

Research Article

The Relationship of Destination Attributes, Memorable Tourism Experiences, Satisfaction, and Revisit Intention

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Abstract.

This paper is a systematic review of 20 previous articles that focuses on the relationship between destination attributes, memorable tourism experience, satisfaction, and revisit intention. This literature review includes journal articles that are relevant to the investigated keywords and research areas, published between 2013 and 2023. The main objective of this study is to present a comprehensive literature review focusing on destination attributes, memorable tourism experiences, satisfaction, and revisit intention. Through this review, a deeper understanding of the inter-relationships among these variables in the context of tourism can be achieved. The findings of this research have significant implications for the tourism industry and policymakers. By identifying key factors that influence tourist preferences, service providers can gain valuable insights into effectively managing tourism destinations, enhancing competitiveness, and boosting revenue. Furthermore, this literature review serves as a valuable reference for future research endeavors, offering valuable insights into exploring the intricate connections between destination attributes, memorable tourism experiences, satisfaction, and revisit intention. Future research is expected to further explore the role and contribution of stakeholders in creating environments and services that support a memorable tourism experience and increase revisit intention. In addition, future research can also investigate the relationship of these variables to various types of tourism.

Keywords: destination attributes, memorable tourism experience, satisfaction, revisit intention

1. Introduction

The tourism industry has emerged as one of the most rapidly expanding sectors. A report by the World Travel and Tourism Council (WTTC) indicates that in 2022, the travel and tourism sector accounted for 7,6% of the global GDP, reflecting a notable growth of 22% compared to 2021 and a mere 23% decline from the 2019 figures. Additionally, the report forecasts the creation of 22 million new jobs by 2022, marking a significant increase of 7,9% since 2021, and only 11,4% below the employment levels in 2019 [1]. These figures reflect the large role tourism plays in the global economy. According to [2] The tourism industry has created real change for millions of people

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by driving development or growth, generating large incomes, creating a variety of jobs, and reducing poverty among countries in various regions and international boundaries. Therefore, various regional units such as countries, cities, regions compete to attract tourists by trying to provide goods and services to tourists better than others [3].

One of the factors that can influence tourists in making a decision to determine the tourist destination to be visited is the attribute of the tourist spot. [4] revealed destination attributes as intangible and tangible attributes which are the core and attractiveness of a tourist destination that influence tourists to choose one tourist destination over another. Usually, tourists will compare the attributes of various destinations when choosing a tourist destination and they will choose a destination that has important attributes for them.

As competition between tourism destinations becomes more intense, it is widely acknowledged that these destinations must find ways to offer memorable tourism experiences to attract more visitors and gain a competitive advantage [5]. [6] also supports this idea, emphasizing that creating a memorable tourism experience not only helps differentiate destinations but also fosters engagement and loyalty, leading to more returning visitors

[7] highlight that memorable tourism experience brings various benefits to destinations, including a competitive edge and increased revenue. In line with this, [8] states in their research that tourist expectations significantly influence their behavior, decisions, and choices while at a destination. When these expectations are met, tourists experience positive emotions and satisfaction, leading to a higher likelihood of enjoying their trip and giving the destination a positive rating. In summary, providing memorable tourism experiences is essential for destinations to stand out in a competitive market, foster visitor loyalty, and ultimately reap economic benefits. Meeting and surpassing tourists' expectations play a crucial role in achieving these goals.

According to [9] many tourist destinations rely on revisit to maintain their business, revisit intention plays a vital role in determining the sustainable competitiveness of the tourism industry. This statement was reinforced by [10] who said that revisit intention plays an important role in contributing to business continuity and the development of the tourism industry, because returning tourists help save marketing costs and increase revenue. This statement is supported by [11] which suggests that the cost of retaining repeat visitors is generally lower than attracting new visitors. The purpose of this research is to:

Provides a comprehensive overview of the literature that has a special focus on destination attributes, memorable tourism experience, satisfaction and revisit intention.

By presenting this synthesis, this research contributes to a better understanding of the relationship of destination attributes, memorable tourism experience, satisfaction, and intention to revisit tourist destinations.

2. Material and Methods

A systematic review can be defined as a research approach and process that involves identifying and critically evaluating relevant studies, collecting and analyzing data from these studies, and aiming to identify all empirical evidence that meets predetermined criteria to address research questions or hypotheses [12]. [12] emphasizes that employing a transparent and methodical approach in reviewing articles and available evidence helps minimize bias, this yielding dependable findings. According to [13] systematization is important in the data collection stage and for the review stage, but it is even more important to explain and reviewing the review.

A search for relevant literature has been conducted by focusing on the relationship of destination attributes, memorable tourism experience, satisfaction, and revisit intentions variables published from 2013 to 2023. This research was conducted by utilizing international journal literature originating from Google Scholar. The results are presented in Table 1:

TABLE 1: Classification of Journals.

Journals	No. of articles
Journal of Hospitality and Tourism Research	1
Tourism and Environment, Social and Management Sciences	1
Journal of Vacation Marketing	3
International Journal of Environmental Research and Public Health	1
Tourism and Hospitality Management	1
Dusit Thani College Journal	1
International Journal of Tourism Research	1
Sustainability	3
International Journal of Spa and Wellness	1
Journal of Destination Marketing and Management	2
Malaysia Journal of Tourism, Hospitality and Culinary Arts	1
Tourism and Management Studies	1
Tourism Management Perspectives	1
African Journal of Hospitality, Tourism and Leisure	1
International Journal of Research in Business and Social Science	1
Total	20

2.1. Selection of articles

Articles selected for review should:

Focusing on the relationship of destination attributes, memorable tourism experience, satisfaction, and revisit intention.

