



## Unlocking Scotland's Tourism Potential: How Perceived Value Drives Traveler Satisfaction and Visit Intentions

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### **Abstract**

This study explores the critical factors influencing traveller satisfaction and visit intentions to Scotland's renowned tourism destinations, focusing on perceived value dimensions: conditional, emotional, functional, social, and epistemic. As Scotland's tourism sector shows promising recovery post-pandemic, understanding the drivers of visitor behaviour is essential for leveraging its economic potential. By applying the Consumption Value Theory, this research addresses key gaps in existing literature, offering a detailed analysis of how perceived value dimensions influence satisfaction and the likelihood of revisiting. Data were collected from 267 tourists visiting major destinations such as Edinburgh, Glasgow, and the Highlands and analysed using Smart-PLS software. Findings suggest that enhancing these value dimensions can significantly boost satisfaction and revisit intentions. Practical recommendations include leveraging Scotland's distinctive experiential offerings, optimising resource use, and integrating social media influencers into marketing strategies. The study provides valuable insights for improving service quality and fostering economic growth through increased visitor satisfaction and visit intentions.

**Keywords:** *Perceived Value; Emotional Value; Functional Value; Traveller Intention; Social Value; Conditional Value*

### **Introduction**

The global tourism sector continues to navigate challenges following the COVID-19 pandemic, which significantly impacted international travel. In 2022, global tourist arrivals reached 960 million, a marked decline from pre-pandemic levels of 2.4 billion (UNWTO, 2023; World Bank, 2023). Despite this, Scotland's tourism industry is rebounding. Prior to the pandemic, tourism accounted for 7% of national GDP, employing one in twelve individuals (Scottish Government, 2018; VisitScotland, 2019). In 2019, Scotland recorded a decade-high in overnight stays, reinforcing its status as a premier travel destination (VisitScotland, 2019). Although visitor numbers remain below pre-pandemic levels, overnight stays have increased by 9%, with 3.2 million international visitors generating 29.7 million bed nights and £3.15 billion in expenditure (International Visitor Survey, 2022). Recognising tourism's economic significance, the Scottish Government prioritises it as a key driver of wealth, employment, and global reputation (Scottish Government, 2023). Aligning with the Scotland Outlook 2030 strategy, there is an urgent need to explore visitor satisfaction and decision-making factors to ensure sustainable growth.

Customer satisfaction is a recognised driver of loyalty and repeat visitation, forming the foundation of tourism marketing strategies (Adinegara et al., 2017). However, Traveller Perceived Value (TPV)—encompassing functional, emotional, social, epistemic, and conditional dimensions—remains underexplored in shaping satisfaction and visit intentions (Sánchez-Fernández & Iniesta-Bonillo, 2016). This study addresses this gap by investigating the relationship between TPV, satisfaction, and revisit intentions. Scotland, with its rich natural, historical, and cultural attractions, consistently delivers immersive experiences that exceed visitor expectations (VisitScotland, 2021, 2023). Understanding how perceived value influences tourist behaviour provides crucial insights for destination management strategies.

Expanding on preliminary findings from the Consumer Behaviour in Tourism Symposium (CBTS) 2023 (Chaichi, Gladwell, & Peschken-Holt, 2023), this study employs a more extensive dataset, refined methodologies, and deeper theoretical analysis. Unlike the conference paper, which provided initial insights, this manuscript presents a comprehensive model supported by empirical evidence and rigorous statistical analysis. By examining TPV's influence on satisfaction and visit intentions, this study offers actionable recommendations for strengthening Scotland's tourism appeal, enhancing service quality, and fostering long-term visitor engagement.

## ***Literature Review***

As destinations like Scotland seek to recover and thrive post-pandemic, understanding the nuances of Traveller Perceived Value (TPV) is essential for creating visitor experiences that foster satisfaction and long-term engagement. This literature review explores existing research on TPV, its role in shaping travellers' experiences, and its strategic implications for the tourism industry.

### **Traveller Perceived Value (TPV) and Its Dimensions**

Traveller Perceived Value (TPV) is crucial in shaping consumer behaviour and competitiveness in tourism (Shen, Hui, & Chao, 2014). Despite its importance, the concept is defined differently across disciplines (Sánchez-Fernández & Iniesta-Bonillo, 2016). TPV directly influences customer satisfaction, loyalty, and revisit intentions, as travellers are more likely to return to destinations they perceive as offering higher value (Aulia, Sukati, & Sulaiman, 2016). This multidimensional construct includes tangible and intangible factors that shape visitor perceptions and decision-making (Zeithaml, 1988).

