

# A review on tourist experience quality – Systematic review and bibliometric analysis

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## Abstract

**Purpose:** This study summarizes, synthesizes, and presents the existing empirical knowledge on tourist experience quality from 2002-2023.

**Research Methodology:** Systematic Literature Review methodology recommended reporting items, and PRISMA guidelines were used to achieve the above-mentioned objective. Based on predetermined seven inclusion criteria 50 papers were obtained from Lens.Org, Google Scholar, Emerald Insight, Tailor, and Francis. Every paper obtained was prepared in Lens.ORG format. Further, Biblioshiny and VOSviewer-based mathematical tools such as Keyword Co-Occurrence Analysis were employed to analyze the content and structure of papers.

**Results:** The researcher found four themes, including (01). Tourist Contentment (02). Perceived Performance (03). Future Travel Behaviors (04). Tourist Wellbeing. Thus, Destination Image, Satisfaction, and Tourist Loyalty were the keywords of the first theme. Perceived Values and Perceived Risks were the keywords of the second theme. The only keyword of the third theme was behavioral intentions. The fourth theme was authenticity and QoL. Moreover, the findings emphasized that Tourist Experience quality had been investigated by many researchers in relation to satisfaction, behavioral intentions, and destination image perceived value. However, few studies have been undertaken on perceived risk, authenticity, and quality of life related to tourist experience quality.

**Conclusion:** The study analyzed tourist experience quality research from 2002-2023 to, identifying four themes by meeting systematic literature review requirements.

**Limitations:** This study obtained papers only from the aforementioned databases. Thus, future researchers could obtain papers from other databases.

**Contribution:** This study assists government, non-government organizations, and academics in developing improved techniques, concepts, and service developments related to tourist experience quality.

**Keywords:** *Keyword Co-Occurrence Analysis, Systematic Literature Review, Tourist Experience Quality*

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## 1. Introduction

Different experiences in the tourism industry are essential clues for encouraging tourists to visit a destination (Tsai & Wang, 2017). Specifically, a delightful experience between a service provider and

its customers will lead to the formation of a favorable image along with behavioral intents (Lee, Park, & Ahn, 2020). However, Hyun (2010) mentioned that although enhancing tourist experiences is significant, it is difficult to establish an effective method of assessing them as attending a location and enjoying the environment or food is no longer unique to contemporary travellers. Tourists need more than simple meals and services while traveling. Hence, they seek unique and unforgettable experiences. Chen and Chen (2010) defined service experience as customers' subjective emotional responses and sentiments when purchasing or utilizing a service. In this light, Wu, Cheng, and Ai (2018) mentioned that experiential quality is derived from quality services and affects tourists' individual experiences. Accordingly, Grönroos (1984) mentioned that service quality is determined by comparisons and assessments of services expected by the consumer at the service location and the services received. It also claims to have a functional link with factors such as consumer aspirations, visuals, and functional and technical quality.

Chen and Chen (2010); Wu et al. (2018) mentioned that both SERVQUAL and SERVPERF measures are commonly used in tourist literature to measure service quality. However, neither measure can fully address the emotional and holistic variables that lead to the quality of the service experience. Furthermore, Chen and Chen (2010) noted that in the tourism industry, service quality contributes to service performance, whereas experience quality is the psychological impact of consumer engagement with tourism activities. Moreover, Lian Chan and Baum (2007) described that the quality of the experience includes both the attributes offered by the service provider and the attributes brought by the visitor, whereas the service provider controls the service quality attributes.

Otto and Ritchie (1996) developed a model to measure experience quality with evidence from hotels, airlines, tours, and attractions (Hedonic, Peace of Mind, Involvement, Recognition). In addition, Brady and Cronin Jr. (2001) developed a new model called the third-order factor model by combining the previous multilevel model and three-component model. Interaction quality, Physical Environment Quality & Outcome quality are the three dimensions of this model. Further, attitude, behavior, and expertise were used to evaluate the Interaction Quality. In addition, Ambient Condition, Design, and Social Factors were used to measure Physical Environment Quality. Moreover, waiting time, tangibles, and valence were used to evaluate Outcome Quality. Moreover, Edvardsson, Enquist, and Johnston (2005) offered a slightly better basis for experience quality. Accordingly, the authors introduced the "experience room" with the meaning of a space that allows for visualizations of service experiences (Physical Artifacts, Intangible Artifacts, Technology, Customer Placement, Customer involvement, and the hyperreal service experience). Further, Kao, Huang, and Wu (2008) suggested four factors to measure the experience quality based on a study conducted on theme parks (Immersion, Surprise, Participation, Fun). In addition, Pareigis, Edvardsson, and Enquist (2011) showed that experience quality comprises six dimensions based on the public transport industry: customer processes, other customers, physical environments, personal contact, provider process, and outer environment.

Sharma and Nayak (2020) mentioned that experience quality has a significant effect on the future behavior of tourists. As a result, Chen and Chen (2010) noted that greater knowledge of experience quality phenomena in the tourism industry is critical, allowing the business to perform better. Kim, Hallab, and Kim (2012) investigated tourists' eating experiences in a location, as well as the elements that may be used to measure the dining experience and how the destination affects their satisfaction. Accordingly, Tourists' dietary behaviors and attitudes are made up of the traits of the tourists and the destination environment. In addition, Kim et al. (2012) stated that consumption of Korean cuisine contributes to a favorable destination image, which might be a motivator for returning to Korea for culinary tourism. Moreover, Kao et al. (2008) mentioned that experience quality is a determinant that has a favorable impact on experiencing value and satisfaction. Wu, Cheng, and Ai (2017) stated that the quality of the tourist's experience is a crucial determinant of image, experience value, and satisfaction.

