

Conceptualization of Visitor's "Revisit Intention" in the Outdoor Recreation Field

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Abstract: *This research focuses on the Conceptualization of visitor's "revisit intention" in the outdoor recreation field. park-based tourism, it is crucial for differentiation along with a strategy to increase visitor numbers as well as levy emphasis on satisfaction and repeat visitation (Thapa & Lee, 2017). According to the National Botanic Gardens 2017 report, the number of visitors to the gardens increased to 2,837,554. Although there is a statistical analysis report on these cases, they do not find any evidence that they are a visit to the park or revisit intention. Therefore, there is a lack in the knowledge domain in terms of conceptualization and construct development for further imperial studies in the field. The field of outdoor recreation management has not developed empirical tools to measure the "revisit intention" with a particular concern in the Sri Lankan context. Therefore, this research fills the gap in terms of measurement of "revisit intention" in the field of outdoor recreation. The qualitative approach has been taken with thematic analysis method to answer the research question which along with the main objective. The content of each carefully selected 20 journal articles were coded based on the themes to identify the latent idea of the phenomenon. It has been used content and constructs validity method to confirm the item related to the factors. It was 12 items which were above the value of content validity of individual items (I-CVI) than 0.8 out of 10 items originally developed. Only 9 items were agreed by raters which were at a level of 1 in terms of I-CVI. Any researchers who have an interest in the field of outdoor recreation, they can use the conceptualized model which has 10 factors to measure the "revisit intention" in the outdoor recreation field with empirical validation.*

Keywords: revisit intention, revisit intention measurement model, revisit intention theory, content analysis

1. Introduction

Repeat visitors bring numerous benefits to destinations, such as less marketing cost (Shoemaker & Lewis, 1999), favorable word-of-mouth (Petrick, 2004; Reichheld & Sasser, 1990), longer stay (McKercher & Wong, 2004; Oppermann, 1998), and more spending in the tourism industry (Alegre & Juaneda, 2006; Croes, Shani, & Walls, 2010). How to attract existing visitors to return and establish a relationship with the destination has been one of the important goals of many destination-marketing organizations (Yoon & Uysal, 2005). Responding to the inquiry of the tourism industry, a large number of academic studies have been conducted in the last several decades to identify underlying factors that may influence the tourist revisit decision making (e.g., Alegre & Cladera, 2006; Assaker, Vinzi, & O'Connor, 2011; Gitelson & Crompton, 1984; Mason & Nassivera, 2013; Oppermann, 1998, 2000; Ryu, Bordelon, & Pearlman, 2013). According to the theory of reasoned action, "the immediate antecedent of any behavior is the intention to perform the behavior" (Ajzen & Madden, 1986, p. 454). The belief of intention-behavior consistency has been extended to the tourism area and many studies have investigated the antecedents of tourist revisit intention. (Huang, Cai, Yu, & Li, 2014). These factors include Perceived quality, Environment quality Satisfaction, motivation, ability, and monetary, Sense of area, Cognitive image, Place attachment, and experience.

According to the Sri Lankan context, 2012 report aims to create gardens in Sri Lanka "To become the scientifically and aesthetically finest Botanic Gardens in the Tropics by 2016, while conserving plants and contributing to the economic growth of the country" (Gardens, 2012). Hence, there are 24 local parks in different areas. A task that is consistent with this objective is the high standards at the National Botanic Gardens of Management and Development. Accordingly, the number of tourist arrivals to Sri Lanka's parks in 2012 was 2,191,486. (Gardens, 2012).

And Allowing to the National Botanic Gardens 2017 report of the Ministry of Sustainable Development, Wildlife and Regional Development, the number of visitors to the gardens increased to 2,837,554. Although there is a statistical analysis report on these cases, they do not find any evidence that they are a visit to the garden or revisit intention.

Therefore, there is a lack in the knowledge domain in terms of conceptualization and construct development for further imperial studies in the field. This research fills the gap in the knowledge domain in outdoor recreation management by answering the research problem called "How to conceptualize the concept of "revisit intention" in the park in Sri Lanka before confirming an empirical tool?"