Several theoretical models explain TPV, including the Price-Quality Model, Trade-Off Model, Holbrook's Typology of Consumer Value, Value Hierarchy Model, and Consumption Value Theory. The Price-Quality Model (Dodds, Monroe, & Grewal, 1985) assumes higher prices indicate superior quality, though this oversimplifies decision-making (Chen & Hu, 2010). Zeithaml's Trade-Off Model (1988) emphasises price and quality but overlooks the emotional and intangible aspects of tourism (Waheed & Hassan, 2016). Holbrook's Typology (1999) expands TPV into economic, social, hedonic, and altruistic values but is limited in tourism applications due to its tangible focus (Aulia et al., 2016; Gallarza et al., 2017). Woodruff's Value Hierarchy Model segments value into attributes, consequences, and goals, yet lacks depth in explaining complex travel choices (Sánchez-Fernández & Iniesta-Bonillo, 2016).

Consumption Value Theory (Sheth et al., 1991a, 1991b) is one of the most comprehensive frameworks for analysing TPV. It identifies five dimensions functional, social, emotional, epistemic, and conditional which collectively shape visitor satisfaction and behaviour. Functional value includes tangible benefits like infrastructure and convenience (Denys & Mendes, 2014). Social value reflects interactions and group approval, influencing tourists' sense of belonging (Williams & Soutar, 2009). Emotional value, linked to enjoyment and positive memories, is a primary motivator for travel choices (Denys & Mendes,

2014). Epistemic value drives curiosity and novelty-seeking behaviour, attracting travellers to unique experiences (Phau et al., 2014). Conditional value depends on external circumstances like promotions, seasonality, and travel purpose.

Studies affirm the impact of these dimensions on tourist satisfaction and destination selection. Emotional and epistemic values are particularly influential, with emotional value often ranked as the most decisive factor in tourism satisfaction (Denys & Mendes, 2014; Phau et al., 2014). TPV also correlates with behavioural outcomes such as word-of-mouth recommendations and revisit intentions, reinforcing its relevance in tourism marketing (Chen & Chen, 2010; Wang & Hsu, 2010). Research continues to validate Consumption Value Theory as a robust model, with evidence supporting its influence on satisfaction, loyalty, and return visits (Song et al., 2014; Hettiarachchi & Lakmal, 2018; Waheed & Hassan, 2016).

**Functional Value** remains integral to travel decisions, as it encompasses quality, convenience, and affordability (Hettiarachchi & Lakmal, 2018; Sheth et al., 1991a). While functionality is essential, research suggests that **emotional and social aspects** significantly enhance satisfaction. Quality improves perceived value, but price effects vary as consumers balance affordability with service expectations (Jiang & Kim, 2015; Sweeney & Soutar, 2001). In hospitality, service convenience influences satisfaction, with personalised services in boutique hotels playing a key role (Amin et al., 2013).

**Emotional Value** is another critical determinant, as experiences that evoke relaxation, enjoyment, and happiness foster engagement and loyalty (Yuan & Wu, 2008; Lee, Lee, & Choi, 2010). In hospitality, interactions with service providers often outweigh physical service attributes in shaping satisfaction (Ariffin, 2013; Yuan & Wu, 2008). Memorable experiences encourage repeat visits and positive word-of-mouth promotion (Huang, Shen, & Choi, 2015), reinforcing the role of emotions in travel behaviour (Westbrook & Oliver, 1991; Song et al., 2014).

**Social Value** captures the benefits travellers gain from social interactions and status associations. Beyond functionality, it encompasses cultural influences, self-image, and identity expression (Williams & Soutar, 2009; Sheth et al., 1991b). Meaningful travel interactions enhance satisfaction and encourage repeat visits (Chen, Prebensen, & Muzaffer, 2016). Businesses and destinations can leverage social value by designing engaging, community-based experiences that strengthen visitor loyalty (Waheed & Hassan, 2016).

**Epistemic Value**, linked to curiosity and novelty-seeking, is particularly relevant for travellers prioritising unique experiences (Williams & Soutar, 2009). It is realised through opportunities for learning, cultural exploration, and adventure (Sheth et al., 1991a; Waheed & Hassan, 2016). Research confirms that epistemic value significantly influences motivation, with new cultural, culinary, and activity-based experiences boosting satisfaction and revisit intentions (Mason & Paggiaro, 2012; Phau, Quintal, & Shanka, 2014). In **ecotourism**, epistemic value is especially impactful, as visitors seek educational and immersive experiences that foster environmental and cultural understanding (Jamroz & Lawonk, 2017).

**Conditional Value**, the final dimension, depends on external factors such as budget, seasonality, and trip purpose (Sheth et al., 1991). **Honeymooners** prioritise exclusivity and privacy within budget constraints (Lee et al., 2010), while **families** align travel plans with school holidays, balancing entertainment and education for children (Kelly, 2023). The rising demand for **wellness tourism**, including spa retreats and yoga experiences, highlights evolving travel preferences (Dodds, 2007). Recognising conditional value helps tourism providers tailor offerings to diverse traveller motivations (Pandža Bajš, 2015; Aulia et al., 2016).

