

Determinants of Tourists' Revisit Intention in Domestic Tourism

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Abstract

This study is to examine the determinants of tourists' revisit intention focusing on behavioral and psychological factors. Many studies have found physical conditions affecting tourists' intention to revisit. The study examines the determinants of tourist's revisit intention in terms of tourists' psychological and behavioral elements such as satisfaction and motivation. The data used for the statistical analyses were from a survey targeting people living in Daegu and Pusan metropolitan cities and some cities of Gyeongsangbuk-do and Gyeongsangnam-do provinces in Korea. The study employs regression analysis to investigate the effect of satisfaction and motivations on tourists' revisit intention. As the results of OLS regression analysis, satisfaction, push and pull motivation are predictors of tourists' revisit intention. It shows that tourists' psychological and behavioral factors have a significant impact on tourists' revisit intention. The study suggests the implications for enhancing tourists' revisit intention by motivating tourists' psychological and behavioral needs.

Keywords: *Satisfaction, Push and Pull Motivation, Revisit Intention, Psychology and Behavior*

1. INTRODUCTION

Tourism in modern life is one of the most important economic activities in building national wealth and one of the most important social activities in enhancing the quality of life, personal development and prosperity, and well-being. The United Nations World Tourism Organization (UNWTO) defines tourism as a vital driver of socio-economic progress for creating jobs and enterprises, export revenues, and infrastructure development [1]. The use of the term 'tourism industry' seems to be more frequent than 'tourism' as tourism is recognized as a core industry that creates wealth. Tourism today represents one of the most pivotal components of the world economy. Some scholars put tourism in hospitality services applying theory relating to service, presenting tourism as a representative example of the service industry. Viewing the tourism industry as a tertiary service industry is only a narrow definition of the tourism industry that has the potential and sustainable possibility for economic development. Tourism today represents one of the most pivotal components of the world economy. Some scholars put tourism in hospitality services applying theory relating to service, presenting tourism as a representative example of the service industry. On the other hand, tourism has an anthropological-cultural aspect. Tourism has a linkage to the material and the mental world that gives allegory to human life, such as human beings and culture, human beings and place, and human beings and history. The tourism industry takes care of human mental-psychological aspects, not just focusing on material aspects.

Attracting tourists is the most important thing in maintaining economic growth through the tourism industry in a region or country and dependent on the increases in first-time and revisiting tourists. Repeat tourism is

less costly than reliance on first-time visitors, and thus the sustained growth of a destination's tourism sector relies greatly on tourists who repeat their visits [2]. Given the importance of repeat tourism, it is important to understand the antecedents of tourists' revisit intention. According to the existing studies, tourists' experiences and their satisfaction with a destination are major determinants of their intention to revisit the destination [3]. Despite the progress made in the understanding impacts of tourists' experiences and satisfaction with a destination on tourists' intention to revisit, there is still a need for a better comprehension of the attributes of tourist behavior that determine revisit intention.

Reviewing empirical literature, many studies tend to find physical conditions such as tourist attractions, tourism programs, facilities, and transportation convenience as the determinants of tourists' intention to revisit. These research results are likely to get criticized that tourists' psychological and behavioral causes that can play more important roles to revisit the destination are excluded in the determinants. There is a need for research to identify the determinants of tourist's revisit intention in terms of tourists' psychological and behavioral elements.

Tourism tends to be influenced by many factors, including physical, behavioral, psychological, and environmental factors, which means that the tourism industry is moving forward with a complex system consisting of many factors that can give impacts the inside and the outside. Visible factors such as physical and environmental factors are primary influences on revisit intention, and invisible factors such as behavioral and psychological factors are secondary influences. Even if the secondary factor has the time-lagging nature of the primary factor, the importance and value as determinants of tourists' revisit intention are the same as the primary factor. However, there is less empirical evidence on them. This study is to examine the determinants of tourists' revisit intention focusing on behavioral and psychological factors.

2. DETERMINANTS OF REVISIT INTENTION

Tourists' positive attitudes toward a destination are usually associated with positive behavioral intentions. Moreover, travelers' positive attitudes influence their intention to choose or revisit a destination [4]. Tourists' behavioral intentions can be divided into two main dimensions: intention to visit a destination for tourism and intention to recommend it [5]. Behavioral intention or future behavior or post-visit behavior is the judgment of the visitor about the probability of revisiting the same destination [6]. Tourists' intention to return to a destination is also determined by the extent to which they perceive that the attributes of a destination shall meet their needs [7]. Tourists' revisit intention which refers to their perceived likelihood of coming back to the same destination is a specific element of favorable post-consumption behavior and is key component of tourism loyalty [8].

