honeymoon service providers (i.e. travel planners, hotels and restaurant operators) are competent.	-0.782	0.612
Factor 6: Accessibility		
1. Public transport in Phuket is reliable (i.e. on-time schedule, high frequency of services on every route).	0.859	0.797
2. Various types of public transport are available for tourists in Phuket.	0.804	0.684
Factor 7: Local tour products		
1. Local tour products provide access to exclusive places.	0.767	0.170
2. Local tour products provide a sense of luxury.	0.728	0.351
3. Local tour products offer good value for money.	0.595	0.345
4. Local tour products comprises symbols of romance.	0.509	0.333

then an attribute is regarded as a hybrid due to its identical effects on satisfaction and dissatisfaction. According to the range of IA, the current study built on the following thresholds, as suggested by Mikulić and Prebežac (2008), to classify attributes as frustrators (extreme dissatisfiers, $IA > -0.8$), dissatisfiers ($-0.8 \leq IA < -0.2$), hybrids ($-0.2 \leq IA \leq 0.2$), satisfiers ($0.2 < IA \leq 0.8$) and delighters (extreme satisfiers, $IA > 0.8$).

Following the aforementioned procedures, this study analysed the asymmetric effects of honeymoon tourism quality attributes on honeymooner satisfaction. As shown in Table 7, negative asymmetric impacts (i.e. frustrators and dissatisfiers) were strongly demonstrated in the attributes of honeymoon accommodation, hospitality of local residents, and accessibility. Negative or positive asymmetric impacts (i.e. satisfiers and delighters) were observed in the attributes of honeymooners' privileges and dining experience. The attributes of honeymoon service providers exhibited either positive symmetric (i.e. hybrids) or negative asymmetric effects, whereas those of local tour products were characterised by positive symmetric or asymmetric impacts. The detailed findings are discussed in the theoretical implications.

Fig. 1 was drawn to simultaneously assess the asymmetric effect (IA: Y-axis) and the range of impact (RIS: X-axis) of an attribute on honeymooner satisfaction. The simultaneous judgment of IA and RIS can help understand the detailed nature of attributes. For example, honeymooner privilege attributes 6 and 9 have identical RIS values but contrasting asymmetric impacts, i.e. delighter and dissatisfier, respectively. Further implications of simultaneous analyses are presented in the practical implications.

4. Discussions and conclusion

4.1. Theoretical implications

This study explores the multidimensional quality attributes of honeymoon tourism and then identifies the attributes of each dimension as frustrators, dissatisfiers, hybrids, satisfiers or delighters by analysing the asymmetric effects of attributes on honeymooner satisfaction. Considering the limited insight into quality attributes in the existing honeymoon tourism literature, this study provides a novel view on the dynamic nature of multidimensional quality attributes and contributes to this body of literature by sharing the following findings and implications, which are not presented nor discussed in the available literature.

This study finds that honeymoon tourism quality is represented by seven dimensions: honeymoon accommodation, honeymoon privileges, hospitality of local residents, dining experience, honeymoon service providers, accessibility and local tour products. The attributes of honeymoon accommodation, hospitality of locals and accessibility are identified as either dissatisfiers or frustrators, i.e. they exhibit a negative asymmetric relationship with honeymooner satisfaction. This result suggests that honeymooners regard these attributes as must-be attributes that are fundamental to their trip. The current study expects the quality of hotel accommodation (e.g. picturesque views, recreational facilities) and accessibility (e.g. public transport) to be taken for granted by honeymooners, but the result that the hospitality of local people (e.g. friendliness and Thai hospitality) is considered critical to honeymooner experience is unexpected. However, this finding is

Table 4
Results of CFA.