This study uses Xi Y. Leung's MOA theory. The study applied the motivation, opportunity, and ability (MOA) theory and a concept of involvement in exploring travelers' behaviors in hotel social media pages. The measurement model specified five factors (constructs): motivation, ability, opportunity, involvement, and revisit intention. To test the model in every group (Facebook and Twitter), indicators were constrained to load simply on the factor it was designated to measure. This study incorporated the MOA theory with the involvement context.

For our empirical analysis, we use the content of each carefully selected 20 journal articles were coded based on the themes to identify the latent idea of the phenomenon. It has been used content and constructs validity method to confirm the item related to the factors. Any researchers who have an interest in the field of outdoor recreation, they can use the conceptualized model which has 13 factors to measure the "revisit intention" in the outdoor recreation field with empirical validation. Accordingly, we find the revisit intention model.

The findings of this research can be utilized for strategic management decision making in recreation management,

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especially important for garden managers and also researchers to design new impact model in the future.

In the conclusion section, this research mainly focuses to conceptualize the concept of “revisit intention” in the outdoor recreation field. before confirming an empirical tool. This is the answer to the question. This accomplished the objective and filled the gap of the research. The purpose of the research was to design the empirical tool. Here it will be fulfilled. These are the hypothesis of the research.

Next, we briefly review the literature on recreation measurement tools, the theoretical literature, and on the conceptualization of “revisit intention” in the outdoor recreation field. and empirical literature on conforming empirical tool. We then present the theoretical model, focusing on the model parameter which determines whether “revisit intention” in the garden. When then discuss the data and our empirical results. In the final section, we provide additional discussion and conclusion.

2. Literature Review

The revisit intention model is mainly identified in three stages. Therefore, the model of revisit intention related measurement model, revisit intention related theory and Revisit intention related measurement model in the park.

Çetinsöz’s study was to determine the risk level perceived by the tourists visiting Alanya County, Antalya, during their stay and to determine how their revisit intention is being affected. This study examined the views of 559 tourists visiting Alanya from July 2010 to August 2010. Petrick, Morais, and Norman (2001) state that the best estimation of future behavior and intent will directly correlate to the frequency of estimated behavioral intentions.(Çetinsöz & Ege, 2013)

And Nan Chen’s paper addresses this gap by examining travel purpose, destination image and revisit intention. Major differences were found among three attributes: accommodation facilities, historic/ cultural attractions, and sports facilities & activities. Results highlight the influential role that destination evaluation has on revisit intention.(Chen & Funk, 2010). But according to this research, there is no conceptual model.

Accordingly, in the research studies on the model, Leung’s study applied the motivation, opportunity, and ability (MOA) theory and the concept of involvement in exploring travelers’ behaviors in hotel social media pages. The results showed that travelers’ motivation and opportunity have positive relationships with their involvement in hotel social media pages, and travelers’ social media involvement positively impacts their revisit intention pages.(Leung & Bai, 2013)The measurement model specified five factors (constructs): motivation, ability, opportunity, involvement, and revisit intention.

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measurement model specified five factors (constructs): motivation, ability, opportunity, involvement, and revisit intention. To test the model in every group (Facebook and Twitter), indicators were constrained to load simply on the factor it was designated to measure. This study integrated the MOA theory with the involvement framework (Xi Y. Leung & Billy Bai 2013).

And Neuvonen’s study was to examine how the perceived quality of recreation services, with the intervening factors of place attachment, explain the future intention to revisit a national park region. In this study, place attachment was found to have considerable importance in explaining the intention of national park visitors to revisit.(Neuvonen, Pouta, & Sievänen, 2010). The model below is listed in figure 1.