Hence, owing to the significance of the experience quality concept, many scholars have conducted studies to evaluate the existing literature on experience quality. Accordingly, Yoshida (2017) evaluated

experience quality based on the existing literature on sports management. In addition, Juluri, Tamarapalli, and Medhi (2015) evaluated the existing literature on experience quality using evidence from video-on-demand services. Further, Seufert et al. (2014) evaluated experience quality based on the literature on HTTP adaptive streaming. Moreover, Choudhry, Fletcher, and Soumerai (2005); Beattie, Murphy, Atherton, and Lauder (2015); Gleeson et al. (2016) evaluated the experience quality based on the literature on hospital service.

However, very few studies have revived experience quality in the tourism industry. Apart from that, Andrić, Priyashantha, and De Alwis (2023); K. Priyashantha (2023); K. Priyashantha, De Alwis, and Welmilla (2021); K. Priyashantha and Dilhani (2022) mentioned that reviewing research papers on any topic is critical as it allows for policy creation, decision making, and an understanding of research gaps that must be filled in order to gain further understanding on research areas. Hence, the primary objective of this study was to identify the existing knowledge on tourist experience quality during 2002–2023. Thus, in order to achieve the primary objective of the study, the researcher employed a Systematic Literature Review (SLR) based on journal papers published during 2002-2023 adhering to PRISMA guidelines. Thus, the journal articles were retrieved from Lens.Org, Google Scholar, Emerald Insight, Taylor and Francis. Moreover, Keyword Co-Occurrence Analysis was employed using VOSviewer to achieve the primary objective.

Furthermore, the structure mentioned below was used to present the content of this paper. Accordingly, A detailed description of the study's “materials and methods” and its “results and findings” can be found in the following sections of the article. The Materials and Methods section explains the processes and methods carried out. The most significant findings of the study are detailed in the “results and findings” section. The four subheadings that make up this section are “selection of articles,” “characteristics of articles,” “results of the articles,” and “reporting the bias assessments.” Then, the “discussion,” “conclusion,” and “practicality and research implications” practicality and research implications are provided.

## 2. Research methodology

### 2.1. Article selection process and methods

This study employed the SLR methodology. A study by Liberati et al. (200) adhere to frameworkISMAherframeworkISMA frameworkby as recommended guidelines forg,, and reports report writing in an SLR. Thus, in accordance with the PRISMA guidelines, the researcher prepared a protocol at the planning level of this study. The results are presented in Table 1. It consisted of the article selection method, search terms, inclusion criteria, analysis methods, and reporting structure. According to Table 1, the article selection method, analysis methods, and reporting structure were designed based on the PRISMA guidelines. The search terms and article inclusion criteria were decided at the planning level, as outlined in Table 1. Inclusion criteria 5 (journal articles) and 6 (empirical articles) were selected for use in this study as there are justifications to include them for screening articles in SLRs. The inclusion of journal articles is justified in part due to their strong credibility and having undergone an arduous peer-review process. Other justifications for including the empirical articles include their recommendation as part of the SLRs (Tranfield, Denyer, & Smart, 2003; Xiao & Watson, 2019), their ability to ensure enough internal validity (Popay et al., 2006), and methodological consistency to draw valuable conclusions (Okoli & Schabram, 2015).

Table 1. Review protocol

Article selection method	PRISMA guidelines
Search strings	Tourist Experience Quality
Inclusion criteria	1. Year range: 2002 -2023 2. Subject area: Tourism

3. Language of article: English	
4. Keywords: Tourist Experience Quality	
5. Source type: Journals	
6. Type of Study: Empirical	
7. Methodological quality: Articles that followed the Quantitative Methods	
Databases	Lens. Org, Google Scholar, Emerald Insight, Taylor and Francis
Analysis Method	Keyword Co-occurrence Analysis, PRISMA guidelines
Reporting structure	PRISMA guidelines

Source: Authors' conception (2023).

As mentioned in Table 1, article selection was performed based on the PRISMA requirements for which the PRISMA flow diagram has been developed. It has three steps, "identification," "screening," and "included." Fig. 1 shows how these steps were followed in the study. In "identification," the search term was "Tourist Experience Quality." It was typed in the lens. Org, Google Scholar, Emerald Insight, Taylor, and Francis databases. During the screening of articles, the researcher followed automatic and manual screening. Automatic screening was conducted against criteria one to seven listed in Table 1 using the default limiting options of the databases. Articles that did not meet criteria one to seven were excluded.