Given TPV's critical role in satisfaction and behavioural intentions, further research is essential. A deeper understanding of its dimensions enables tourism managers to enhance visitor experiences, foster customer loyalty, and drive sustainable tourism development. By integrating these insights into strategic planning, destinations can create compelling tourism offerings that align with evolving traveller expectations.

### **Traveller Satisfaction and Visit Intention**

Traveller satisfaction is a critical focus in tourism research as it directly influences visitor experiences and future travel behaviour (Correia, Kozak, & Ferradeira, 2013; Hettiarachchi & Lakmal, 2018). It is generally defined as a traveller's evaluation of their experience, based on expectations and the quality of service received (Kotler & Keller, 2006). Satisfaction increases when experiences exceed expectations, highlighting the importance of service quality and destination appeal (Guntoro & Hui, 2013). Research indicates that both destination attributes and service quality significantly influence satisfaction, which, in turn, fosters loyalty (Alexandris, Kouthouris, & Meligdis, 2006). Higher satisfaction correlates with increased visitor retention, while dissatisfied travellers are less likely to return or recommend a destination (Bowen & Chen, 2001; Salleh et al., 2013).

The well-established relationship between satisfaction, revisit intentions, and word-of-mouth recommendations plays a pivotal role in destination marketing (Salleh et al., 2013; Yoon & Uysal, 2005; Kozak & Rimmington, 2016). Satisfied travellers are more likely to share positive experiences, strengthening a destination's reputation (Yoon & Uysal, 2005). Key satisfaction drivers include service quality, cleanliness, security, natural surroundings, and infrastructure (Zhan et al., 2018). Additionally, cultural attractions and emotional experiences further enhance satisfaction (Hui et al., 2007). Williams and Soutar (2009) emphasise the role of emotional engagement in shaping overall visitor satisfaction.

Perceived value strongly influences satisfaction and visit intentions, as tourists assess destinations based on functional, social, and emotional aspects (Caber et al., 2020; Sheth et al., 1991). In nature-based tourism, young travellers' perceptions of value impact satisfaction, word-of-mouth recommendations, and revisit intentions, as confirmed through structural equation modelling (Caber et al., 2020). Studies across different travel contexts further illustrate this relationship. For example, Carlson et al. (2016) found that group travellers assess satisfaction through social, hedonic, monetary, and functional dimensions, which mediate future visit intentions. Similarly, research on Asian cruise tourists demonstrated that both cognitive and affective components of perceived value influence satisfaction and behavioural intentions (Yi, Day, & Cai, 2014). The role of aesthetics and emotional engagement is also highlighted by Pandža Bajš (2015), who found that destination appeal enhances satisfaction and revisit decisions, while perceived costs have a less significant impact.

The interconnection between perceived value, satisfaction, and behavioural intentions aligns with the quality–value–satisfaction–loyalty model (Gallarza & Saura, 2006). Findings confirm that perceived value enhances satisfaction and predicts loyalty and return visits (Pandža Bajš, 2015). Given its critical implications for tourism marketing and destination management, further research is required to refine the relationships between value, satisfaction, and loyalty across diverse demographic and cultural contexts (Gallarza & Saura, 2006).

### **The Relevance of TPV in Tourism Development**

The role of TPV in post-pandemic tourism recovery and growth is increasingly significant. Destinations like Scotland must gain deeper insights into the functional, emotional, social, epistemic, and conditional dimensions of perceived value to create compelling visitor experiences. While previous studies have confirmed TPV's influence on satisfaction, loyalty, and visit intentions, there remains a gap in understanding how these dimensions interact within Scotland's tourism sector. This research aims to

integrate these aspects into a comprehensive framework to explore the complex relationships between perceived value, satisfaction, and behavioural intentions. By advancing theoretical understanding and offering actionable insights, this study seeks to aid destination marketers and tourism managers in enhancing visitor experiences, fostering long-term engagement, and promoting sustainable tourism development. Recognising how TPV influences satisfaction and loyalty enables tourism providers to design tailored experiences that align with evolving traveller expectations.

### **Framework of Study**

This study develops a framework to examine how Traveller Perceived Value (TPV) influences satisfaction and visit intentions, integrating five key dimensions: functional, emotional, social, epistemic, and conditional values. Functional value enhances satisfaction through quality and convenience, while emotional value fosters fulfilment and loyalty. Social value strengthens group affiliation, and epistemic value appeals to curiosity, driving revisit intentions. Conditional value, shaped by external factors, also impacts travel choices. By analysing these dimensions, the study offers insights for tourism providers and marketers to enhance visitor experiences, boost satisfaction, and encourage repeat visits, ultimately improving destination competitiveness. The framework demonstrated in figure 1.