Factor	Factor Loading	t-value
Factor 1: Honeymoon accommodation		
1. The hotel offers picturesque views.	0.776	16.33
2. Honeymooners' privacy is well respected.	0.753	N/A
3. The hotel is of acceptable quality.	0.724	15.31
4. The hotel offers a variety of recreational facilities for honeymooners (i.e. spa, gym, sport activities, swimming pool).	0.619	13.85
Factor 2: Honeymooner privileges		
1. An offer to room upgrade is exclusively made to honeymooners.	0.945	23.65
2. A special discount on products or services is exclusively offered to honeymooners.	0.933	23.54
3. A complimentary extra night stay is exclusively offered to honeymooners.	0.854	21.18
4. The status of honeymooners is especially recognized.	0.781	19.50
5. The honeymoon trip is full of pleasant surprises (i.e. honeymoon cake, surprise events and other 'wow' elements).	0.747	N/A
6. The activities that are specifically arranged for couples are memorable (i.e. batik painting, cooking class and private romantic excursions).	0.722	17.93
Factor 3: Hospitality of local residents		
1. Local people have a warm attitude.	0.945	N/A
2. Local people are friendly.	0.898	32.09
3. Genuine Thai hospitality is well presented by local people.	0.750	23.17
Factor 4: Dining experience		
1. Food and beverages are of good quality.	0.845	N/A
2. Food and beverages are varied.	0.602	6.99
Factor 5: Honeymoon service providers		
1. Honeymoon service providers (i.e. tour operator staff, hotel staff, restaurant staff) have a good service attitude.	0.860	26.36
2. Honeymoon service providers are trustworthy.	0.857	24.66
3. Honeymoon service providers have good knowledge of their jobs.	0.854	N/A
4. Honeymoon service providers (i.e. travel planners, hotels and restaurant operators) are competent.	0.827	23.34
Factor 6: Accessibility		
1. Public transport in Phuket is reliable (i.e. on-time schedule, high frequency of services on every route).	0.842	N/A
2. Various types of public transport are available for tourists in Phuket.	0.805	11.38
Factor 7: Local tour products		
1. Local tour products provide access to exclusive places.	0.764	15.73
2. Local tour products provide a sense of luxury.	0.752	15.69
3. Local tour products offer good value for money.	0.725	15.23
4. Local tour products comprises symbols of romance.	0.699	N/A

Note: All factor loadings are significant at $p < 0.000$. Parameters are fixed at 1.0 for maximum likelihood estimation. Thus, t-values are not obtained (N/A) for parameters fixed at 1.0 for identification purposes.

Table 5
Correlations, reliability, AVE, and mean.

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
F1	0.72						
F2	0.25	0.83					
F3	0.38	0.14	0.86				
F4	0.29	0.34	0.20	0.73			
F5	0.46	0.25	0.26	0.17	0.84		
F6	0.28	0.23	0.15	0.22	0.33	0.82	
F7	0.44	0.39	0.44	0.31	0.48	0.36	0.73
CR	0.81	0.93	0.90	0.69	0.91	0.81	0.82
MEAN	5.94	4.65	6.02	5.63	5.66	5.30	5.34
SD	0.77	1.30	1.02	0.99	0.84	1.37	0.90

Note: F1: Honeymoon accommodation; F2: Honeymooner privileges; F3: Hospitality of local residents. F4: Dining experience; F5: Honeymoon service providers; F6: Accessibility; F7: Local tour products. CR = Composite reliability; SD = Standard deviation. All correlations are significant at the 0.01 level. The square root of AVE in bold on diagonal line.

Table 6
Testing for measurement model invariance.

Model	Model Description	χ^2 (df)	$\Delta \chi^2$ (Δdf)
1	Freely estimated model for men vs. women	1,410.20 (508)	
2	Metric invariance model for men vs. women	1,444.20 (533)	34 (25)
3	Scalar invariance model for men vs. women	1,476.35 (558)	32.15 (25)

Note: df (25) = 37.65.

understandable given that security and safety issues are closely associated with the attitude and behaviour of local people.

Apart from pleasant surprises and variety of F&B, the attributes of honeymoon privileges and dining experience are found to exhibit either negative or positive asymmetric relationships with honeymooner satisfaction. Some honeymoon privilege attributes are categorised as a satisfier (i.e. a room upgrade offer) or a delighter (i.e. special discount and complimentary extra night) that offers excitement and extra value. However, the remaining honeymoon privilege attributes (i.e. the recognized status of honeymooners and memorable activities) are classified as dissatisfiers, thereby implying that these attributes are expected and taken for granted by honeymooners. In dining experience, the good quality of F&B (dissatisfier) is considered a must-be attribute, whereas the variety of F&B (hybrid) is believed to show symmetric and linear relationship with honeymooner satisfaction.

The attributes of honeymoon service providers are regarded as either a hybrid (e.g. good service attitude, trustworthiness) or a dissatisfier (e.g. good knowledge on their jobs, competence). This finding suggests that honeymooners are either satisfied or dissatisfied depending on the performance of the hybrid attributes of service

Table 7
Results of IRPA and IAA.

