

Overview of Research on Tourists' Intention to Revisit Destinations: A Bibliometric Analysis Utilizing the Scopus Database

Nguyen Ngoc Tam¹, Vo Thi Ngoc Thuy² & Le Van Hoa³

¹School of Hospitality and Tourism, Hue University, Vietnam; Sai Gon University, Vietnam

²Hoa Sen University, Vietnam

³School of Hospitality and Tourism, Hue University, Vietnam

E-mail: nntam@sgu.edu.vn

Abstract

The intention to revisit a destination is a crucial aspect of the tourism industry, not only generating financial benefits but also contributing to sustainable development and the quality of the tourist destination. Numerous experimental studies have delved into the factors influencing tourists' intention to revisit. However, no study has conducted a quantitative content analysis on this issue. Therefore, this article aims to offer an overview of research related to the intentions to revisit to a destination, including authors, journals, countries, factors influencing the intentions to revisit, and suggestions for further research. This article provides an overview of the intentions to revisit to a destination using a directory based on Scopus data statistically calculated from 1985 to 2024. Initially, 1673 publications were identified, with 1478 scientific articles written in English included in the analysis. The study employed quantitative content analysis supported by VOSviewer software in conjunction with MS Excel. The analysis results were synthesized into tables and visually represented through images.

Keywords: Bibliometric analysis, destination image, memorable tourism experience, revisit intention, tourist-resident interaction.

1. Introduction

The intention to revisit to a destination is an important aspect of the tourism industry, reflecting not only the attractiveness of the destination but also the potential for future economic development. It is a crucial factor for the sustainability and growth of the tourism destination. Tourists typically choose a destination to visit and evaluate whether their experience there influences their intentions to revisit. Baker & Compton (2000) define the intentions to revisit as a specific expression of destination loyalty, identified as the degree to which tourists intend to revisit the same destination or spend more time there in the future. In the competitive landscape of tourism destinations, understanding the factors that influence the intentions to revisit is crucial for marketing and destination management strategies. Encouraging repeat visitors can be more cost-effective and yield approximately five times more profit than attracting new customers (Hu & Xu, 2021).

From an overview perspective, the document shows that there have been numerous theories and

related research models built to examine the factors influencing tourists' intentions to revisit to their destination, with studies often approaching based on the theory of planned behavior (Abbasi et al., 2021; Han & Kim, 2010); satisfaction theory (Han & Hyun, 2015; Jang & Feng, 2007). Following the research stream, the antecedents of the intentions to revisit to the destination have been expanded, such as destination image (Afshardoost & Eshaghi, 2020a); memorable tourism experience (J.-H. Kim et al., 2012); trust (T. Kim et al., 2009); novelty (Jang & Feng, 2007); quality, price (Han & Hyun, 2015); travel motivation, past experience, behavioral attitude (Huang & Hsu, 2009); eco-friendly hotels (Han & Kim, 2010)...

2. Literature Review

The quantity of research documents on the intentions to revisit to a destination has seen significant growth. In this context, quantitative content analysis of directories proves very useful, providing opportunities to identify and explore the contributors (communities) to knowledge bases, examine the development of research topics in academic fields, as well as offer readers an overview of general research trends through network maps (Nielsen et al., 2023). In recent years, quantitative content analysis of directories has become increasingly popular due to access to scientific publication databases such as the Core Collection database of Web of Science (WoS) or Elsevier's Scopus; for example, Geng et al. (2024) utilized the software CiteSpace on data from the WoS Core Collection to analyze 1479 documents on the topic of "sustainable tourism" from 2000 to 2022; Choudhary and Datta (2024), based on 11 Scopus-indexed articles, used VOSviewer and advanced Excel to provide theoretical foundations and current trends in the field of green human resource management; Khanh (2019) used Scopus data with 4731 studies on "organizational culture" to conduct quantitative content analysis with the support of VOSviewer combined with MS Excel and Harzing's Publish and Perish software.

This article provides an overview of the intentions to revisit to a destination using a directory based on Scopus data statistically calculated from 1985 to 2024, with the purpose of (1) identifying the researchers, organizations, and countries/regions with the highest number of articles in the research field of intentions to revisit to a destination; (2) analyzing the network of keywords in the research; (3) top-cited articles related to "intentions to revisit." This aim is to help researchers grasp the general research trends and provide important insights into the development trends surrounding the topic of intentions to revisit. The article uses the Vosviewer visualization software to conduct a bibliometric analysis of the intentions to revisit to a destination from various perspectives.