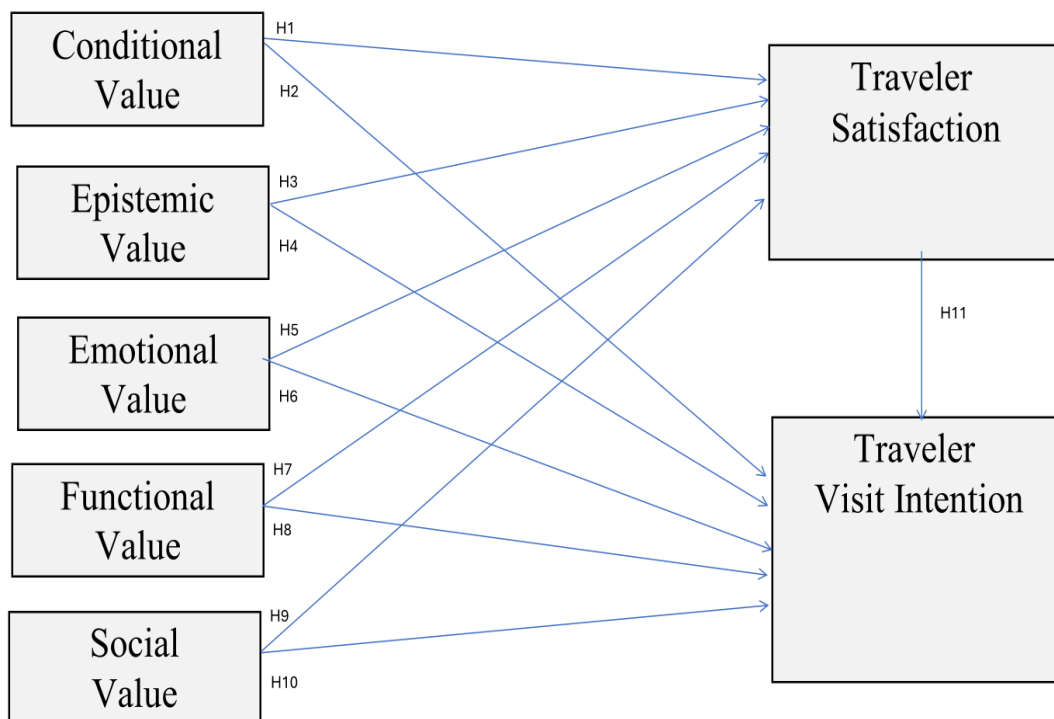


Figure 1: proposed framework

### **Research Methodology**

This study employed a quantitative research approach to collect and analyse data from tourists in Scotland. As outlined by Apuke (2017), quantitative methods use statistical techniques to address who, what, how much, where, when, and how. Research was conducted in Scotland's central belt, including Edinburgh, Glasgow, and key Highland destinations such as Loch Ness, Loch Lomond, and the West Highland region, recognised as major tourist attractions. A structured survey targeted 300 tourists, a

sample size appropriate for quantitative studies (Sekaran, 2001), using judgmental sampling to ensure responses from active travellers. SmartPLS software was used to analyse relationships between Traveller Perceived Value (TPV), satisfaction, and visit intentions.

### **Data Collection**

Data collection used on-site and online methods to ensure a diverse, representative sample. On-site surveys were conducted at key tourist destinations, where participants were approached, informed about the study, and provided consent. To extend reach, online distribution leveraged social media, tourism forums, and snowball sampling, where initial respondents shared the survey with others who had visited Scotland. Data collection spanned three to four months, ensuring comprehensive traveller representation.

The survey instrument (Appendix 1) was adapted from Kim, Woo, and Uysal (2015) and Koay and Leong (2023) to measure Traveller Perceived Value (TPV) across five dimensions: Conditional, Epistemic, Emotional, Functional, and Social Values. Additional items from Kim et al. (2015) assessed satisfaction and visit intention, providing a holistic view of travel decisions. Data analysis was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS for hypothesis testing.

### **Demographic Profile of Respondents**

Based on the data provided in the table 1, the typical traveller to Scotland is primarily male (54%) and single (58%). The majority fall within younger age groups, with 37% aged 18-29 and 33% aged 30-39, indicating a youthful demographic. In terms of nationality, a significant portion are Asian (34%), followed by Europeans (30%), Western nationals (17%), and Middle Eastern travellers (13%), with smaller representation from Africa (6%). Most travellers prefer exploring multiple locations, with 55% visiting Edinburgh, Glasgow, and/or the Highlands. This profile highlights Scotland's appeal to young, international, and culturally diverse visitors eager to experience multiple destinations.