Incentive travel attributes	RI	PI	RIS	SGP	DGP	IA	AR
Honeymoon accommodation							
1. The hotel offers picturesque views.	0.01	-0.32	0.32	0.03	0.97	-0.94	Frustrator
2. Honeymooners' privacy is well respected.	0.24	-0.31	0.55	0.44	0.56	-0.12	Hybrid
3. The hotel is of acceptable quality.	0.15	-0.28	0.43	0.36	0.64	-0.28	Dissatisfier
4. The hotel offers a variety of recreational facilities for honeymooners (i.e. spa, gym, sport activities, swimming pool).	0.01	-0.35	0.36	0.03	0.97	-0.94	Frustrator
Honeymooner privileges							
1. An offer to room upgrade is exclusively made to honeymooners.	0.30	-0.14	0.43	0.69	0.31	0.37	Satisfier
2. A special discount on products or services is exclusively offered to honeymooners.	0.08	0.00	0.08	0.96	0.04	0.92	Delighter
3. A complimentary extra night stay is exclusively offered to honeymooners.	0.52	0.01	0.52	0.99	0.01	0.98	Delighter
4. The status of honeymooners is especially recognized.	0.16	0.29	0.45	0.36	0.64	-0.28	Dissatisfier
5. The honeymoon trip is full of pleasant surprises (i.e. honeymoon cake, surprise events and other 'wow' elements).	0.23	-0.30	0.53	0.44	0.56	-0.13	Hybrid
6. The activities that are specifically arranged for couples are memorable (i.e. batik painting, cooking class and private romantic excursions).	0.20	-0.32	0.52	0.38	0.62	-0.23	Dissatisfier
Hospitality of local residents							
1. Local people have a warm attitude.	0.19	0.39	0.57	0.33	0.67	-0.35	Dissatisfier
2. Local people are friendly.	0.12	-0.25	0.37	0.33	0.67	-0.34	Dissatisfier
3. Genuine Thai hospitality is well presented by local people.	0.19	-0.36	0.55	0.35	0.65	-0.31	Dissatisfier
Dining experience							
1. Food and beverages are of good quality.	0.13	-0.28	0.41	0.32	0.68	-0.35	Dissatisfier
2. Food and beverages are varied.	0.31	-0.24	0.55	0.56	0.44	0.12	Hybrid
Honeymoon service providers							
1. Honeymoon service providers (i.e. tour operator staff, hotel staff, restaurant staff) have a good service attitude.	0.12	-0.14	0.26	0.46	0.54	-0.07	Hybrid
2. Honeymoon service providers are trustworthy.	0.17	-0.23	0.40	0.43	0.57	-0.14	Hybrid
3. Honeymoon service providers have good knowledge on their jobs.	0.13	-0.26	0.39	0.32	0.68	-0.35	Dissatisfier
4. Honeymoon service providers (i.e. travel planners, hotels and restaurant operators) are competent.	0.19	-0.38	0.57	0.33	0.67	-0.33	Dissatisfier
Accessibility							
1. Public transport in Phuket is reliable (i.e. on-time schedule, high frequency of services on every route).	0.12	-0.28	0.40	0.31	0.69	-0.39	Dissatisfier
2. Various types of public transport are available for tourists in Phuket.	0.14	-0.24	0.38	0.37	0.63	-0.27	Dissatisfier
Local tour products							
1. Local tour products provide access to exclusive places.	0.45	-0.27	0.72	0.63	0.37	0.26	Satisfier
2. Local tour products provide a sense of luxury.	0.49	-0.25	0.74	0.66	0.34	0.32	Satisfier
3. Local tour products comprise symbols of romance.	0.35	-0.35	0.70	0.50	0.50	0.01	Hybrid
4. Local tour products offer good value for money.	0.11	-0.12	0.23	0.47	0.53	-0.06	Hybrid

Note: RI = reward index, PI = penalty index, RIS = range of impact on satisfaction, SGP = satisfaction-generating potential, DGP = dissatisfaction-generating potential, IA = impact asymmetry, AR = asymmetry range.

providers. Meanwhile, dissatisfier attributes are perceived as extremely basic for honeymoon service providers. That is, honeymooners expect honeymoon service providers to be basically equipped with knowledge and competence, whereas the perceived service attitude and trustworthiness of service providers create honeymooner (dis)satisfaction.

The attributes of local tourism products are deemed as either a satisfier (e.g. access to exclusive places and a sense of luxury) or a hybrid (e.g. symbols of romance and good value for money). This result is interpreted as follows. Honeymooner (dis)satisfaction is sensitive to whether local tourism products offer a romantic experience and value for money. In addition, honeymooners appreciate added value or excitement when they visit exclusive places or find tourism products luxurious, which are typically not expected by honeymooners.

