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Abstract
Cultural tourism is the fastest growing segment of the tourism industry, because there is a trend toward an increased specialization among tourists. Most of the tourists who came to visit Cambodia were interested in Angkor sites, S-21 genocide museum site, and some other destination which the most preferred tourism experience. The purpose of this study is to investigate how tourists' perception what they satisfy while visiting S-21 museum. The 41-items survey questionnaire was developed to conduct a survey on tourist perception with 320 subjects in order to identify the relationship between tourists' cultural experience, perceived value, service quality and tourists' perception that can make tourist become destination loyalty
Structured methodologies were used in order to capture the richness of the destination perceptions (perceived cultural experience, perceived value and service quality) and loyalty construct. The result of SEM in this study indicated that service quality is positively related to perceive value, and perceived cultural experience, perceived value and service quality are positive related tourist perception which positive related to loyalty of the destination. Based on the results, several suggestions can be made to improve tourist perception and become loyalty of S-21 museum. First, comprehending what tourists seek at Cambodia dark tourism site attractions would help tourism marketers better understand their customers. Second, improve the level of perceived value and service quality which attributes satisfy tourist who visit the destination. These findings hope to help marketers and tourism authorities to emphasize the strengths in their promotion campaign and positioning strategies to the right target market.
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