Table 1: Respondent profile

Profile	Frequency	Percentage (%)
<b>Gender</b>		
Male	142	54%
Female	125	46%
<b>Marital Status</b>		
Sigel	157	58%
married	110	42%
<b>Age Group</b>		
18-29	99	37%
30-39	88	33%
40-49	70	26%
50 and above	10	4%
<b>Nationality</b>		
Asian	90	34%
Middle eastern	35	13%

Western	45	17%
European	80	30%
African	17	6%
Others	0	0
<b>Location</b>		
Edinburgh	65	24%
Glasgow	35	14%
Highlands	20	7%
All or two of the above	147	55%

## Data Analysis and Results and Finding

### Construct Reliability and Validity

Assessing the reliability and validity of constructs is essential for evaluating the measurement model's robustness (Hair et al., 2014). In this study, all constructs—Conditional Value (CV), Epistemic Value (EP), Emotional Value (EV), Functional Value (FV), Intention to Visit (INT), Social Value (SV), and Traveller Satisfaction (TS)—achieved Cronbach's alpha values above 0.7, indicating strong internal consistency. Additionally, composite reliability metrics ( $\rho_a$  and  $\rho_c$ ) exceeded the recommended 0.7 threshold, confirming reliability. Table 2 provides detailed results.

Table 2: Construct reliability and validity

Construct	Cronbach's alpha	Composite reliability ( $\rho_a$ )	Composite reliability ( $\rho_c$ )	Average variance extracted (AVE)
CV	0.854	0.900	0.902	0.702
EP	0.815	0.834	0.889	0.729
EV	0.774	0.794	0.868	0.686
FV	0.810	0.849	0.870	0.625
INT	0.770	0.824	0.868	0.691
SV	0.761	0.787	0.851	0.592
TS	0.925	0.926	0.953	0.870

### Discriminant Validity

Discriminant validity, assessed using the Fornell-Larcker criterion, confirmed that each construct is distinct. This criterion requires that the square root of each construct's AVE (diagonal values) exceeds its correlations with other constructs, ensuring higher variance within its own indicators (Hair et al., 2014). As shown in Table 3, results confirm construct distinctiveness, with correlations such as CV-EP (0.663), EP-EV (0.503), and FV-SV (0.536), demonstrating differentiation between Traveller Perceived Value (TPV) dimensions.

Table 3: Discriminant validity

	CV	EP	EV	FV	INT	SV	TS
<b>CV</b>							
<b>EP</b>	0.663						
<b>EV</b>	0.662	0.503					
<b>FV</b>	0.602	0.431	0.539				
<b>INT</b>	0.052	0.478	0.533	0.575			
<b>SV</b>	0.521	0.446	0.465	0.536	0.799		
<b>TS</b>	0.587	0.433	0.405	0.414	0.696	0.672	

### Model Explanation (R-Square Values)

R-square values measure how well independent variables explain variance in dependent variables. Table 5 shows that Intention to Visit (INT) has an R-square value of 0.843, meaning 84.3% of its variance is explained by the model, while Traveller Satisfaction (TS) at 0.680 indicates 68% variance explanation, demonstrating strong explanatory power. The model's robustness is supported by Cronbach's alpha, composite reliability, and AVE values, with discriminant validity confirmed via the Heterotrait-Monotrait (HTMT) ratio. Path coefficient analysis reveals several statistically significant relationships ( $p < 0.05$ ), offering insights into factors affecting traveller satisfaction and visit intentions, though some relationships require further investigation.

Table 4: R-square

	R-square	R-square adjusted
<b>INT</b>	0.847	0.843
<b>TS</b>	0.686	0.680

### Path Coefficient and Hypothesis Testing

Path coefficients measure the strength and direction of relationships between variables in the structural model. The statistical significance of these relationships is determined by p-values, where a value below 0.05 indicates significance (Hair et al., 2014). Table 4 outlines the path coefficients, offering insights into the interactions between constructs. Additionally, Figure 2 visually represents the model structure and corresponding significance levels.