An understanding of the aforementioned asymmetric relationships allows researchers to explore the differential roles of each quality attribute in shaping (dis)satisfaction, which cannot be explained by symmetric linear relationships. Symmetric linear relationships are typically used to test the significance and direction of relationships. If no significant relationship exists between an attribute and satisfaction, then the attribute is believed not to affect the satisfaction. However, by drawing on IRPA and IAA, asymmetric relationships assist researchers in identifying quality attributes as (1) frustrators and dissatisfiers (negative asymmetry), (2) satisfiers and delighters (positive asymmetry) and (3) hybrids (symmetry). That is, an asymmetric impact suggests that each attribute exerts varying degrees of impact on honeymooner satisfaction. Thus, different weights or interpretations should be considered in strategically managing the quality attributes of honeymoon tourism. The categorisation of quality attributes provides a basis for industry professionals or concerned government bodies to prioritise quality attributes in ensuring honeymooner satisfaction, as further discussed in the managerial implications.

4.2. Practical implications

This study provides an insight into the differential effects of the quality attributes of honeymoon tourism on honeymooner satisfaction through an asymmetric analysis. This approach enables the categorisation of each attribute, as shown in Fig. 2, thereby allowing the concerned tourism bureau or industry practitioners in Phuket to foster honeymoon tourism by understanding how to prioritise quality attributes.

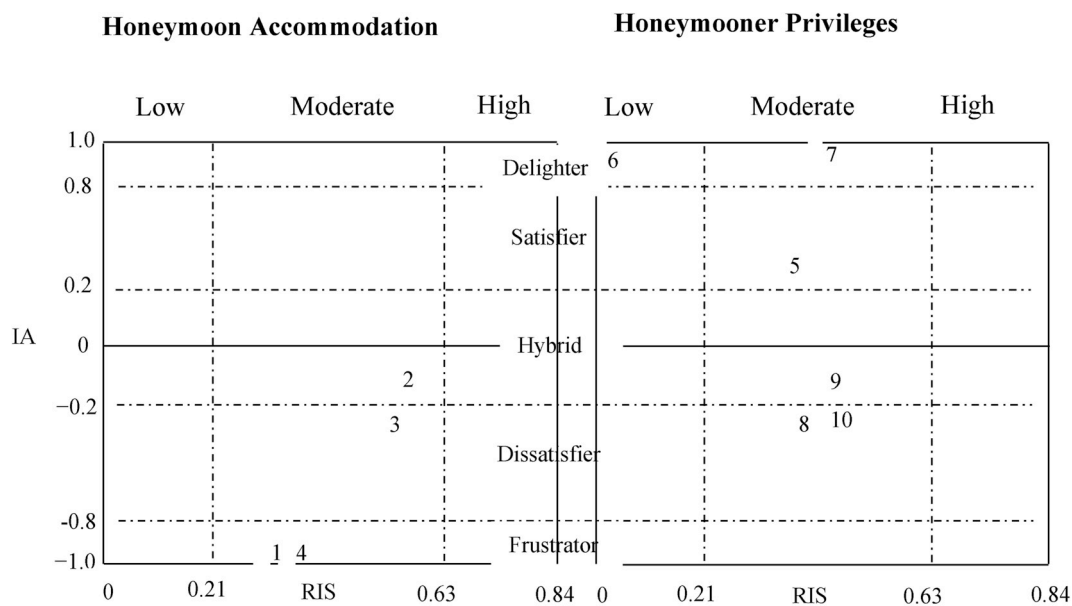
Quality attributes are classified into must-be (frustrators and dissatisfiers), hybrid and value-added (satisfiers and delighters) attributes. Must-be attributes are considered fundamental to honeymoon tourism because these attributes are taken for granted by honeymooners. If these attributes do not meet their expectations, then honeymooners are seriously dissatisfied. However, they are less likely to be satisfied even when these attributes meet their expectations because these attributes are considered basic. In the honeymoon tourism industry of Phuket, must-be attributes (Fig. 2) are largely comprised of honeymoon hotel attributes, honeymooner privileges (e.g. memorable activities and recognition of honeymooner status), hospitality of local people, public transport, F&B quality and quality of honeymoon service provider (knowledge and competency). Among these attributes, a picturesque view and recreational facilities (e.g. spa and swimming pool) in a hotel are perceived as frustrators, which are more serious must-be attributes expected by honeymooners.