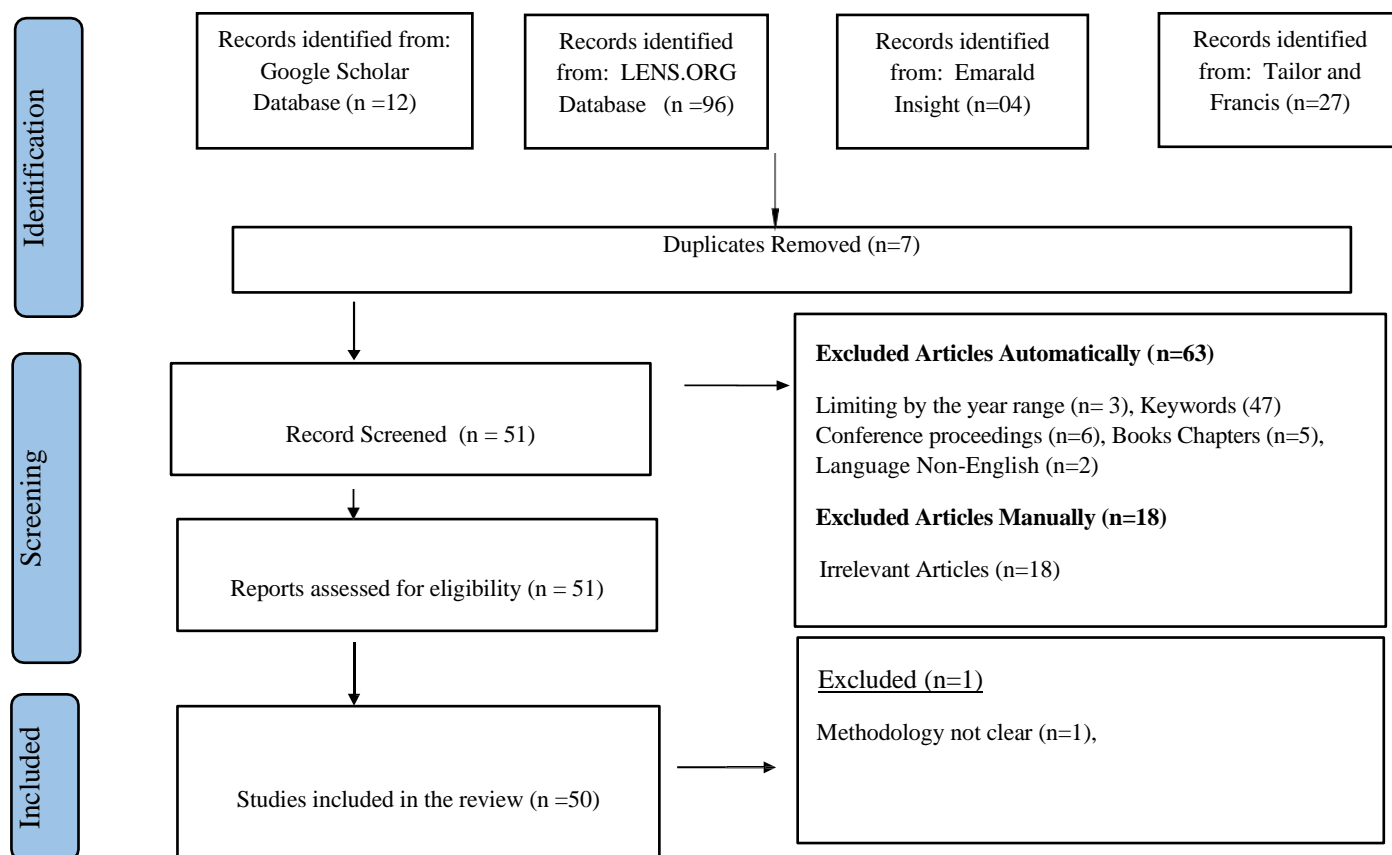


Figure 1. PRISMA article selection for the flow diagram.  
Source: Authors creation based on the PRISMA flow diagram (2023)

## **2.2. Study risk of the bias assessment**

Reviewer bias can arise during the inclusion and analysis of articles. To reduce this, several researchers used a systematic approach for article inclusion, as well as a contemporaneous unbiased quality review of publications (Brereton, Kitchenham, Budgen, Turner, & Khalil, 2007). Furthermore, adopting impartial analytical approaches is critical to the aforementioned goal. (Turner, Kitchenham, Brereton, Charters, & Budgen, 2010; Xiao & Watson, 2019) By adhering to the aforementioned criteria, the possible bias risk connected with article inclusion and analysis was avoided.

## **2.3 The analysis methods**

In this study, researchers used Biblioshiny and VOSviewer-based mathematical tools, as they are designed to analyze the content and structure of an article (Aparicio, Iturralde, & Maseda, 2019; Paule-Vianez, Gómez-Martínez, & Prado-Román, 2020; Van Eck & Waltman, 2014). Performance analysis, which describes the article's performance and productivity, was performed using Biblioshiny (Cobo, López-Herrera, Herrera-Viedma, & Herrera, 2012; K. G. Priyashantha, De Alwis, & Welmilla, 2022). Moreover, scientific maps that describe the article's structure, development, and relevant players were created using VOSviewer. (Aparicio et al., 2019; Cobo et al., 2012; Noyons, Moed, & Luwel, 1999). Keywords that represent the core concepts of a paper are the most commonly used units of analysis. (Callon, Courtial, Turner, & Bauin, 1983; Jain, Currie, & Aston, 2022). Thus, when determining the most frequent or minor topics in this inquiry, the co-occurrence of keywords in papers was used as the unit of analysis (Andrić et al., 2023; Aparicio et al., 2019; Priyashantha, 2023; Priyashantha et al., 2021; Priyashantha et al., 2022). Thus, the links of such networks can be created using the co-occurrence relationship of such keywords in papers (Aparicio et al., 2019). VOSviewer visualizes them as "keyword co-occurrence network visualization" (Van Eck & Waltman, 2014).