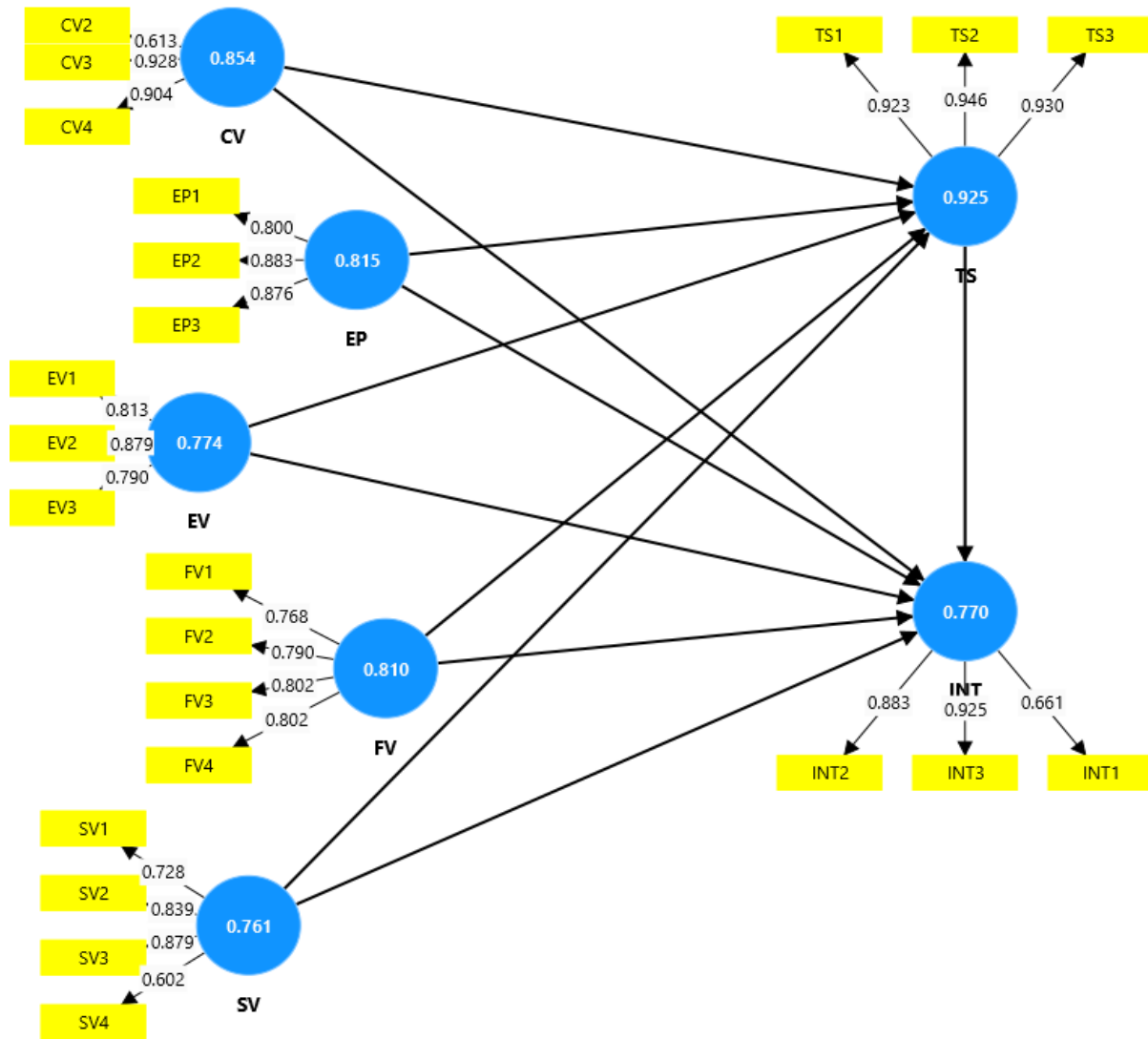


Figure 2: The analysis of structure with P values

Table 4: Path Coefficient, Mean, STDEV, T values, p values

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Hypothesis Acceptance
CV -> INT (H2)	0.605	0.607	0.060	10.044	0.000	Supported
CV -> TS (H1)	0.804	0.802	0.053	15.144	0.000	Supported
EP -> INT (H4)	-0.005	-0.005	0.039	0.125	0.901	Not supported
EP -> TS (H3)	0.205	0.202	0.064	3.174	0.002	Supported
EV -> INT (H4)	-0.051	-0.050	0.033	1.515	0.130	Not supported
EV -> TS (H5)	-0.117	-0.115	0.043	2.715	0.007	Supported
FV -> INT (H6)	0.026	0.027	0.032	0.834	0.404	Not supported
FV -> TS (H7)	-0.043	-0.042	0.049	0.892	0.372	Not supported
SV -> INT (H8)	0.030	0.029	0.040	0.747	0.455	Not supported
SV -> TS (H9)	-0.034	-0.030	0.060	0.568	0.570	Not supported
TS -> INT (H11)	0.352	0.350	0.054	6.570	0.000	Supported

## ***Discussion of Findings***

The results derived from the path coefficients provide valuable insights into the relationships between Traveller Perceived Value (TPV) dimensions, traveller satisfaction, and visit intention. The findings confirm that Conditional Value (CV), Epistemic Value (EP), Emotional Value (EV), and Traveller Satisfaction (TS) significantly influence Traveller Satisfaction and Intention to Visit (INT), with p-values below 0.05. This validates the strong impact of these dimensions on shaping visitor experiences and destination choices. However, Epistemic and Emotional Values did not directly influence visit intention, while Functional and Social Values did not significantly impact traveller satisfaction or visit intention, as their p-values exceeded 0.05.