In developing honeymoon tourism in Phuket, must-be attributes should be prioritised over hybrid and value-added attributes because honeymooners deem these attributes as an extremely basic set of quality attributes (i.e. taken for granted). When these quality attributes that are fundamental to honeymoon tourism are unavailable or do not meet honeymooners' expectations, then the entire honeymoon

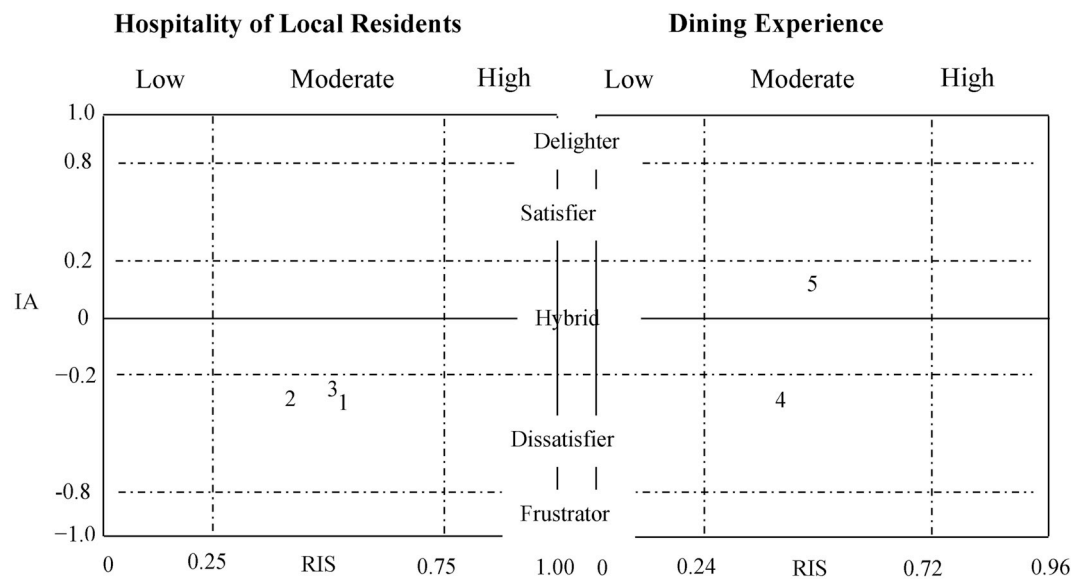
experience is disrupted even though high-quality hybrid and value-added attributes are present. It is just like the occasion where the entire dining experience is seriously ruined when basic attributes (e.g. food safety and sanitation) do not meet customer expectation although the dining atmosphere is satisfactory. Therefore, the tourism bureau and industry practitioners in Phuket must allocate more resources and investment to must-be attributes in developing honeymoon tourism.

Hybrid attributes are represented by well-respected honeymooners' privacy, full of pleasant surprises, variety of F&B, the service attitude and trustworthiness of honeymoon service providers and local tourism products (e.g. romantic nature and value for money). Value-added attributes are reflected by honeymooner privileges (e.g. a room upgrade offer, special discounts and free extra night stay) and local tourism products (e.g. exclusive place and luxurious nature). Value-added

attributes satisfy, excite and delight honeymooners, but they are less likely to be dissatisfied even if these attributes are not delivered because honeymooners generally do not expect these attributes. By contrast, hybrid attributes make honeymooners dissatisfied or satisfied, depending on the quality level of attributes. To prevent dissatisfaction, the tourism bureau and industry practitioners in Phuket must prioritise hybrid over value-added attributes by granting more resources and attention to improve hybrid attributes. Value-added attributes can be considered to further enhance honeymooner satisfaction once must-be and hybrid attributes are in place to meet honeymooners' expectations. In this study, exclusive offers to honeymooners, such as special discounts, free extra night stay and room upgrade, make them delighted. Meanwhile, honeymooners also feel excited about access to exclusive places and luxurious local tourism products.