Compared to other research methods in this field such as systematic document evaluation and synthesis analysis, the author's research has two advantages over other studies. Firstly, the results are visually presented in tables and figures for easy observation by researchers. Secondly, using VOSviewer software not only provides an overview of relevant keywords related to the topic but also comprehensively analyzes potential future research trends. Additionally, the article delves into factors influencing tourists' intention to revisit destinations. Based on these findings, trends in research, authors, countries, and primary references are

depicted along with the developmental history of the intention to revisit destinations. The conclusion of this article summarizes research findings, presents contributions to methodology and practice, while also noting some limitations.

3. Research Method

Data on tourists' intentions to revisit destinations is retrieved from the Scopus database. The author systematically reviews and evaluates data using a bibliometric measurement method. The publication data spans research from 1985 to 2024. This article follows the standard scientific research process, divided into four stages of analysis: (1) developing research questions; (2) selecting databases, keywords, and time scope; (3) data collection; and (4) presenting results and analyzing findings.

Bibliometric methodology. Bibliometric analysis involves effective data evaluation methods that combine mathematics, statistics, and linguistics (Donthu et al., 2021). It can help researchers understand the fundamental structure, hotspots of development, and growth models. By analyzing a significant amount of historical document data, it also sheds light on other research fields. Furthermore, this analysis technique focuses on comprehensive document research, integrating qualitative and quantitative analysis organically, overcoming limitations of traditional information analysis methods that cannot be quantified or repeated.

Directory analytics are essential for analyzing large-scale research documents and determining the development and research status of a field (Wang et al., 2023). There are various software tools for directory analytics such as VOSviewer, COOC, CiteNet, and CiteSpace, each with different advantages and disadvantages (Ding & Yang, 2022). This article utilizes VOSviewer software (<https://www.vosviewer.com>), developed by researchers Van Eck and Waltman from Leiden University, Netherlands. It is a visually intuitive software available for free, designed to map directories, replacing the widely-known Multidimensional Scaling (MDS) method (van Eck & Waltman, 2010). This tool facilitates the creation and visualization of data networks, allowing the analysis of components like journals, authors, and specific research studies.

Search strategy. The data used in this study was retrieved from the Scopus database (<https://www.scopus.com>). Many studies have compared reputable databases and found that Web of Science and Scopus produce equivalent and consistent bibliometric results. Scopus covers a wider range of publications and bibliometric measures (Archambault et al., 2009). Therefore, we selected relevant documents from the Scopus database for our research. To examine the overall research landscape of countries worldwide on the topic of revisit intention, the query ("revisit intention" OR "intention to revisit") was entered into the search field on the Scopus database.

To broaden the search scope, authors selected search terms including article titles, abstracts, and related keywords. From the query, a total of n=1673 publications were retrieved, including scientific articles, books, journals, conference papers, workshops, and whitepapers (retrieved on 04/6/2024).

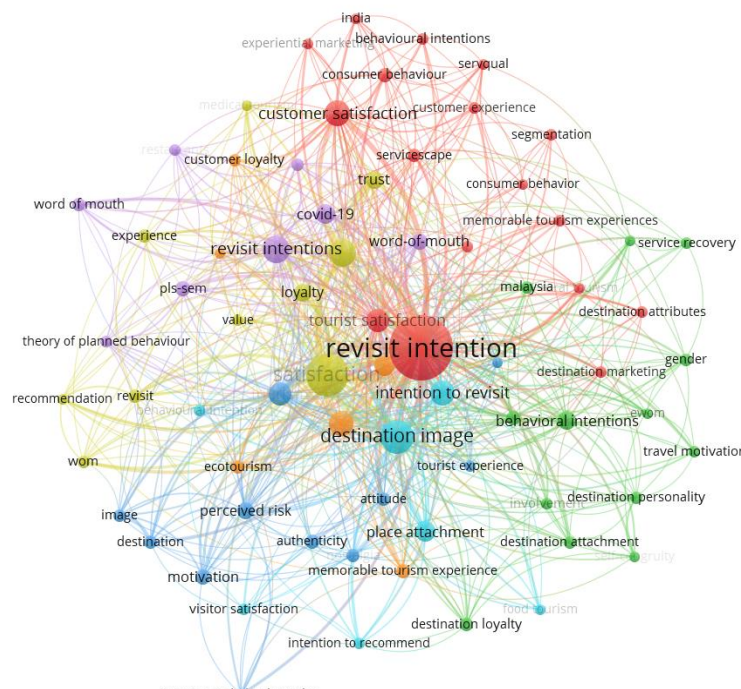
The authors used (i) Microsoft Excel 365 for frequency and percentage calculations of