Among the significant relationships, Conditional Value (CV) emerged as a strong predictor of traveller satisfaction (TS), with a path coefficient of 0.804 and a p-value of 0.000, reinforcing the role of flexible policies, discounts, and exclusive services in enhancing satisfaction (Pandža Bajš, 2015; Hassan, 2017). The strong association between CV and visit intention (INT), with a path coefficient of 0.605 and a p-value of 0.000, highlights the importance of conditional factors in motivating travel decisions.

Epistemic Value (EP) also exhibited a significant effect on traveller satisfaction (TS), with a path coefficient of 0.205 and a p-value of 0.002, confirming that novelty-seeking and unique experiences play a crucial role in enhancing satisfaction, consistent with previous studies (Hettiarachchi & Lakmal, 2018; Jamrozy & Lawonk, 2017; Williams & Soutar, 2009). Similarly, Emotional Value (EV) was found to have a notable impact on traveller satisfaction (TS), despite its negative path coefficient (-0.117, p-value 0.007). This suggests that while emotional engagement is crucial, it may manifest differently across travel experiences. These findings align with existing literature, which emphasises the role of enjoyment, emotional connection, and immersive experiences in influencing traveller satisfaction (Lee et al., 2010; Williams & Soutar, 2009; Yuan & Wu, 2008). Additionally, Traveller Satisfaction (TS) demonstrated a strong link to visit intention (INT), with a path coefficient of 0.352 and a p-value of 0.000, affirming that higher satisfaction levels contribute to increased revisit intentions and willingness to invest in the experience (Alegre & Cladera, 2019; Ali et al., 2016).

Conversely, several relationships were not supported, indicating that certain TPV dimensions may not directly influence traveller satisfaction or visit intention in this context. The findings suggest that Epistemic and Emotional Values do not have a direct effect on visit intention, implying that while novelty and emotional engagement enhance satisfaction, they may not be primary drivers for travel decisions. Similarly, Functional Value (FV) did not significantly impact traveller satisfaction or visit intention, and Social Value (SV) showed no meaningful influence on either variable. These results contrast with previous studies where social prestige and functional convenience were considered influential in shaping travel behaviour (Animashaun et al., 2016).

These findings highlight that while functional and social aspects are valued by travellers, they may not always play a decisive role in determining satisfaction or visit intention, depending on the travel context. This underscores the complexity of traveller motivations, suggesting the need for further exploration into contextual and demographic factors that may explain these variations. Overall, the results contribute to a deeper understanding of traveller behaviour, emphasising the importance of tailoring tourism offerings to meet travellers' diverse emotional, epistemic, and conditional needs effectively.

## **Theoretical Contribution and Practical Implication Based on Our Findings**

The application of Consumption Value Theory (Sheth et al., 1991a, 1991b) in this study provides a deeper understanding of how various value dimensions emotional, functional, social, conditional, and epistemic influence traveller satisfaction and visit intentions in the context of Scotland's tourism sector. The findings contribute to theoretical advancements by demonstrating that certain value dimensions,

particularly conditional and emotional values, play a more critical role in shaping traveller experiences than traditionally emphasised functional and social values. This challenges prior perspectives that placed greater weight on utilitarian and social aspects in tourism decision-making, suggesting a shift in traveller priorities towards experiential and emotional engagement.

The study positions conditional value as a fundamental factor influencing traveller satisfaction, moving beyond the traditional view that it is merely a situational modifier. The strong impact of conditional value highlights the importance of flexibility in booking options, promotional incentives, and adaptable travel policies, reinforcing recent perspectives that identify it as an independent determinant of satisfaction (Koay & Leong, 2023; Aulia et al., 2016). Additionally, the research underscores the significance of emotional value, aligning with prior studies that highlight the role of enjoyment, relaxation, and emotional connection in enhancing traveller experiences (Denys & Mendes, 2014). In contrast, functional and social values appear to play a limited role, suggesting that while basic functionality and social factors remain relevant, they are overshadowed by the demand for immersive and emotionally engaging travel experiences. This diverges from traditional theories that placed strong emphasis on functional convenience and social prestige in influencing travel behaviour (Animashaun et al., 2016; Eid, 2015).