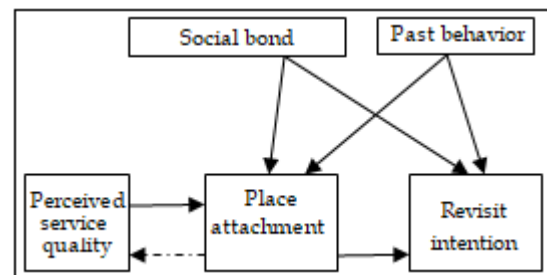


Figure 1: Theoretical Structural Model

And The impacts of gambling behavior and accommodation arrangement on the revisit intention of Chinese tourists have been largely ignored in a gambling destination. Hence, to comprehensively understand the aforementioned factors on the revisit intention of Chinese tourists to Macao, the Sunny Sun’s study adopted a three-step hierarchical regression analysis. The major findings showed that compared with the impact of customer satisfaction, gambling behavior (e.g. gambling budget) has a greater impact on the revisit intention of Chinese tourists to Macao. (Sun, Law, & Fong, 2018). But in the above research, the field of recreation has not been researched for a park.

Wei-Li Hung’s study was to identify hypothesized relationships among creative experiences, memorability, and revisit intentions in creative tourism. The purposes of this study were to examine the relationships among the variables and to explore the mediating effects of memorability on creative experiences and revisit intention. The on-site survey with the self-administered questionnaire was conducted in pottery shops which provided DIY creative activities for visitors and in the old street of Yingge. (Hung, Lee, & Huang, 2016).

And Songyi Kim’s study explores the impacts of weather on tourist satisfaction and intention to revisit sites utilizing a survey of 1736 domestic tourists in South Korea. This study adds tourists’ perceived quality of weather to a path model that anticipates revisiting intention and was formerly based on the perceived quality of physical attributes and service, as well as tourist satisfaction. The results of this study show that the perceived quality of weather affects tourist satisfaction and revisit intention directly and indirectly and that it correlates with the perceived quality of physical

attributes and service.(Kim et al., 2017). This has not been researched in the park.

Hui-Min Song’s study examined the relationship between place attachment, golf tourism destination image, and revisit intention of golf tourists. Survey data from 218 tourists indicated that the destination image was positively related to placing attachment. Moreover, place attachment mediated the relationship between destination image and revisit intention.(Song, Kim, & Yim, 2017). The model below is listed in figure 2.

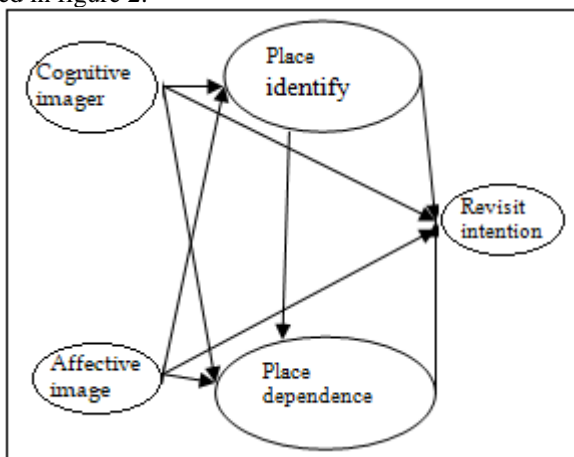


Figure 2: Conceptual Mode

Accordingly, Brijesh Thapa’s Research is limited with respect to park-based visitor experience and satisfaction in the southern Africa region, especially in Zambia. In this study, the relationships of service quality, value, satisfaction, and future intention to revisit Kafue National Park were explored.(Thapa & Lee, 2017). The model below is listed in figure 3.

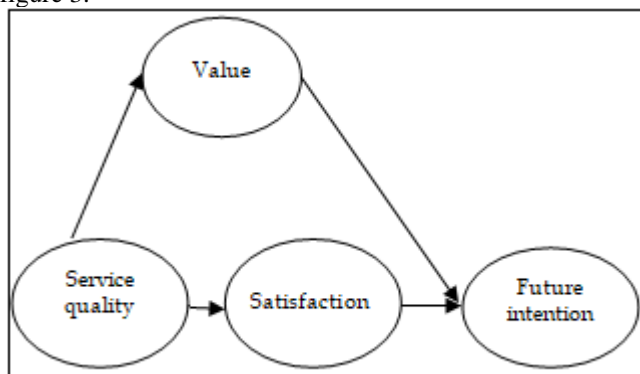


Figure 3: A conceptual model

This study empirically tested a model of service quality, value, satisfaction, and future intention in a park-based setting (KNP).