Regions that are not commonly associated with tourist experience quality were discovered via the density visualization map using the VOSviewer program. This explains the number of keywords in an area. Blue represents terms with a lower weight, whereas green denotes keywords with an average weight. Red represents the most prevalent area (Andrić et al., 2023; Van Eck & Waltman, 2014). The researcher can identify research gaps for future research by employing a density visualization map. The keyword co-occurrence density visualization in Figure 07 identifies areas that need further investigation.

Furthermore, "overall information of the article set," annual article publication, "average citation received," and "source journals of articles" were collected using software to explicate the article's specified profile in the review. Accordingly, the first four outputs were created using R-Biblioshiny and the final output was created using VOSviewer.

## **3. Results and discussions**

### **3.1. Selection of papers**

Using the PRISMA flow diagram, 139 articles were obtained in the first step. The papers were found using databases from LENS.Org, Google Scholar, Emerald Insight, Taylor and Francis. The first inclusion criterion was Papers published between 2002 and 2023 were included. Thus, by considering the first criterion, three papers were rejected based on the publication year. In addition, all subject areas were incorporated into this study using criterion two. Moreover, the language of the paper must be English, according to criterion three. Thus, two papers were rejected because they were not in English. According to criterion four, all papers should be chosen from other publications using keywords. Hence, "Tourist Experience Quality" was used as the keyword to choose papers from other publications. Accordingly, by applying the keywords, the researcher rejected 47 papers. In addition, criterion five was Journals. Hence, five papers as book chapters and six papers as conference proceedings were rejected because they had not been published in journals. The remaining 56 papers were manually evaluated for compliance with the six inclusion criteria. Then, the researcher found that 18 papers were irrelevant since they failed to meet criterion six. The rejected 18 papers comprised seven case studies and 11 qualitative studies. Moreover, the researcher assessed eligibility against Criterion 07. Thus, one

paper was rejected as the methodology of the paper was not clear. Figure 1 depicts the entire process of paper selection.

### 3.2. Characteristics of papers

This section explains the characteristics of the selected papers. Table 2 summarizes the general information of the selected papers. Thus, this study comprises 50 papers published between 2002 and 2023 in 31 journals. In addition, 128 authors from 22 countries participated in the study. A total of 934 references were included, along with 188 author keywords. Figure 2 depicts the annual scientific publications between 2003 and 2023. Figure 3 depicts the average number of citations obtained for the paper. Thus, approximately 10 citations were received for works published by 2019. However, the citations received in 2021 had declined by approximately six average citations. The COVID-19 pandemic scenario may have had an impact on the previously mentioned findings. Thereafter, the average number of citations acquired by the papers reached 10 by 2023. The number of citations obtained for each paper demonstrates the popularity of the topic. Figure 04 depicts the relevant sources of the papers. It shows the 20 journals with the most cited papers. Accordingly, the International Journal of Environmental Research and Public Health and the Journal of Quality Assurance in Hospitality & Tourism had the highest number of publications (05 each).

Table 2. Overall Information of the Article Set

Description	Results
Timespan	2002:2023
Sources	31
Documents	50
Annual Growth Rate %	12.88
Document Average Age	3.02
References	934
Keywords Plus (ID)	188
Author's Keywords (DE)	188
Authors	128
Single-authored docs	26
Co-Authors per Doc	2.66
journal article	50
Countries	18

Source: Authors' conception (2023)

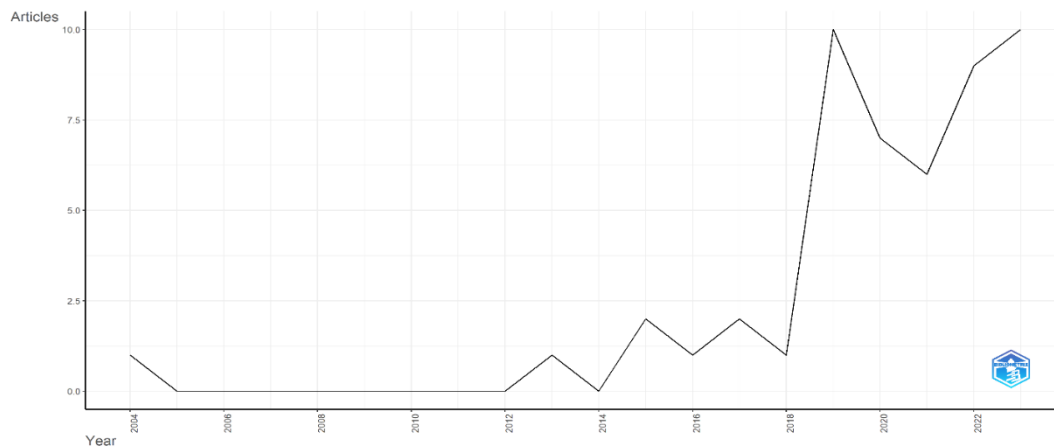


Figure 2. Annual Scientific Production  
Source: Authors' conception (2023)