From a practical perspective, the findings suggest that enhancing conditional and emotional values is crucial for improving traveller satisfaction and increasing visit intentions in Scotland. Providing flexible booking options, discounts, and tailored travel packages can enhance perceived value, encouraging repeat visits and positive word-of-mouth recommendations. Investments in digital infrastructure to simplify online reservations, refund policies, and customer service accessibility can further strengthen perceptions of conditional value. Additionally, the importance of emotional engagement highlights the need for destinations to design experiences that foster joy, excitement, and a sense of connection. Offering interactive cultural experiences, storytelling-driven tourism, and authentic local encounters can deepen travellers' emotional investment, making Scotland a more appealing and memorable destination.

The study also emphasises the growing role of epistemic value in attracting tourists seeking novel and unique experiences. Marketing efforts should focus on Scotland's rich cultural heritage, adventure tourism, and natural landscapes, balancing the appeal of discovery with assurances of comfort, safety, and accessibility. This approach broadens the destination's appeal to visitors who value both familiarity and exploration, making it attractive to a diverse range of travellers.

Interestingly, the findings suggest that functional and social values have a relatively weaker impact on traveller satisfaction and visit intentions in this context. While visitors still expect basic functionality and social opportunities, these factors are less influential compared to emotional and conditional drivers. This shift suggests that tourism strategies should move away from traditional emphasis on luxury amenities or social exclusivity and instead focus on fostering personal connections, cultural immersion, and emotionally engaging experiences. Rather than prioritising functional convenience or prestige, promoting community involvement, sustainable tourism initiatives, and immersive storytelling may prove more effective in appealing to contemporary travellers.

Policymakers and tourism stakeholders can support these efforts by investing in infrastructure that enhances flexibility, promoting policies that support local businesses in delivering authentic and culturally rich experiences, and developing marketing campaigns that highlight the emotional and exploratory aspects of travel. By aligning tourism offerings with travellers' emotional, epistemic, and conditional needs, Scotland can position itself as a destination that goes beyond fulfilling basic travel expectations to creating deeply engaging and memorable experiences.

By integrating Consumption Value Theory into the Scottish tourism context, this study refines the understanding of what drives traveller satisfaction and visit intentions. The findings provide actionable insights for tourism managers to develop strategies that align with evolving traveller preferences, supporting the long-term growth and sustainability of Scotland as a premier global travel destination.

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## Appendix 1: Survey

Variables	Authors	measurement scales
Conditional value	Koay, K. Y., & Leong, M. K. (2023)	<p>CV1: I would be more satisfied with a destination if there were flexible cancellation policies for services</p> <p>CV2: My intention to visit a destination would increase if there were more discounts available on local services,</p> <p>CV3: I would be more inclined to visit a destination that offers additional promotional benefits, making the visit more attractive</p> <p>CV4: I am more likely to visit a destination if it has innovative services, and exiting unique packages</p>
Epistemic Value	Koay, K. Y., & Leong, M. K. (2023)	<p>EP1: Visiting the destination makes me feel adventurous.</p> <p>EP2: Visiting the destination satisfies my curiosity about new places and cultures.</p> <p>EP3: Visiting the destination provides an authentic experience that I can't get elsewhere.</p>
Emotional Value	Koay, K. Y., & Leong, M. K. (2023)	<p>EV1: I feel good when I think about visiting the destination.</p> <p>EV2: When the destination offers effective services and experiences, I feel that it is focused on keeping me satisfied.</p> <p>EV3: I feel excited about the prospect of visiting the destination.</p>
Functional Value	Koay, K. Y., & Leong, M. K. (2023)	<p>FV1: The destination seems to functionally meet my expectations and needs well.</p> <p>FV2: My interactions with the destination's services and facilities seem clear and understandable.</p> <p>FV3: I find that visiting the destination would be easy and convenient.</p> <p>FV4: Learning about the destination and its offerings is straightforward and enjoyable.</p>
Social Value	Koay, K. Y., & Leong, M. K. (2023)	<p>SV1: Visiting the destination would enhance my reputation and create a favourable impression among others.</p> <p>SV2: The destination has a positive social image.</p> <p>SV3: Successful and knowledgeable people often visit or recommend this destination.</p> <p>SV4: Visiting the destination would add to my prestige and social standing.</p>
Intention to visit	Koay, K. Y., & Leong, M. K. (2023)	<p>INT1: I will visit this destination when planning my next trip.</p> <p>INT2: I am willing to choose this destination for my future travel plans.</p> <p>INT3: I am likely to visit this destination in the near future.</p>
Traveler satisfaction	Kim et al., 2015	<p>TS1: My overall evaluation of my most recent destination experience is positive</p> <p>TS2: My overall evaluation of my most recent tourism experience is favourable</p> <p>TS3: Overall, I felt satisfied upon my return from that trip</p>

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