Here are the revisit intention measurement models in the recreation field. But Management in the field of outdoor recreation has no empirical tools were developed to measure the “revisit intention” with a particular concern in the Sri Lankan context. Therefore, this research fills the gap in terms of measurement of “revisit intention” in the field of outdoor recreation. So this research focuses to conceptualize a model to measure visitor’s “revisit intention” in the park.

3. Methodology

The qualitative approach has been taken with thematic analysis method to answer the research question which along with the main objective. Accordingly, the literature review has found the factors. It has been analyzed using qda miner software. Accordingly, content validity theory has confirmed to factors. Then the conceptual model is created. Hence the research focuses on these stages.

3.1 Research Design

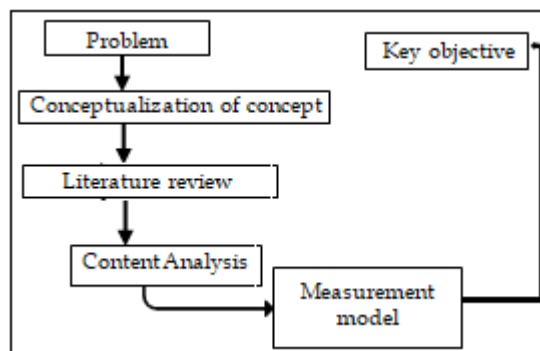


Figure 4: Research Design

Firstly, the researcher identified the research problem, and accordingly, the literature was examined to build the research concept.After that, the content was analyzed and accomplished specific objectives. As a result created a measurement model and finally,the key objective was achieved.

The qualitative approach has been done with thematic analysis to answer the research question. The content of each selected 20 journal articles was coded based on the themes to identify the latent idea of the phenomenon. The analysis of this research revealed the conceptualization of visitors “revisit intention” in the outdoor recreation field.The article was also done for collecting data. The Scopus database was used to select a prominent journal related to revisiting intention.Articles were selected to document by year (2015 to 2019), document per year by source, document by author, document by affiliations, by country and by subject area. Data analysis was based on the content validity theory and done by using QDA miner software

4. Data Analysis

In data analysis, the code is first used to identify factors using qda miner software. Here, the coding frequency, correspondence 3d map, Bubble charts, Heat map, 2D bible map, dendrogram, Frequency matrix yields the output of the content analysis. It creates the conceptual model after identifying the most important factors and factor groups.

4.1 Coding Frequency

	Count	% Codes	Cases	% Cases
revisit intention				
Perceived quality	20	9.9%	8	57.1%
Environment quality	14	6.9%	7	50.0%
Satisfaction	76	37.4%	13	92.9%
motivation	26	12.8%	8	57.1%
ability	9	4.4%	4	28.6%
sence of area	11	5.4%	5	35.7%
monetary	5	2.5%	1	7.1%
experience	27	13.3%	8	57.1%
involvement				
affective image				
cognitive image	4	2.0%	1	7.1%
place attachment	11	5.4%	4	28.6%

Figure 5: distribution of codes (frequency)

Here we aspect at how often codes are associated with different articles. Accordingly, the counts and codes percentages of various factors related to different articles in figure 5 are presented. It is also shown in Figure 6 on the chart. Accordingly, satisfaction is 37.4% and the factor showing the highest percentage of the article. Also, 2.0% percent less percentage forthe experience. In addition, the contributing percentages are as follows when coding different factors. Accordingly, Factors can be identified.