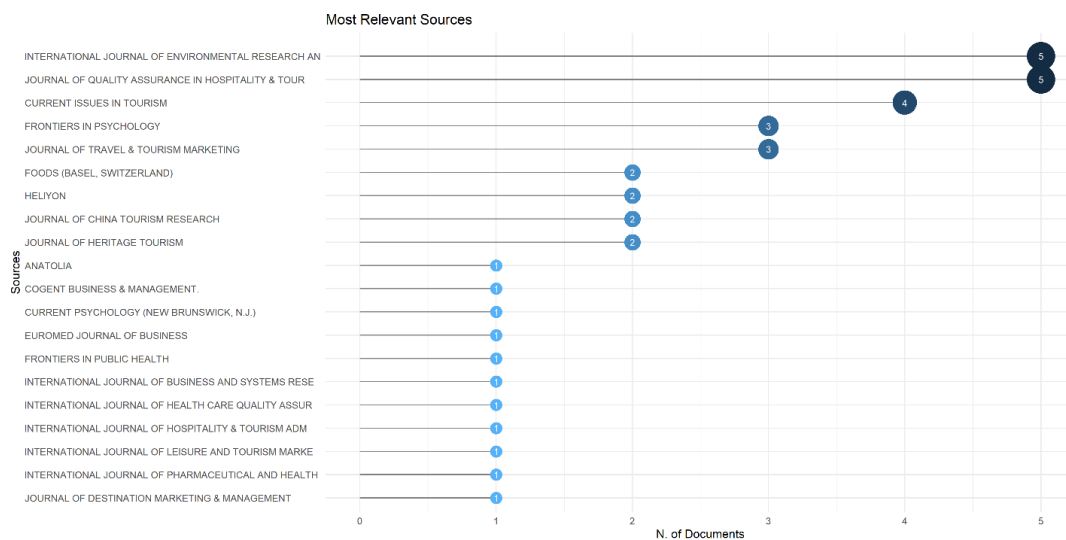


Figure 3. Most Relevant Sources  
Source: Authors' conception (2023)

### 3.3. Results of the papers

This section describes the results of the study related to the research objective. The results were derived via "Keyword co-occurrence analysis," "network visualization," and "density visualization." Thus, the Keyword co-occurrence network visualization aids in finding common areas of tourist experience quality during 2022-2023. Moreover, keyword co-occurrence density visualization was employed to identify uncommon features in tourist experience quality during 2002-2023.

#### 3.3.1. Current Empirical Knowledge of Tourist Experience Quality

Using the minimum keyword occurrences function of the VOSviewer program, the researcher discovered that many threshold keywords were reported from 01 to 07. However, the researcher selected a minimum of two occurrences to identify the most prevalent aspects of tourist experience quality. In particular, the researcher believed that it was clear enough to grasp the areas related to the tourist experience quality of this study. Table 4 depicts the frequency of the nine keywords and their interrelationships in Figure. 4.

Table 4. Keywords with a minimum of two occurrences in articles

Keyword	Occurrences	Total link strength
Experience quality	17	29
Satisfaction	17	22
Behavioral intentions	7	12
destination image	6	12
Perceived value	6	14
Perceived Risk	3	3
Tourist loyalty	3	6
Authenticity	3	5
Quality of life	2	1

Source: Authors' conception (2023)

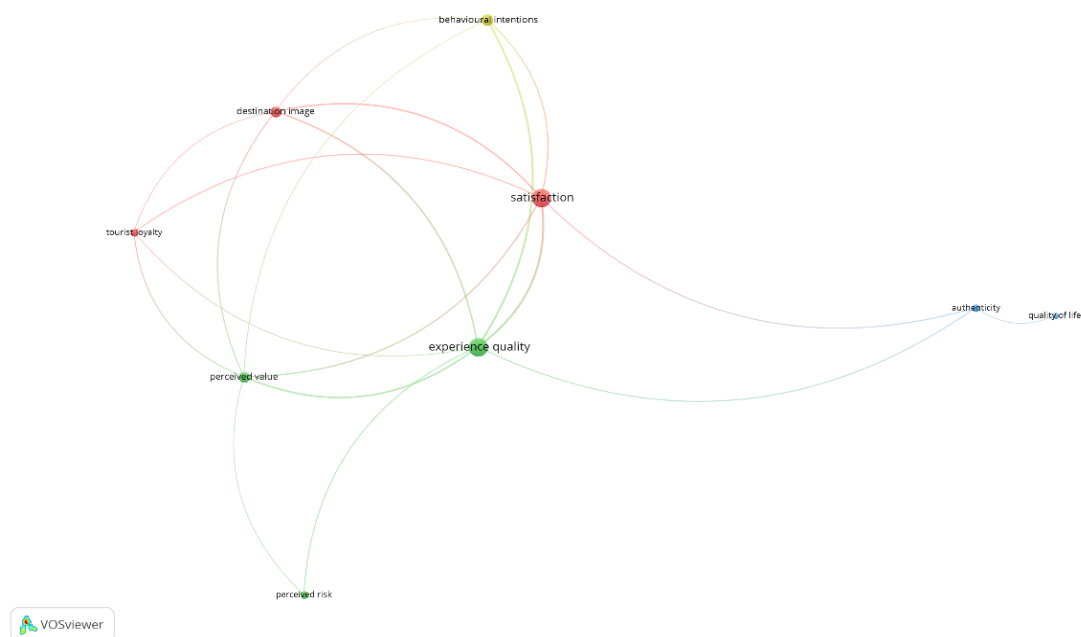


Figure 4. The keywords co-occurrence network visualization  
Source: Authors' conception (2023)



