



**SU ALTI DALIŞINA KATILAN TURİSTLERİN MOTİVASYON VE BEKLENTİLERİ:
BEKLENTİLERİNİN KARŞILANMA DÜZEYİNE YÖNELİK BİR İNCELEME (MOTIVATIONS
AND EXPECTATIONS OF TOURISTS PARTICIPATING IN SCUBA DIVING: AN EXAMINATION
OF THE LEVEL OF EXPECTATION FULFILMENT)**

Emine YILMAZ^{1*} (orcid.org/ 0000-0002-7310-5300)¹Muğla Sıtkı Koçman Üniversitesi, Turizm Fakültesi, Turizm İşletmeciliği Bölümü, Muğla, Türkiye

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Suphattra Sangthong

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Scuba Tourist Motivations in Coastal and Marine Destinations

Authors Suphattra Sangthong, Kanyapat Pattanapokinsakul, Nimit Soonsan

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Description Marine and coastal tourism, which accounts for 50% of all global tourism, attracts many tourists to participate in various activities such as swimming, surfing, sunbathing, and other coastal recreation activities. This study examines the dimensions of scuba diving motivations that influence satisfaction and revisits intention in marine and coastal tourism. A quantitative survey of 408 international tourists was conducted in three popular coastal provinces in Thailand (Phuket, Phang-Nga, and Krabi), employing structural equation modelling to analyze the relationships between scuba diving motivation dimensions, satisfaction and revisiting intention. The findings revealed that three motivation dimensions—tourism and diving offerings, ancillary attributes, and unspoiled diving destinations—primarily influenced satisfaction. Additionally, these three factors significantly predict the revisiting intention. This study contributes to the ...

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