published documents, to create relevant charts and graphs; (ii) VOSviewer (version 1.6.20) to generate and visualize bibliometric networks; excluding edited documents, duplicate materials; (iii) analyze factors influencing the revisit intention of tourists.

4. Finding and Discussion

Description of the document retrieval . A total of 1673 documents were identified from the Scopus database based on the type of document and source. Document types can be articles, conference papers, books, book chapters, letters, notes, conference proceedings, or data reviews. The majority of articles account for 89.89% (1503), followed by conference papers at 5.62% (94), then book chapters at 2.39% (40); and other document types at 2.09%. These results indicate that articles are the most common type of document. The authors conducted statistical analysis on various aspects of scientific articles. The majority of retrieved documents were published in English 1645 (98.33%), followed by Korean (0.90%), and other languages including Chinese, Spanish, Portuguese, Japanese...

Co-occurrence keyword analysis. Research by Donthu et al (Donthu et al., 2021) indicated that keywords are an expanded boundary of concepts related to the research topic, assuming that frequently appearing keywords often represent a research topic. Therefore, to understand the research topics related to the intention of revisiting the author's destination, keyword analysis of scientific articles was conducted. To conduct statistical analysis of keywords, the authors limited the documents to only include scientific articles n=1504; language "English" (n=1478), as English is widely used in the academic community; furthermore, conducting quantitative analysis of the directory using Vosviewer software would be easier if the documents were in the same language, English. The publication period ranged from 1985 to May 6, 2024. Figure 1 shows the keyword analysis results from 1478 articles using VOSviewer software, with a total of 3683 keywords. Common keywords that co-occur in the articles (minimum frequency = 10) create a network around the theme of "intentions to revisit." Each keyword is represented by a circle in Figure 1. The size of the circle reflects the frequency of the keyword; the larger the circle, the more frequent the appearance of the keyword, indicating more frequent discussion in scientific articles. Thinner connecting lines indicate a closer relationship between two keywords. Thicker lines imply a closer relationship; circles of the same color suggest a similar theme among studies within a cluster (Cancino et al., 2017).



Analysis unit = author keyword;
Counting method: Full counting;
Minimum number of occurrences of a keyword = 10;

Figure 1: Keywords analysis

Main keyword clusters: Cluster "revisit intention," this is the central keyword cluster with the largest size, indicating this is the main topic of the studies. Cluster "customer satisfaction"; destination image, these two keywords also have large sizes and are located near the center, showing important factors related to revisit intention.

Other keyword clusters. Red cluster: Includes keywords such as "revisit intention," "customer satisfaction," "tourist satisfaction," "word-of-mouth," "covid-19," "service quality," "destination loyalty." This cluster focuses on factors related to tourist satisfaction and service quality. The cluster of blue color: Includes keywords such as "place attachment", "memorable tourism experience", "tourist experience", "destination attachment". This cluster focuses on factors related to the experience and connection of tourists to the destination. The cluster of yellow color: Includes keywords such as "behavioral intentions", "tourist behavior", "consumer behavior", "intention to recommend". This cluster focuses on factors related to the behavior of tourists. The cluster of purple color: Includes keywords such as "word of mouth", "recommendation intention", "loyalty", "value". This cluster focuses on factors related to the value and loyalty of tourists.

The relationship between keywords. Relationships between keywords are shown through connecting lines. For example, "revisit intention" has a close relationship with "customer satisfaction", "destination image", and "tourist satisfaction". Keyword clusters intersect, indicating these factors do not exist independently but interact and influence each other. For

example, there is a relationship between "revisit intention", "destination image", and "memorable tourism experience". However, the results cannot conclude the influence of these relationships.