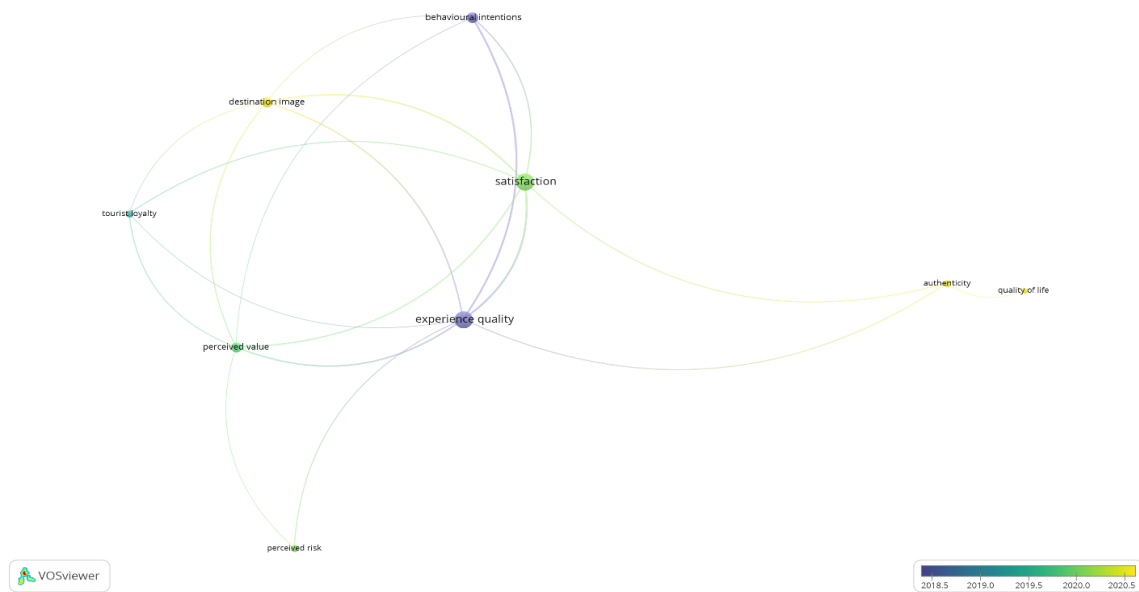


Figure 5. The keywords co-occurrence Overlay visualization  
Source: Authors' conception (2023)

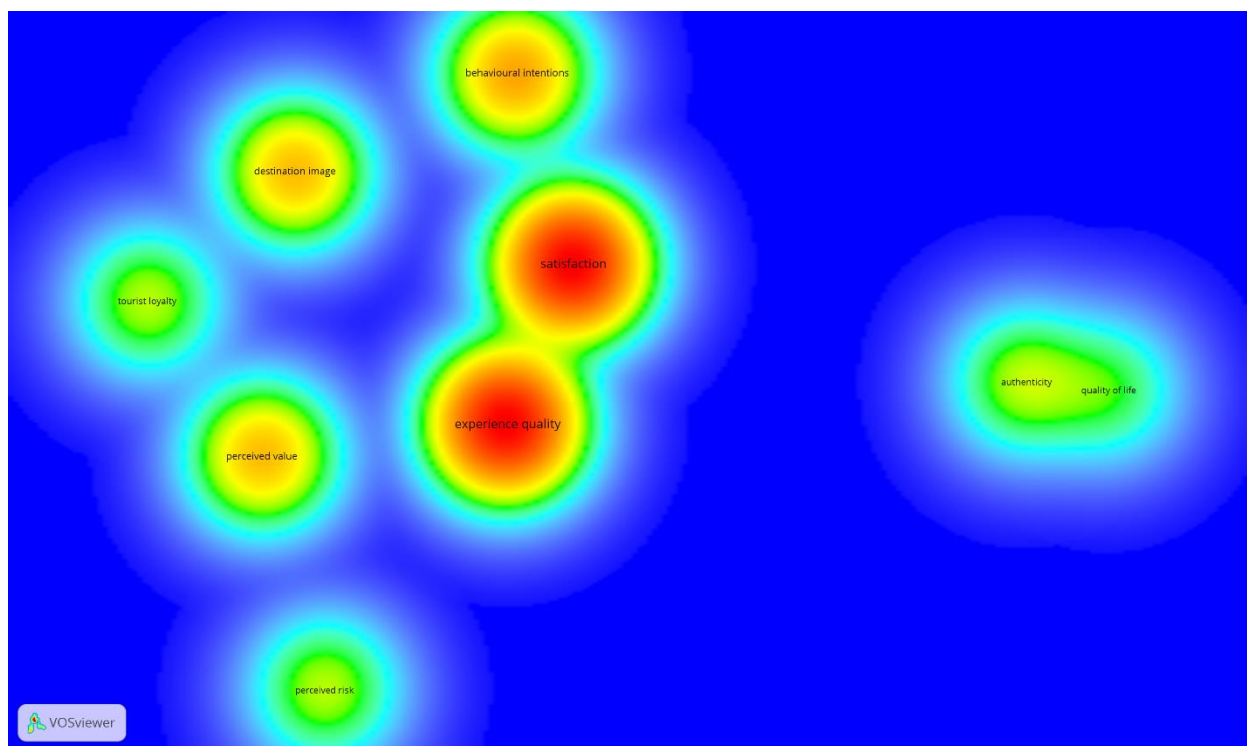


Figure 7. Density visualization map of keywords  
Source: Authors' conception (2023)