4.2 Coding By Variables

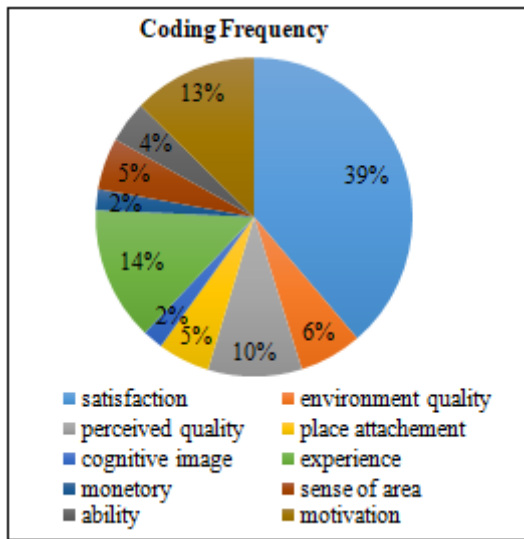


Figure 6: Coding Frequency

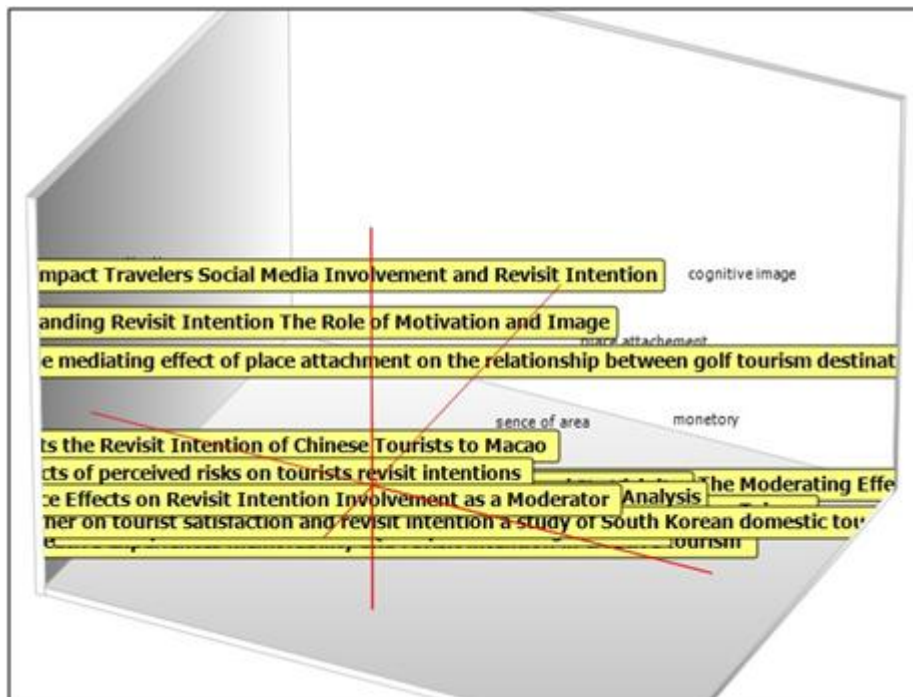


Figure 7: Column percent of the file

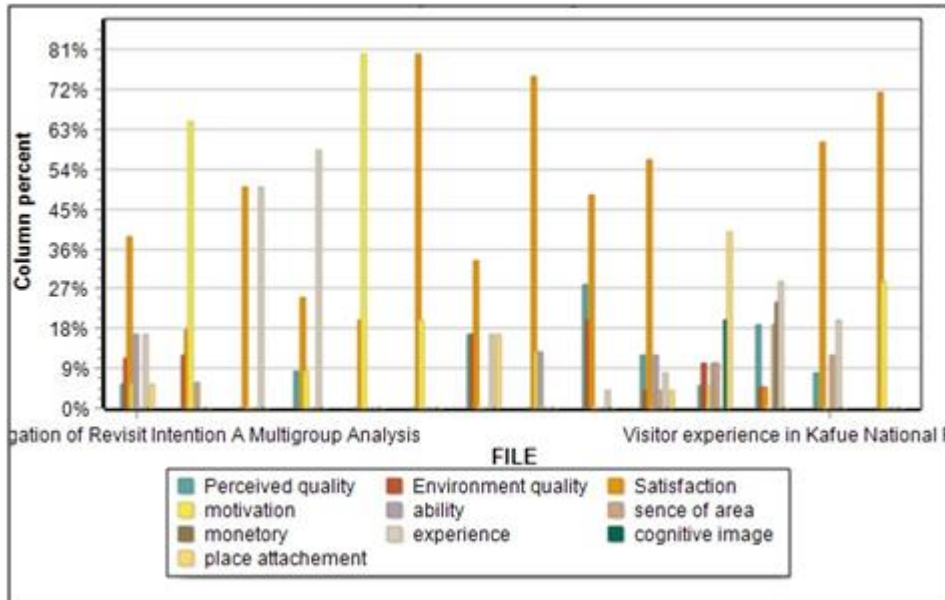


Figure 8: Correspondence 3d

Figure 8 shows how codes are derived from different articles. Accordingly, it shows the percentages. Correspondence analysis provides a very powerful way of identifying relationships between codes and variables. And

Bubble charts represent frequencies using circles of different diameters. Heat maps are another useful visualization technique. It is shown in figure 9.



Figure 9: Bubble Charts



Figure10: Heat Map

Relative frequencies are represented using brightness or shade of colors. Columns and rows are clustered, allowing

one to identify relationships between code and subgroups of individuals. It is shown in figure 10.

4.3 Code Sequences

the co-occurrence of codes. The dendrogram shows clusters of codes that tend to appear near each other. Malty dimensional scaling plots also represent graphically the proximity of codes either in 2d with frequency information or in 3d.

A= Perceived quality
 B = Perceived quality
 Freq of A= 20