Publication trends. Increasing research activity Examining documents based on publication year helps researchers observe the scale of development and the popularity of the research topic over time. Overall, the annual publication rate is increasing, indicating that the topic of "intentions to revisit" is receiving more attention from the academic community. As shown in the chart, from 1985 to 2005, research on "intentions to revisit to the destination" was still in its early stages ($n \leq 5$). Remarkably, in the last 3 years, the number of studies on this topic has significantly increased. The highest productivity was observed in 2023, with a total of 286 documents, while the lowest productivity was at the beginning of the data collection period (1985, 1991, 2003), with only 1 published study. The number of articles is trending upwards recently, indicating that the "intentions to revisit" to the destination continues to attract interest from researchers worldwide

The top authors by number of articles. Based on the retrieval dataset, a total of 160 authors have published articles on "intentions to revisit to a destination" from 1985 to 2024; notable are authors who have made significant contributions in this field; leading the list is Kim Jong Hyeong from Sejong University, South Korea with 34 articles; followed by Ahn Jiseon, Hanyang University; Lee, Choong-ki, Kyung Hee University, South Korea all with 14 articles related to the topic. Monitoring the research results of these authors facilitates access to the advancements achieved in the study of "intentions to revisit".

The top countries in terms of publications. Research on the intentions to revisit to destinations has contributed to the publication of accessible documents from 1985 to 2024. The United States, South Korea, and China are the top three countries with the highest number of articles, demonstrating significant interest and investment in this field. The United States leads with 322 articles (21.79%), followed by South Korea with 245 (16.58%), and China with 189 (12.79%). Other countries/territories such as Malaysia, India, Taiwan, Indonesia, the United Kingdom, Australia, and Turkey also have a significant presence in research on the intentions to revisit to destinations. This reflects global interest in gaining a deeper understanding of tourist behavior intentions, which can lead to the development of more effective tourism strategies. Based on the dataset, Vietnam ranks 16th with 34 articles.

The top ten most cited publication. The top-cited articles related to the "intentions to revisit to a destination" from the Scopus database are presented in Table 2. These studies offer a profound insight into how various factors can influence tourists' intentions to revisit a specific destination. The research is published in top tourism and hospitality journals, with publication years ranging from 2000 to 2011. The most cited article was published in the Tourism Management journal in 2011, with a total of 718 citations.

Table 1. List of the top 10 cited articles

Author	Year	Title	Journal	Citations
Qu, Kim, and Im	2011	A model of destination branding: Integrating the concepts of the branding and destination image	Tourism Management	718
Han and Kim	2010	An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior	International Journal of Hospitality Management	643
Lee et al.	2010	Understanding how consumers view green hotels: How a hotel's green image can influence behavioural intentions	Journal of Sustainable Tourism	630
Kozak	2001	Repeaters' behavior at two distinct destinations	Annals of Tourism Research	599
Chew and Jahari	2014	Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan	Tourism Management	557
Namkung and Jang	2007	Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions	Journal of Hospitality & Tourism Research	541
Huang and Hsu(Huang & Hsu, 2009)	2009	Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention	Journal of Travel Research	525
Um, Chon, and Ro	2006	Antecedents of revisit intention	Annals of Tourism Research	520
Kim et al.	2009	The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels	Tourism Management	457
Jang and Feng	2007	Temporal destination revisit intention: The effects of novelty seeking and satisfaction	Tourism Management	426

Factors influencing the intention to revisit destinations. In the context of economic recovery post-Covid-19 pandemic, competition among tourist destinations is intensifying. Maintaining sustainable relationships with tourists and promoting the intention to revisit destinations are crucial goals of tourism development strategies. There are many factors affecting tourists' intention to revisit destinations as presented in Figure 1. However, to enhance the intention to revisit, it is noted that tourism managers and businesses must not only enhance the

attractiveness of the destination's image but also create and provide memorable travel experiences compared to other destinations to attract and retain tourists (Neuhofer et al., 2012; Pine & Gilmore, 1998). When travelers decide to travel and seek information to choose a destination, they often reflect on past experiences. In tourism, experiences are created through the interaction between tourists and the environment, including both physical and social aspects (Shi et al., 2023). While the physical aspect refers to the physical environment and characteristics of the destination, the social aspect suggests various social influences that may exist during the experience (e.g., interactions with residents). Based on these conclusions, in this section, the authors examine studies on destination image, memorable travel experiences, the interaction between tourists and residents influencing the intention to revisit destinations.