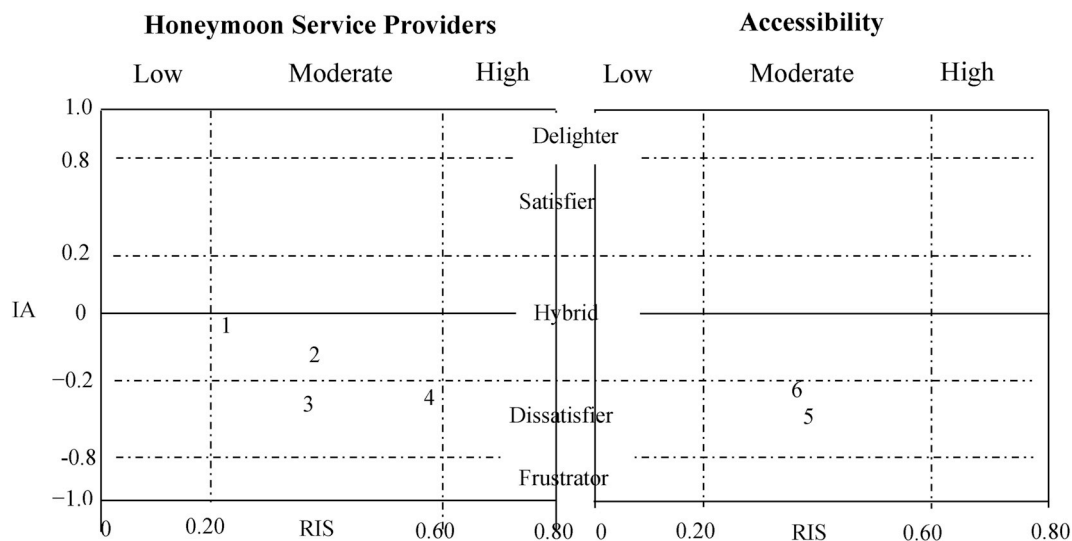


1. Picturesque views.
2. Well respected honeymooner privacy.
3. Acceptable quality.
4. A variety of recreational facilities.
5. A room upgrade offer.
6. Special discount.
7. A complimentary extra night.
8. The recognized status of honeymooners.
9. Full of pleasant surprise.
10. Memorable activities.

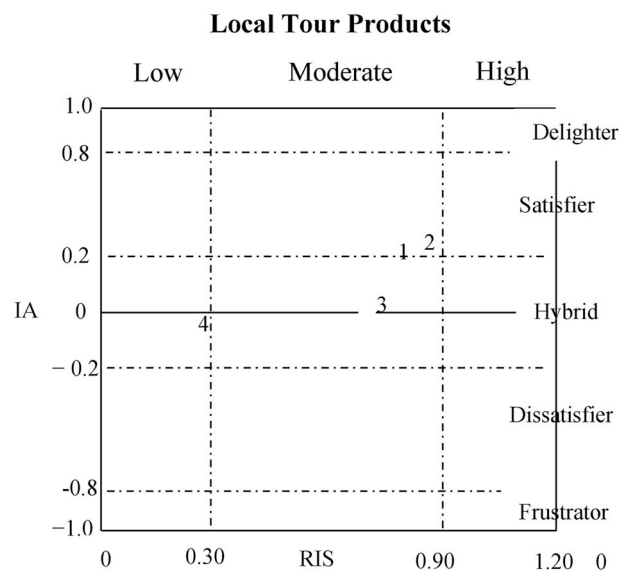


1. Warm attitude.
2. Friendly.
3. Genuine Thai Hospitality.
4. Good quality of F & B.
5. Variety of F & B.

Fig. 1. IRPA grid.



1. Good service attitude. 2. Trustworthiness. 3. Good knowledge on their jobs. 4. Competent. 5. Reliable public transport. 6. Various types of public transport



1. Access to exclusive places. 2. A sense of luxury. 3. Symbols of romance. 4. Good value for money.

Fig. 1. (continued)

This study identifies the quality attributes of honeymoon tourism and classifies these attributes into must-be, hybrid and value-added to suggest attribute prioritisation. Therefore, the findings are particularly beneficial for the tourism bureau or concerned government bodies in Phuket that continuously monitor the performance of its honeymoon tourism market to maintain competitiveness over other destinations. A regular survey is necessary to understand the performance of honeymoon tourism market. The findings suggest to the tourism bureau which items should be included in the survey and how to interpret the survey results. For example, when the survey results indicate the poor performance of must-be attributes, the government body should consider inputting substantial investment and/or policy and campaign to improve the performance of these attributes, which are fundamental to the success of the honeymoon tourism market. The amount of

investment in must-be attributes can be considered until the point that attribute performance only meets tourist expectations but does not considerably exceed them because these attributes are less likely to induce satisfaction even when their quality is outstanding (given that these attributes are taken for granted). If the survey results show no issue with must-be attributes but the weak performance of value-added attributes, then the tourism bureau can understand the lack of delight and excitement in its honeymoon tourism market. The bureau should review value-added attributes with industry practitioners to offer more variety of honeymooner privileges and other value-added attributes, thereby creating more value and delight.