 Freq of B = 20
 Expected Freq = 2.1
 B follows A = 2 (10.0%)
 A precedes B = 2 (10.0%)
 % of sequences = 9.5%
 Zvalue = -0.05
 P = .657

	Perceived quality	Environment quality	Satisfaction	motivation	ability	sence of area	monetary	experience	involvement	affective image	cognitive image	place attachment
Perceived quality	-0.1	0.48	0.98				2.09	0.13				-0.1
Environment quality	2.03	0.88	-0.5	-0		0.15		-0.8				0.15
Satisfaction	-0.4	0.18	2.51	-1.5	-0.3	-0.7	-0.7	-0.6				-0.7
motivation	-0.9	-0.5	-1.1	5.65		-0.2						-0.2
ability				1.12	-0.2						2	0.75
sence of area	1.08		0.17		0.88		1.54	0.62				
monetary	0.78	1.16				1.44		1.76				
experience	-0.2		-1.1		-0	1.62	0.58	3.95				-0.2
involvement												
affective image												
cognitive image						1.69	1.44			3.1		1.44
place attachment	-0.1	1.48	-1.9	-0.4	2.22	0.54				1.7	1.87	

Figure 11: Frequency Matrix

Codes occurring more often than expected are in green, while those appearing less often are in red. This examines

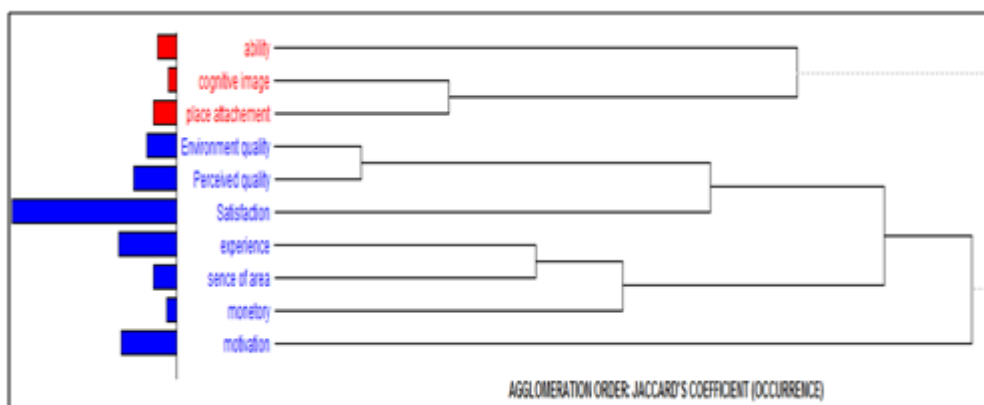


Figure12: dendrogram

4.4 Content Validity

“The degree to which an instrument has an appropriate sample of items for the construct being measured” (polit and beck, 2004).