Destination Image. Destination image is a topic that is extensively studied in tourism literature. From the theoretical perspective of consumer behavior, most researchers consider destination image to be the overall perception, beliefs, ideas, and impressions of an individual about a particular destination (Crompton, 1979). Some studies have explored the development of theoretical frameworks and established a solid foundation for explaining the formation of images in the minds of tourists (Baloglu & McCleary, 1999; Gallarza et al., 2002; Tasci & Gartner, 2007). It is shown that the image of a destination, whether it is a country, city, or region, is highly subjective and arises from a combination of beliefs, impressions, ideas, and emotions.

Many studies have been conducted to examine the influence of destination image on the future behavioral intentions of tourists. Most of these studies focus on single attribute factors of destination image based on the cognitive aspect of tourists impacting behavioral intentions (Abbasi et al., 2021; Adam et al., 2023a; Afshardoost & Eshaghi, 2020b; Akgün et al., 2020a; Nazir et al., 2021).

In fact, starting from the unique resources of each destination, researchers often try to analyze and identify the distinct characteristics of the destination to determine the image factors that tourists consider as a unique advantage that the destination provides to satisfy tourists.

Depending on the objective and research strategy, scholars have various approaches in identifying the factors of destination image influencing the intention to revisit, including: comprehensive image approach consisting of three sets of continuous attributes; functional-psychological attributes, common-unique attributes, and general-unique attributes (Echtner & Ritchie, 1993); perception and emotion approach (Akgün et al., 2020a); or image approach based on cognitive perception (Nazir et al., 2021; Susanto et al., 2024).

Although the widely recognized destination image plays a significant role in shaping the behavioral intentions of tourists, this is assessed through various aspects from pre- to post-experience at the destination (Afshardoost & Eshaghi, 2020b). However, the impact of the destination image on tourists' intention to revisit in some cases faces conflicting results (Adam et al., 2023b; Akgün et al., 2020b; Alfaisaly et al., 2022), with some studies indicating positive effects and others showing no relationship (Kock et al., 2016; Mun et al., 2018; Pratt & Sparks, 2014; Whang et al., 2016). Studies also often focus on examining the discrete impact of each

component in the "destination image" on tourists' behavioral intentions.

Memorable Tourism Experience. Research by Dwyer & Kim (2003) indicates that to achieve a competitive advantage, a destination must ensure to provide superior tourism experiences compared to alternative destinations. Offering tourists memorable and valuable tourism experiences is often seen as key to building a competitive edge and differentiation for a tourism destination (J.-H. Kim, 2010; Pine & Gilmore, 1998). Kim et al are considered pioneering scholars in conducting research on the topic and proposed the definition of a memorable tourism experience as "a tourism experience that is remembered and positively reminisced after the event." (Kim et al. 2012 page 13). The primary focus of the literature in the exploratory phase concentrates on exploring the factors that make up a memorable tourism experience (Chandralal & Valenzuela, 2015; J.-H. Kim, 2010; J.-H. Kim et al., 2012; J.-H. Kim & Ritchie, 2014; Tung & Ritchie, 2011). Researchers conceptualize a memorable tourism experience as a complex structure consisting of multiple components. Kim et al identified seven aspects of a memorable tourism experience, including: hedonism, novelty, local culture, refreshment, meaning, participation, and knowledge (J.-H. Kim et al., 2012; J.-H. Kim & Ritchie, 2014). The components of a memorable tourism experience may also vary depending on the nature of the tourism activities. For example, Wong et al (Wong et al., 2019) pointed out that memorable experiences for tourists in ethnic tourism include factors such as landscapes, interactions with local ethnic people, and cultural entertainment. For tourists participating in creative tourism experiences (e.g., pottery making activities at a destination), detachment, a sense of achievement, learning, relaxation, and interaction ability are identified as components of those experiences (C. Wang et al., 2020).

Some studies emphasize the importance of memorable experiences in shaping the intentions to revisit to a destination. The contexts of these studies vary, including different types of tourism and cultures, with the most common being mass tourism to large destinations such as cities or territories. Examples include research on destinations like Taiwan (J. H. Kim, 2018), Huangshan City in China (Zhang et al., 2018), Rovaniemi City in Finland (Sthapit et al., 2021), or broader studies not focusing on specific destinations (Chandralal & Valenzuela, 2013a; J.-H. Kim, 2010). Additionally, some studies analyze specialized tourism forms like yoga tourism in India (Sharma & Nayak, 2019) or national park tourism in Spain (Bigne et al., 2020).