Moreover, the simultaneous interpretation of RIS and IA in Fig. 1 generates another managerial implication. This approach enables industry practitioners or the tourism bureau to identify must-be attributes

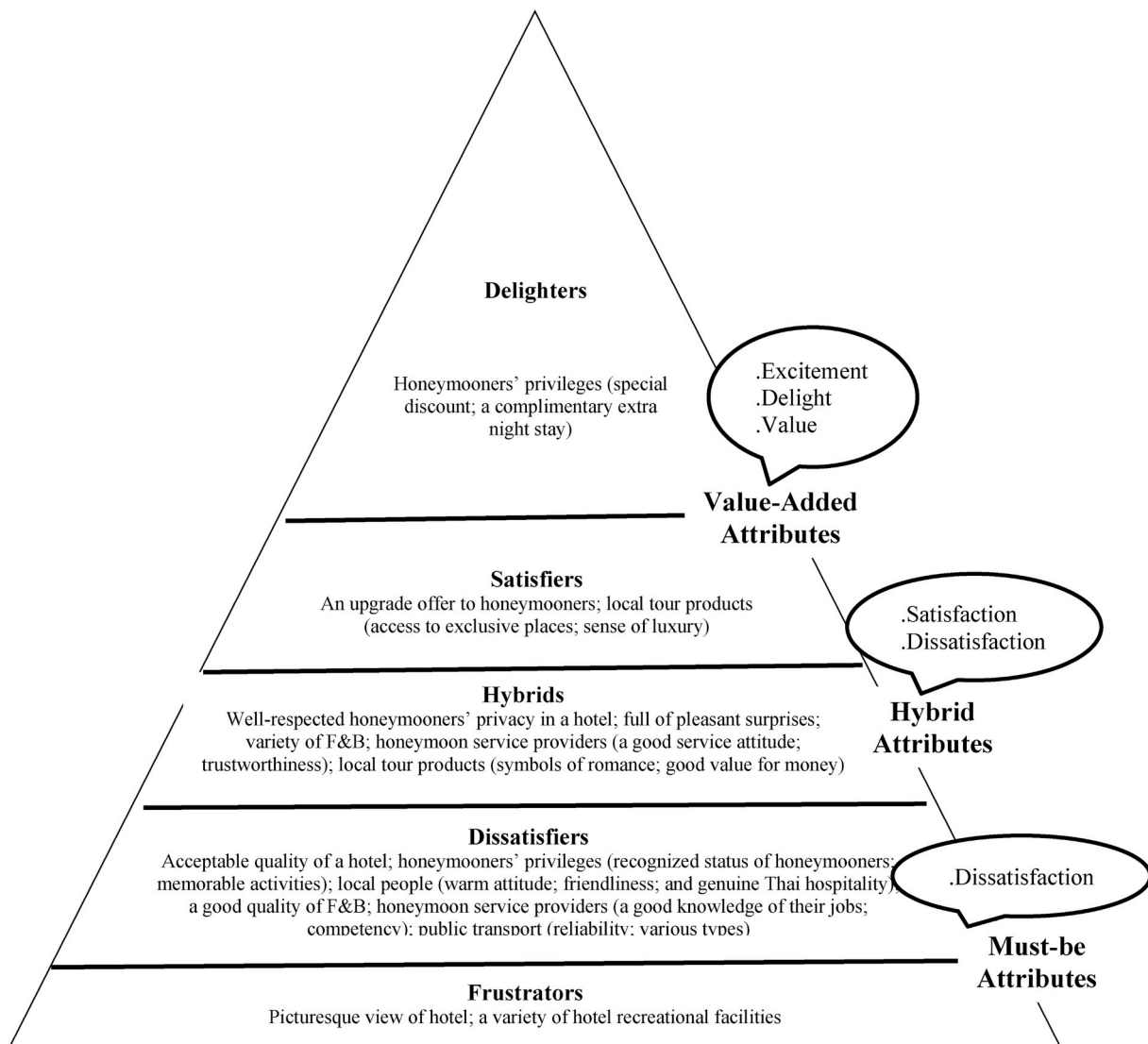


Fig. 2. Prioritizing honeymoon tourism quality attributes.

(dissatisfiers and frustrators) with high RIS. These attributes require special management given that must-be attributes with high RIS will exert a huge impact on honeymoon experience if not properly addressed (Mikulić & Prebežac, 2008). As indicated in Fig. 1, this study advises industry practitioners and the tourism bureau in Phuket to focus on the following dissatisfiers or frustrators with above average RIS: (1) acceptable quality of a hotel, (2) memorable activities as honeymooner privileges and (3) the competence of honeymoon service providers.