This step entails confirmation by a specific number of experts, indicating that instrument items and the entire instrument have content validity. For this purpose, an expert panel is chosen.

The content validity of the instrument can be determined using the viewpoints of the panel of experts. This panel consists of content experts and lay experts. Lay experts are the potential research subjects and content experts are professionals who have research experience or work in the field. In qualitative content validity method, content experts and target group’s recommendations are adopted on observing grammar, using appropriate and correct words, applying correct and proper order of words in items and appropriate scoring. However, in the quantitative content validity method, confidence is maintained in selecting the most important and correct content in an instrument, which is quantified by content validity ratio (CVR).(Zamanzadeh et al., 2015).

To obtain content validity index for relevancy and clarity of each item (I-CVIs), the number of those judging the item as relevant otherwise clear (rating 3 or 4) was divided by the number of content experts but for relevancy, content validity index can be calculated both for item level (I-CVIs) and the scale-level (S-CVI). In item level, I-CVI is calculated as the number of experts giving a rating 3 or 4 to the relevancy of each item, divided by the total number of experts.

The I-CVI expresses the proportion of agreement on the relevancy of each item, which is between zero and one. The SCVI is defined as “the proportion of total items judged content valid”³ or “the proportion of items on an instrument that achieved a rating of 3 or 4 by the content experts”. Although instrument developers almost never give report what method have used to calculate the scale-level index of an instrument (S-CVI) .6. There are two methods for calculating it, one method requires universal agreement among experts (S-CVI/UA), but a less conservative method averages the item-level CVIs (S-CVI/Ave).(Zamanzadeh et al., 2015).

Table 2: The table added to the cover letter to guide experts for a scoring method

	Relevancy
1	Not relevant
2	somewhat relevant
3	Quite relevant
4	highly relevant

There is a 1 to 4 rating scale. 1 is not relevant, 2 is somewhat relevant, 3 is quite relevant and 4 is highly relevant. Then, judge, a rater has to appropriate is a score. Typically values let’s take care we have given the form is a deliberation.

Typically acceptable values

- 6 raters
- I-CVI acceptable values – 0.8
- SCVI/Ave of 0.80 and above
- Best way to conceptualize the as SCVI/Ave the average I-CVI value, because this puts the focus on average item quality.
- SCVI/UA conservative approaches, however very useful.

The most informative procedure is to compute the SCVI both ways and to the report both values. Scale to be judged as having superb content validity would be composed of the item with I-CVIs that meet. Lynn’s(1998) criteria (ICVI =1.00 WITH 3 to 5 experts and a minimum ICVI of .78 for 6to 10 experts) and it would have an SCVI/Ave of .90 or higher. The suggested standards may necessitate two round of expert review if the initial I-CVIs suggest the need for substantial item improvements, or if the reviewers identify aspects of the construct not adequately covered by the initial pool of items (polite and beck,2006).

5. Results, Findings, and Conclusion

In the second step and after selecting six content experts including the instrument developer experts (two people), recreation research experts (two people) and psychology experts (two people), an expert panel was created for making quantitative and qualitative judgments on instrument items. The panel members were requested thrice to judge on content validity ratio, content validity index, and instrument comprehensiveness.