Research examining tourist satisfaction has identified satisfaction as an antecedent of revisiting [9]. In particular, Chi and Qu that customer satisfaction has always been considered an essential business goal because it was assumed that satisfied customers would buy more [10]. Fornell suggests that the more customers were satisfied with services they received the greater would be their intention to engage in favorable behaviors with respect to their service providers and the less would be their intention to switch to alternative service providers [11]. Satisfied customers would be inclined to return to that destination.

Tourist satisfaction is a reaction or decision of tourists which follows emotion or cognition. In general, satisfaction describes the thinking, state, and thoughts emotionally after experiencing an opportunity [12]. Satisfaction is determined by gap factors such as social and psychological elements of individual tourists like expression, behavior, and needs and external environments such as weather conditions, and social group interactions [13]. Tourist satisfaction is a positive perception or that is developed by tourists by engaging in recreational activities and can be measured by a different degree of pleasure. Previous research supports a positive relationship between tourist satisfaction and intentions to revisit the destination [9].

Tourist motivation is the global integrating network of biological and cultural forces that gives value and direction to travel choices, behavior, and experience. Any motive that causes travel has been thought to fall

under the two universally accepted dimensions of motivations that are the highly inter-related push and pull factors. Push motives have been used for explaining the desire to travel for vacation while pull motives have been considered significant for explaining the destination choice of travelers. Dann explained the integration of both factors as push factors are the antecedents to that of pull factors [14]. The concept regarding push and pull dimension is that people travel due to the internal forces that pushed them and the external factors of the destination attributes, expectations, benefits, and travelers' perceptions that pulled them [15]. Push factors are widely understood as internal factors whereas, pull factors are features of the destination that attract travelers to choose a particular destination. Push and pull factors are two different decisions made by travelers at two separate points focusing on whether to travel or not and where to travel [16].

The effects of satisfaction on tourists' behavioral intentions were proven in studies conducted with different environs. The effect of satisfaction on tourists' future behavior has been confirmed in tourism experiences [17]. Push and pull motivations have a strong positive relationship with tourist behavioral intentions [18]. There are empirical findings that the relations between motivations and tourist behavioral intentions were left unsupported [19].

3. MEASUREMENT INSTRUMENT

This research aims to analyze relationships between satisfaction and motivation and tourists' revisit intention. This study focuses on multidimensional measures of the constructs.

This study used item measures of return intentions focusing on travelers' intention to return in the short and long term [20]. A 5-point Likert-type scale (1 = very unlikely, 5 = very likely) was used to measure return likelihood. "How likely are you to return to the destination for your next trip?", "How likely are you to return to the destination in the distant future?", and "How likely are you to release positive information on social media?"

This study measured travelers' satisfaction with their visit to the destination in accordance with previous research [20]. Satisfaction was operationalized using three variables-"How would you describe your satisfaction with amenity in that destination (1 = very unsatisfactory, 5 = very satisfactory)?", "How would you describe your satisfaction with attraction in that destination?", and "How would you describe your satisfaction with accessibility in that destination?"

This study used domestic tourists' push and pull motivations measured by the prior literature [21]. The items obtained were customized in accordance with the context of this study. The questionnaire was developed and measured by using a five-point Likert scale of agreement ranging from strongly disagree (1) to strongly agree (5) as applied by most prior studies. Push motivation was measured by four variables-"I have the aspiration to explore cultural resources", "I have the need to relax physically and mentally", "I have the demand to find thrills and excitement", and "I have the wish to experience new and different lifestyles". Pull motivation was measured by three variables-"The destinations have cultural heritage sites", "The destinations have festivals, events, and other outdoor activities", and "The destinations have beautiful beaches, waterfalls, lakes, and rivers/water bodies".

4. DATA ANALYSIS

The study is based on statistical analyses as an empirical research to test the effect of satisfaction and motivations on tourists' revisit intention. The data used for the statistical analyses were from a survey targeting people living in Daegu and Pusan metropolitan cities and some cities of Gyeongsangbuk-do and Gyeongsangnam-do provinces in Korea. The surveyors met the prospective respondents to conduct the survey through a random sampling. It was conducted for two months, March and April in 2021.