While most studies highlight the significant role of memorable travel experiences in influencing tourists' intentions to revisit, this relationship also depends on individual characteristics. Chandaral et al (Chandralal & Valenzuela, 2013b) shows that despite having memorable experiences, some tourists may not intend to revisit a destination, seeking novelty instead. By focusing on creating satisfying and memorable experiences, destinations can effectively impact tourists' behavior, encouraging them to return, fostering loyalty, and promoting sustainable tourism.

Tourist-resident interaction. The interaction between residents and tourists refers to the concept of "host and guest" by McNaughton (2006) in explaining the relationship between tourists and local residents at the destination, where the residents of tourist destinations, tourism business

groups are "hosts" and tourists participating in trips, sightseeing, and consumption are considered as "guests". This is the encounter, interaction between tourists and local residents, this interaction becomes an important part of the overall travel experience of tourists (Tabaeeian et al., 2023; Wong et al., 2019). More specifically, Tabaeeian et al (2023) defined that the interaction between tourists and residents is a social exchange process; where individuals exchange information, emotions, and communication experiences to develop relationships. This interaction can be seen as an exchange process, in which both parties involved can exchange benefits such as money, goods, services, knowledge, information, and even emotions and goodwill (Tabaeeian et al., 2023). In general, people often voluntarily engage in interactions with tourists, providing them with information about the destination, locals, local customs, and available activities in the area. However, residents do not always offer support, and interactions are not always kind and beneficial. Furthermore, unlike interactions between staff and guests in professional services, interactions between residents and tourists are not standardized: tourists' experiences may vary as residents' behavior can range from very friendly, attentive, and responsive to useless, unprofessional, and unresponsive (Wu et al., 2023).

Local residents are an essential part of a destination; there would be no cultural experience for tourists without the involvement of the local people (Wong et al., 2019). The hospitality of locals towards tourists is also seen as a crucial indicator in measuring the destination image of tourists (Echtner & Ritchie, 1993). Furthermore, local residents, being familiar with the destination, play an active role as guides introducing attractions and facilities, often considered as "destination ambassadors" (Stylidis, 2022) or engaging in co-creating value with tourists (Wu et al., 2023). Such interactions hold strong potential in tourism research, but so far, this interaction has only been used as a premise to explain the emotional bond with local residents (Jiang et al., 2022). Some studies examine the role of interaction between tourists and local residents in shaping the destination's image (Stylidis, 2022; Woosnam et al., 2020), impacting service quality perception (Tabaeeian et al., 2023), satisfaction (Choo & Petrick, 2014) and subsequently influencing tourists' intention to revisit.

5. Conclusion

This study provides an overview of the factors influencing tourists' intention to revisit destinations by analyzing data from the Scopus database from 1985 to 2024. Using VOSviewer software, the study identified researchers, organizations, and countries with the highest number of articles in this field, analyzed keyword networks, and determined top-cited articles. The results show that factors such as destination image, memorable tourism experiences, and interaction between tourists and local residents significantly influence tourists' intention to revisit destinations.

The main point of this article can be considered as evidence for researching a new field quickly and succinctly through bibliometric analysis. In this case, the concept of returns has been used as an example to illustrate that VOSviewer provides a very visual representation of the analysis results. Compared to just examining existing documents, this method not only shows the development of a topic, important authors are visually represented, but also predicts future

trends in this field.

This study has clarified the important role of factors such as destination image, memorable travel experiences, and interaction between tourists and local residents in shaping tourists' intention to revisit a destination. However, it is also noteworthy that the impact of these factors may vary depending on the individual characteristics of each tourist and the specific context of each destination. For example, some studies have shown that despite having memorable experiences, tourists still do not intend to return due to a desire to seek novelty.

Some limitations of this study include the fact that the data is restricted to the Scopus database and the research period is from 1985 to June 4, 2024. Future studies could broaden the data source and research timeframe for a more comprehensive perspective. Additionally, keyword analysis reveals the relationships between keyword clusters but does not determine the specific impacts of these relationships.

In conclusion, this study has made a significant contribution to a better understanding of the factors influencing tourists' intention to revisit destinations and provides a foundation for further research to develop sustainable tourism and enhance tourists' loyalty to destinations.

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