4.3. Limitations and future research

This research has limitations. Some items (e.g., quality of hotel, quality of F&B) are too general to capture specific aspects of hotel and F&B, such as design, location, interior, furniture, atmosphere, communication, etc. Items should be developed in a way that reflects specific traits rather than broad picture. Given that cross-cultural applicability of a factor structure was not supported for Asian sample, a careful application of the findings should be made to other destinations. Also, as the findings are unique to Phuket, the category and prioritisation of honeymoon tourism quality attributes may vary with destinations. This

study suggests that other destinations conduct a survey to understand the quality attributes of their honeymoon tourism based on the quality attributes identified in this study. In addition, this research is based on a cross-sectional survey with self-reported measures. A cross-sectional study may explain a phenomenon only during a particular period, and thus, cause a bias that findings may vary with the selected survey time slots (Bland, 2001). Multidimensional honeymoon tourism quality is examined in this study. Given that the concepts of memorable experience and fantasy are closely associated with honeymoon tourism, future research can consider exploring the mediating/moderating effect of memorable experience or fantasy using honeymoon tourism quality dimensions.

The skewness and kurtosis of measures were examined to evaluate the normality of the data used in this study. As shown in Appendix, all skewness and kurtosis values fell between -2.00 and $+2.00$, which are regarded as acceptable (George & Mallery, 2010). That is, the data set used in the present research included no significant skewness and kurtosis problem. Therefore, the normal distribution of the data used was apparent.

Appendix. Descriptive statistics

Honeymoon tourism attributes	Mean	SD	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Honeymoon accommodation (HMA)						
1. The hotel offers picturesque views.	5.86	1.056	-1.179	.103	1.929	.205
2. Honeymooners' privacy is well respected.	5.90	.906	-.709	.103	.628	.205
3. The hotel is of acceptable quality.	6.05	.951	-1.372	.103	1.500	.205
4. The hotel offers a variety of recreational facilities for honeymooners (i.e. spa, gym, sport activities, swimming pool).	5.95	.953	-.966	.103	1.329	.205
Honeymooner privileges (PRV)						
1. An offer to room upgrade is exclusively made to honeymooners.	4.44	1.5704	-.447	.103	-.178	.205
2. A special discount on products or services is exclusively offered to honeymooners.	4.39	1.549	-.522	.103	-.124	.205
3. A complimentary extra night stay is exclusively offered to honeymooners.	4.48	1.648	-.547	.103	-.242	.205
4. The status of honeymooners is especially recognized.	4.78	1.416	-.479	.103	.165	.205
5. The honeymoon trip is full of pleasant surprises (i.e. honeymoon cake, surprise events and other 'wow' elements).	4.81	1.493	-.737	.103	.415	.205
6. The activities that are specifically arranged for couples are memorable (i.e. batik painting, cooking class and private romantic excursions).	5.00	1.343	-.654	.103	.431	.205
Hospitality of local residents (HSP)						
1. Local people have a warm attitude.	6.05	1.142	-1.635	.103	1.684	.205
2. Local people are friendly.	6.10	1.121	-1.720	.103	1.262	.205
3. Genuine Thai hospitality is well presented by local people.	5.90	1.107	-.823	.103	-.075	.205
Dining experience (DIN)						
1. Food and beverages are of good quality.	5.56	1.151	-1.151	.103	1.183	.205
2. Food and beverages are varied.	5.69	1.148	-1.069	.103	1.554	.205
Honeymoon service providers (SP)						
1. Honeymoon service providers (i.e. tour operator staff, hotel staff, restaurant staff) have a good service attitude.	5.79	.936	-.424	.103	-.436	.205
2. Honeymoon service providers are trustworthy.	5.60	.961	-.419	.103	.104	.205
3. Honeymoon service providers have good knowledge on their jobs.	5.69	.958	-.384	.103	-.508	.205
4. Honeymoon service providers (i.e. travel planners, hotels and restaurant operators) are competent.	5.57	.932	-.319	.103	-.327	.205
Accessibility (ACS)						
1. Public transport in Phuket is reliable (i.e. on-time schedule, high frequency of services on every route).	5.26	1.472	-.689	.103	-.096	.205
2. Various types of public transport are available for tourists in Phuket.	5.33	1.536	-.824	.103	-.120	.205
Local tour products (LTP)						
1. Local tour products provide access to exclusive places.	5.33	1.107	-.865	.103	1.683	.205
2. Local tour products provide a sense of luxury.	5.24	1.060	-.538	.103	.896	.205
3. Local tour products comprise symbols of romance.	5.32	1.062	-.310	.103	.187	.205
4. Local tour products offer good value for money.	5.46	1.055	-.628	.103	.572	.205

Author contribution

Jin-Soo Lee contributed to the development of the overall research framework, the improvement of the literature review section, and the finalization of the manuscript.

Pipatpong Fakfare contributed to the data acquisition and data analysis, as well as completion of the introduction, literature review, and methodology sections of this research.

Heesup Han contributed to strengthening the entire manuscript.

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