Sample data were collected from 387 respondents, giving a response rate of 92.4%. The demographics of the respondents are shown in Table 1. Respondents in the sample were between 19 and 68 years of age ($M = 42.5$ years), 54.3% were female, 60.6% were married, 99.1% had attained more than a college qualification, 96.5% like traveling, and 43.9% tend to go to sites with beaches, rivers and lakes as their favorite destinations.

Table 1. Demographics of respondents (N=387)

Gender	
1 = Male	45.7%
2 = Female	54.3%
Age	M = 42.5 years Minimum = 19 years, maximum = 68 years
Marital status	
1 = single, divorced, widowed	39.4%
2 = married	60.6%
Education	
1 = less than the level of high school	0.9%
2 = college	90.6%
3 = graduate school	8.5%
Travel preference	
1 = yes	96.5%
2 = no	3.5%
Favorite destination	
1= Sites with beaches, rivers, and lakes	43.9%
2= Sites with mountains	19.5%
3= Sites with history and cultural heritage	12.0%
4= Sites with festivals, events, and other outdoor activities	24.6%

As shown in Figure 1, the mean of satisfaction is 3.69, the minimum is 3.50, and the maximum is 3.90. The mean of push motivation is 3.44, the minimum is 2.76, and the maximum is 4.00. The mean of pull motivation is 3.43, the minimum is 2.65, and the maximum is 3.94. The mean of the revisit intention is 3.43, the minimum is 2.70, and the maximum is 3.91. While the distribution of satisfaction is the most stable, pull motivation and revisit intention are more scattered. The standard deviation of pull motivation is the highest, 0.437.

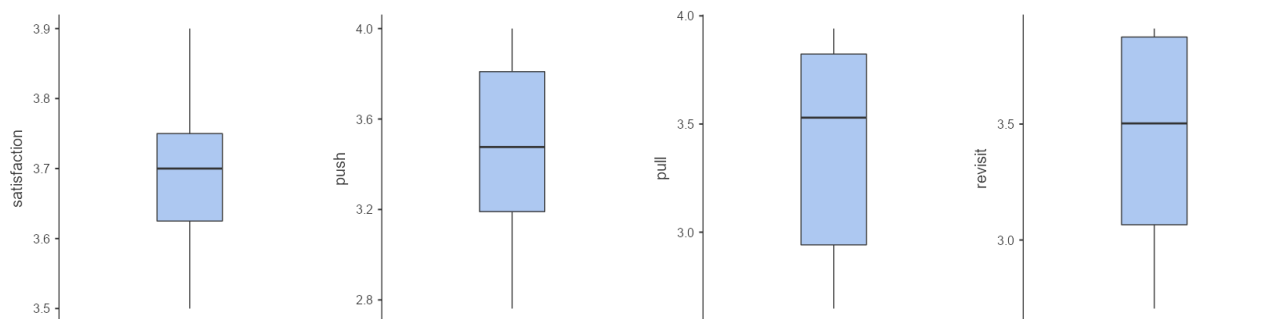


Figure 1. Box plot graphics of variables

A factor analysis was conducted to test the assumed conceptual differentiation between the individual variables used to construct each scales. Many of the items used to construct these scales were based on previous works. No overlap between the constructed scales is detected. All factor loading-values of these items are significant ($p < 0.01$) and all Squared Multiple Correlations-values are higher than 0.4. Cronbach alpha coefficients of each scale are reasonably reliable scales.

Table 2 shows the correlation coefficients between satisfaction, motivation, and tourists' revisit intention. In Table 2, it is seen that satisfaction ($r=.267$, $p<0.01$), push motivation ($r=.383$, $p<0.01$), and pull motivation ($r=.386$, $p<0.01$) are related to tourists' revisit intention.

Table 2. Relationships between satisfaction, motivation, and revisit intention

	Satisfaction	Motivation		Tourists' Revisit Intention
		Push	Pull	
Satisfaction	1.0			
Push	.172*	1.0		
Pull	.157*	.356*	1.0	
Revisit Intention	.267*	.383*	.386*	1.0

* $p<0.01$ (two-tailed test)

To isolate the impact of each variable on tourists' revisit intention, an OLS regression analysis was performed on the full sample. The results are presented in Table 3. These results show that satisfaction ($\beta = .295$, $p<0.01$), push motivation ($\beta = .301$, $p<0.01$), and pull motivation ($\beta = .351$, $p<0.01$) are predictors of tourists' revisit intention.