The width of the line in Figure 06 indicates the strength of the relationship between keywords (K. G. Priyashantha et al., 2022; Van Eck & Waltman, 2014). The amount of space in a node represents the number of occurrences. This signifies that a higher frequency denotes a larger node size. For instance, Tourist Experience quality and satisfaction were linked in thicker lines. Furthermore, they were linked

more closely. This means that there is a strong relationship between the two keywords. In addition, it shows that many studies have been undertaken on tourist experience quality and satisfaction. Further, Thicker lines of behavioral intentions, perceived value, and Destination Image denote their strong relationship with experience quality. In addition, Figure 06 can be analyzed with the colors of the clusters. Thus, VOSviewer classifies keywords into distinct clusters based on the number of occurrences. K. Priyashantha (2023); K. Priyashantha et al. (2021); K. G. Priyashantha et al. (2022) mentioned that the keywords in a cluster denote that they are related and result from the same phenomena. Hence, VOSviewer generated four clusters for this study. Table 05 depicts the themes generated via clusters. These are (01). Travel Contentment (02). Perceived Performance (03). Future Travel Behaviors (04). Tourist Wellbeing

Table 5. Four clusters with the categorization of keywords

Color Code	Cluster theme	Keywords	Authors	Journals
Red	Travel Contentment	Destination	(Ghorbanzadeh, Shabbir, Mahmood, & Kazemi, 2021; Kullada & Michelle Kurniadjie, 2021; Lee et al., 2020; Moon & Han, 2019)	International Journal of Environmental Research and Public Health, Journal of Travel & Tourism Marketing, Journal of Quality Assurance in Hospitality & Tourism, Current Issues in Tourism,
		Satisfaction	(Cole & Scott, 2004; Dalimunthe, Suryana, Kartini, & Sari, 2022; Ghorbanzade, Mehrani, & Rahehagh, 2019; Moon & Han, 2019)	International Journal of Business and Systems Research, Journal of Travel & Tourism Marketing, Cogent Business & Management.
		Tourist Loyalty	(Moon & Han, 2019; Suhartanto, Brien, Primiana, Wibisono, & Triyuni, 2020)	Journal of Travel & Tourism Marketing, Current Issues in Tourism,

Green	Perceived Performance	Perceived Value	(Dalimunthe et al., 2022; Ghorbanzade et al., 2019; Ghorbanzadeh et al., 2021)	Current Issues in Tourism, Cogent Business & Management, International Journal of Business and Systems Research
		Perceived Risk	(Habibi & Ariffin, 2019; Yin, Ji, Huang, & Ni, 2023; Yu, Lee, Ariza-Montes, Vega-Muñoz, & Han, 2021)	International Journal of Environmental Research and Public Health, Anatolia, Journal of Destination Marketing & Management
Yellow	Future Travel Behaviours	Behavioural Intentions	(Jeaheng et al., 2023; Sun, Lin, Chen, Tseng, & Gao, 2019; Y. Zhang, Liu, & Tao, 2022)	Frontiers in Psychology, Psychology Research and Behaviour Management, Journal of Hospitality & Tourism Research
Blue	Tourist Wellbeing	Authenticity	(Domínguez-Quintero, González-Rodríguez, & Paddison, 2020; Domínguez-Quintero, González-Rodríguez, & Roldán, 2021; S.-N. Zhang & Deng, 2022)	Frontiers in Psychology, Current Issues in Tourism, Journal of Heritage Tourism
		Quality of Life	(Domínguez-Quintero et al., 2021)	Journal of Heritage Tourism, Tourism Review

Source: Authors' conception (2023)

#### 3.3.1.1. Travel Contentment- Red

The keywords identified under this cluster were destination image, Satisfaction, and Tourist Loyalty. Thus, the researcher described the identified keywords with relevant findings.

**Destination Image:** Experience quality has an impact on destination image (Ghorbanzadeh et al., 2021; Lee et al., 2020). In addition, destination image has a relationship with tourist satisfaction (Ghorbanzade et al., 2019). Moreover, Destination image has an influence on generating favorable intentions to return

or revisit. (Mohamed, Alakhras, Khalil, & Mohamed, 2021; Wu et al., 2017). Further, Ghorbanzadeh et al. (2021); Moon and Han (2019) mentioned that destination image is more influential in mediating the link between experience quality, behavioral intentions, and satisfaction.

**Satisfaction:** Cole and Scott (2004) found that experience quality contributes to tourist satisfaction. Moreover, they emphasized that experience quality entirely mediates the association between performance quality and overall tourist satisfaction. In this light, (Sharma and Nayak (2020), Yin et al. (2023), Luo, Lanlung, Kim, Tang, and Song (2018), and Ranasinghe, Kumudulali, and Ranaweera (2019) mentioned that high experience quality mitigates the negative aspects that affect tourist satisfaction. Hence, they suggested finding new creative ways to enhance tourist satisfaction. Jimber del Rio, Hernández-Rojas, Vergara-Romero, and Dancausa Millán (2020); Gunasekara and Silva (2021) suggested that Tourist loyalty was determined by tourist satisfaction with the location, which is determined by the perceived experience quality. Furthermore, Domínguez-Quintero et al. (2020) noted that experience quality had a mediation effect on tourist satisfaction.

**Tourist Loyalty:** Sharma and Nayak (2020) mentioned Nayak tourism stakeholders that tourism staff of the quality takehol must be aware of ,ts experience quality since it ultimately influences tourist loyalty. Furthermore, they proved that tourist loyalty is determined by tourist satisfaction with the destination, which in turn is determined by perceived experience quality. However, Suhartanto et al. (2020) emphasized that experience quality has the greatest impact on tourist loyalty. In particular, they disclosed that the impact of experience quality on tourist loyalty was greatest in dark tourism.

Hence, based on the findings of cluster one Destination Image, Satisfaction, and Tourist Loyalty are related to Tourist Experience Quality. Thus, the theme of this cluster should be travel contentment.