5.1 Content Validity

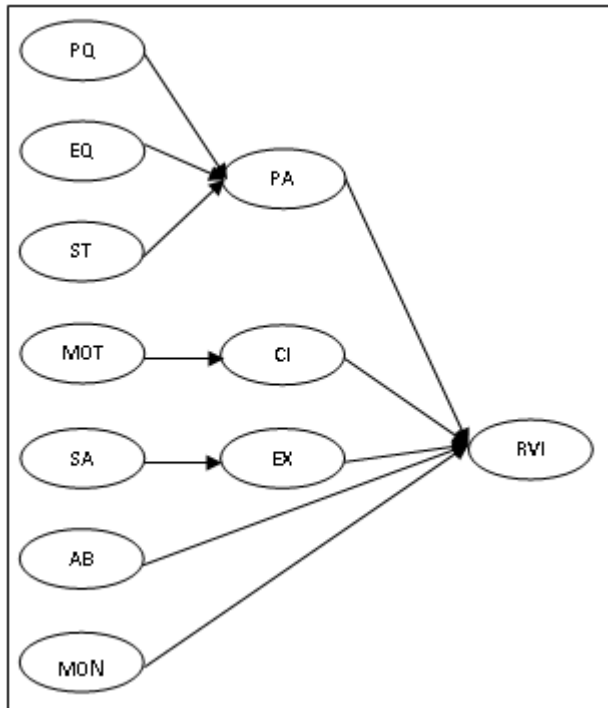
Table 3: Content validity table

Item description	rater1	rater2	rater3	rater4	rater5	rater6	number agreement	I-CVI
Perceived quality	4	4	3	4	3	4	6	1
Environment quality	4	3	4	4	4	4	6	1
Satisfaction	4	4	3	4	3	4	6	1
motivation	4	4	4	4	4	4	6	1
ability	3	4	3	4	4	4	6	1
sense of area	4	4	3	4	4	3	6	1
monetary	2	3	4	4	3	4	5	0.833333
place attachment	4	3	4	3	4	4	6	1
affective image	4	2	3	2	3	3	4	0.666667
involvement	2	4	3	3	3	2	4	0.666667
experience	4	4	4	4	3	4	6	1
cognitive image	4	4	4	4	4	4	6	1
							S-CVI/AvE	0.930556
							Total Agreement	9
							S-CVI/UVI	0.473684

We can calculate for the ravening item. If you look at this said that for 10 items 0.8 and above. This is a good item to be considered. The effective image and involvement values are 0.6. Therefore, they are unacceptable. Items other than 0.8 can be accepted. It has an S-CVI/AVE value of 0.93, which is good. The total agreement value is 9. Scvi/uvi around 0.47. That is 12 items. Only 9 items all the raters are agreed. Other words 3 items they have disagreed. This is basically the efficiency of the scale development process.

5.2 Conceptual Model

The following is the conceptual model that is created.



5.3 Abbreviations

Table 4: Abbreviations of a conceptual model

PQ	Perceived quality	PA	Place attachment
EQ	Environment quality	CI	Cognitive image
MOT	motivation	EX	experience
AB	ability	RVT	Revisit intention
SA	Sense of area	MON	monetary

Thought literature review researcher was able to identify the conceptualization model of repurchasing intention. The above model shows the outcome of the research and the findings of the research. These indicators are classified according to QDA miner software. Here, the factor satisfaction is the most influential factors for revisit intention. Other factors also influence revisit intention based on the above model. There are mediator factors here. They have placed attachment, cognitive image, and experience.

These findings reveal that several factors influence for revisit intention. According to that, the most influential factor is satisfaction. The factors that are quite influential are experience and motivation. The factors that are moderately influenced is perceived quality. The factors that are slightly moderately influenced are environment quality, place

attachment, sense of the area. The least affected factors are a cognitive image and monetary. This research mainly focuses on the Conceptualization of visitor’s “revisit intention” in the outdoor recreation field. This is the answer to the question. This accomplished the objective and filled the gap of the research. The purpose of the research was to design the empirical tool. Here it will be fulfilled. These are the hypothesis of the research.

Finally, the paper concludes with a suggestion for further research. Accordingly, revisit intention is a managerial decision. It is a symptom of psychological pleasure. This can be used to measure the conceptual model. But this model is not measured. Accordingly, this research suggests that further “How to measure revisit intention” in the outdoor recreation field, the best path for revisit purposes should be searched and what are the outdoor recreation consumption index.

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