Table 3. OLS regression analysis of tourists' revisit intention

Variables	Coefficient	Standard Error	<i>t</i>	β
Satisfaction	.231	.062	3.694*	.295
Push Motivation	.253	.067	3.802*	.301
Pull Motivation	.303	.075	4.016*	.351
Constant	2.544			
R ²		.180		
Adjusted R ²		.172		

* $p<0.01$

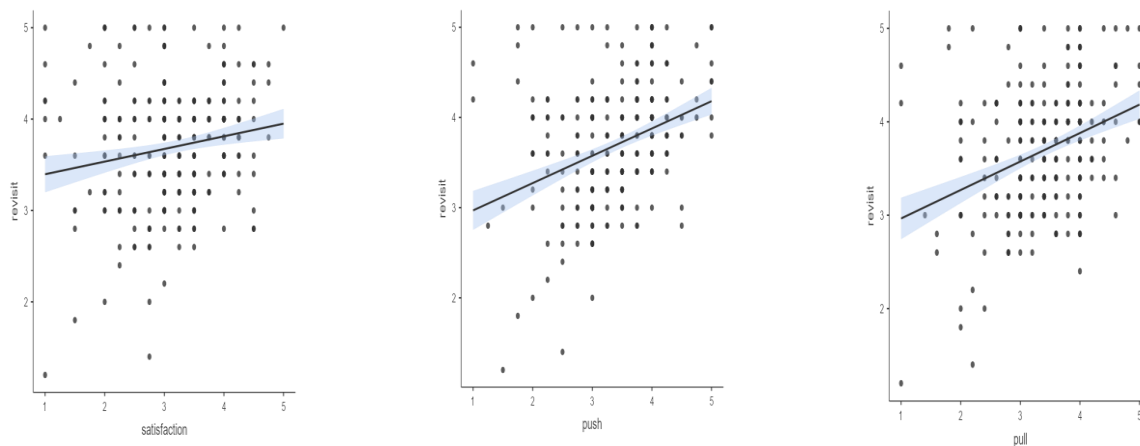


Figure 2. Regression lines

Figure 2 shows regression lines between satisfaction, motivation, and tourists' revisit intention. The regression line between satisfaction and tourists' revisit intentions shows a gentle straight line. On the other hand, the regression lines between motivation and tourists' revisit intention are rather steep compared to

satisfaction. Considering that the linearity between motivation and tourists' revisit intention, it means that motivation can play a more important role in tourists' revisit intention. The analysis results of this study show that tourists' psychological and behavioral factors have a significant impact on tourists' revisit intention.

5. DISCUSSION

This study is to examine the determinants of tourists' revisit intention focusing on behavioral and psychological factors such as satisfaction and motivation. As the results of OLS regression analysis, satisfaction, push and pull motivation are predictors of tourists' revisit intention. It shows that tourists' psychological and behavioral factors have a significant impact on tourists' revisit intention. In particular, it is clear that push and pull motivational factors of domestic tourists have higher impacts on tourists' revisit intention than satisfaction. Given the analytical results, to appeal to the behavioral-physiological forces of domestic travel, tourism managers and marketers should make strategies for enhancing those motivational components in their decision makings or tourism policy.

There are many factors such as physical factors for enlarging satisfaction and tourism programs that affect tourists' revisit intentions. Overseas traveling is likely to have a relatively higher preference than domestic traveling because it has stronger empathy, feelings, images, and admiration than domestic traveling. However, domestic traveling is less likely to revisit for lower motivation and satisfaction compared to overseas traveling. Given the lack of incentives or motivations to attract domestic travelers to revisit destinations, travel designers need to take note that psychological and behavioral strategies that stimulate travelers' motivation can be much more effective to let tourists revisit the destinations than strategies to increase tourists' satisfaction. According to the proposed behavioral model, it is observed that pull traveling motivation factor (attractions, accessibilities, and amenities) is the major determinant of domestic tourists' revisit intention. It makes sure that for higher revisit intention, tourism managers must focus on strategies like development and conservation of cultural and natural attractions; improvement of transportation facilities; development of various facilities and activities.

With regards to the relationships between satisfaction and motivation and tourists' revisit intention, the relationships with tourists' revisit intention are supported significantly. Satisfaction as the major indicator of tourists' post-visit behavior is still positive and significant. It is possible to conclude that satisfied domestic tourists with higher motivation are more likely to revisit the destination. From the conclusion, the study recommends testing that satisfaction can be mediated in relationships between travel motivations and tourist behavioral intentions.

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