#### 3.3.1.2. Perceived Performance – Green

The keywords identified in this cluster were Tourist Experience Quality, Perceived Value, and Perceived Risk. However, the researcher did not include Tourist Experience Quality in this cluster since the whole study relates to Tourist Experience Quality. As a result, the researcher explained the remaining two keywords (Perceived Value and Perceived Risk) with significant findings, as below.

**Perceived Value:** Sharma and Nayak (2020) mentioned that experience quality has direct and indirect impacts on tourist loyalty via perceived value. Moreover, they emphasized that perceived value was the most influential mediating factor. Ghorbanzade et al. (2019) mentioned that an increase in experience quality enhances the perceived value among tourists. Habibi and Ariffin (2019) disclosed a significant moderating effect of experience quality on perceived value in medical tourism. Further, Ghorbanzadeh et al. (2021) found that experience quality influenced behavioral intentions indirectly via Perceived Value. However, Kumar and Lata (2022) emphasized that both Tourist Experience Quality and Perceived Value were significantly related to Tourist Satisfaction. In particular, there was a significant impact of Tourist Experience Quality on Perceived Value.

**Perceived Risk:** Habibi and Ariffin (2019) mentioned that experience quality played a significant moderating role in the relationship between perceived risk and perceived value. In addition, Yin et al. (2023) disclosed that both Experience Quality and Perceived Risk moderate the impact of physical crowding on destination attractiveness. In particular, they emphasized that both Experience Quality and Perceived Risk are two elements that have received little attention from past researchers. Thus, according to the findings related to cluster two, Perceived Value and Perceived Risk are related to tourist experience quality. Hence, the term perceived performance should be the theme for this cluster.

#### 3.3.1.3. Future Travel Behaviors - Yellow

The only keyword identified under this cluster was behavioral intentions. However, the researcher explained the findings related to the abovementioned keywords below.

**Behavioral Intentions:** Cole and Scott (2004); Ghorbanzade et al. (2019) Riestyaningrum, Ferdaos, & Bayramov, (2020) mentioned that experience quality behavioral pact on behavioral intentions. Further, Ghorbanzade et al. (2019); Fakir and Miah (2021) suggested enhancing market-oriented service strategies to increase the level of experience quality since behavioral in good behavioral intentions such as revisiting intention and positive word of mouth. In addition, Mansour and Ariffin (2017) described that experience quality fully mediated the relationships between each of the two domains of hospitality (local hospitality and commercial hospitality) and behavioral intentions based on evidence from heritage cultural cities. Moreover, Ghorbanzadeh et al. (2021) found that experience quality indirectly impacts behavioral intentions via Destination Image, Tourist Satisfaction, and Perceived Value.

Accordingly, findings related to behavioral intentions in the cluster can suggest future travel behaviors as the theme for this cluster.

#### 3.3.1.4. Tourist Wellbeing- Blue

The keywords recognized in this cluster were authenticity and quality of life. As a result, the findings related to the two keywords mentioned above in this cluster can be described as follows.

**Authenticity:** Domínguez-Quintero et al. (2020) mentioned that experience quality had a moderating influence on authenticity based on a study of cultural tourist attractions. In addition, Huang, Chen, and Ramos (2023) described that authenticity significantly impacts experience quality. However, Domínguez-Quintero et al. (2021) emphasized that limited studies have been undertaken to measure the relationship between authenticity and experience quality.

**Quality of Life:** Luo et al. (2018) described that the tourist experience quality had an influence on leisure and non-leisure satisfaction and ultimately led to the quality of life of tourists. Moreover, Huang et al. (2023) described that experience quality in food tourism has a significant impact on the quality of life of tourists. However, they mentioned that studies that investigated the relationship between experience quality and quality of life were limited.

Thus, the findings related to this cluster suggest that tourist well-being is a suitable theme for this cluster.

## 4. Conclusion

### 4.1. Conclusion

This study was undertaken based on a Systematic Literature Review to synthesize the Tourist Experience Quality in the research papers published during 2002-2023. The primary objective of this study was to identify existing knowledge on tourist experience quality during 2002–2023, adhering to PRISMA guidelines. Thus, to achieve the research objective, the researcher used Biblioshiny and VOS viewer-based mathematical tools, which were designed to analyze the content and structure of papers. Accordingly, the objective of this research was achieved by finding four themes, including (01). Tourist Contentment (02). Perceived Performance (03). Future Travel Behaviors (04). Tourist Wellbeing. Furthermore, this study met most of the Systematic Literature Review requirements. In addition, the researcher identified a few studies in certain areas. In particular, the effects of authenticity and quality of life on the quality of experience.

### 4.2. Limitations

However, this study has a few limitations. Thus, the papers were downloaded from only four databases for this study. In addition, the researcher considered only empirical studies. Moreover, the researcher considered only journal papers for analysis in this study.

### 4.3. Suggestions

To further comprehend the significance of the findings of this study, future researchers can examine the most notable papers in the relevant literature contained in this study. Thus, researchers suggest conducting more studies on the authenticity and quality of life of quality of experience. This study provides a solid framework for tourism sector decision-making. Particularly, it aids in providing a more

comprehensive understanding of the aspects that influence tourist experiences by combining several viewpoints. Finally, this study will aid legislators, corporations, and academics in developing enhanced approaches, innovations, and service advancements, thereby improving the overall quality of tourist experiences.

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