The study of tourism.

Articles published in 2013 to 2023.

The articles chosen for the review were published in English and appeared in peer-reviewed journals, leading to the exclusion of conceptual articles, master's theses and doctoral dissertations, and government reports from the review.

3. Results and Discussion

3.1. Extraction of data

Article searches are based on relevant keywords, such as “destination attributes”, “memorable tourism experience”, “satisfaction”, and “revisit intention”. The search found 20 articles that matched this study. 3 articles for the relationship of destination attributes and memorable tourism experience, 5 articles for the relationship of destination attributes and satisfaction, 5 articles for the relationship of destination attributes and revisit intention, 7 articles for the relationship of memorable tourism experience and satisfaction, 13 articles for the relationship of memorable tourism experience and revisit intention, 12 articles for the relationship of satisfaction and revisit intention. The mapping of these variables can be seen in Table 2:

3.2. Synthesis of findings

Based on the review, studies conducted on various types of tourism around the world are presented in Table 3. However, 2 other researchers did not investigate specific types of tourism and were not included in the table:

3.3. Destination attributes

Each destination possesses distinct attributes that differentiate it from others. [15] define destination attributes as a combination of diverse elements that allure tourists to visit a particular destination. Similarly, [17] characterize destination attributes as a blend

TABLE 2: Mapping of Variables in Previous Research.

No	Researcher	Variable			
		Destination Attributes	MTE	Satisfaction	Revisit Intention
1.	[14]				
2.	[15]			-	
3.	[16]				-
4.	[17]		-		
5.	[18]		-		
6.	[19]		-		
7.	[20]	-			
8.	[21]	-			
9.	[22]	-			
10.	[8]	-			
11.	[23]	-			
12.	[11]	-		-	
13.	[24]	-		-	
14.	[25]	-		-	
15.	[10]	-		-	
16.	[26]	-		-	
17.	[27]	-		-	
18.	[28]	-	-		
19.	[29]	-	-		
20.	[30]	-	-		

TABLE 3: Researchers and Destination Type.

Researchers	Destination Type
[14, 19]	Honeymoon tourism
[8, 10, 15, 18, 30]	Natural tourism
[10, 16, 27]	Culture tourism
[17, 20]	Rural tourism
[21]	Yoga tourism
[22, 24]	Urban tourism
[23, 29]	Religious tourism
[11]	Health tourism
[28]	Event tourism

of various factors found in tourism destinations that attract travelers to choose these destinations. On the other hand, according to [31], destination attributes refer to the factors that influence a traveler’s decision to select one destination over another after the decision to travel has been made. Tourists are motivated by their needs and desires, leading them to decide “whether to go,” and subsequently, they are drawn towards

destination attributes to make decisions on “where to go” [31]. In addition, [32] revealed that to attract tourists, destination attributes are very important, namely the combination of various elements that influence visitors to come to a tour. According to [33], the destination attributes indicator consists of :

Attractions, encompassing natural attractions and human-made attractions or cultural attractions.

Accessibility, covering transportation both to and within a destination.

Amenities, describing all services that facilitate accommodation, gastronomy, or recreational activities.

Available packages, referring to the availability of bundled services to attract tourists to the unique features of a specific destination.

Activities, referring to the travel motives available within the destination, both active and passive.

Ancillary services, which are not primarily related to tourism.

3.4. Memorable tourism experience

When people recall enjoyable experiences, their memory processes play a significant role in shaping their future decision-making. Experience holds a crucial influence on memory formation, which remains the primary goal of the tourism industry [34]. Memory is recognized as one of the fundamental aspects of the tourist experience, as travelers heavily rely on past experiences when planning their next trip. However, it is only those experiences that leave a lasting impression in a person’s long-term memory that can truly influence their future behavior [8]. [21] define *memorable tourism experience* as those that area fondly remembered after the event has taken place. [35] found that the key to gaining profits lies in creating high-quality hedonic experiences, as crafting meaningful travel experiences can be a crucial factor in tourism marketing and customer retention. Nowadays, an increasing number of tourists consciously seek impressive and unique tourism experiences. This underscores the importance for marketers to pay close attention to creating memorable tourism experiences and enhancing the quality of interactions at every touchpoint. The indicators of memorable tourism experiences, according to [35], are as follows:

Hedonism refers to feelings of pleasure, fantasy, and happiness.

Novelty pertains to the inclination to seek new experiences and can be understood as tourists’ desire to explore something unique or novel while traveling.

Meaningfulness is defined as travel experiences that hold significant value.

Social interaction is defined as the desire to seek emotional connections when encountering local travel partners.

3.5. Satisfaction

Definition of tourist satisfaction according to [5] refers to the difference between initial expectations and perceptions after the travel experience. In line with this definition, [29] similarly characterizes satisfaction as a subjective perception formed through a positive evaluation of the comparison between perceptions, expectations, and actual experiences. [16] also conceptualize satisfaction as an outcome resulting from the comparison between tourists' expectations and their experiences in a destination. Indicators of satisfaction according to [36] are overall satisfaction, comparison with expectation, and comparison with ideal.

3.6. Revisit intention

Revisit intention plays an important role in contributing to business continuity and the development of the tourism industry [37]. The strategic aspect is that when tourists make return visits, this can reduce marketing and promotion spending, is considered very productive and significant for the tourism business, and is also considered a vital aspect for efficient destination marketing [29], plus tourism businesses prefer tourists who revisit destinations because they will continue to generate tourism business profits and contribute to income stabilization [10]. [38] divides revisit intention into three dimensions:

Short-term revisit intention is defined as the intention to revisit within a year.

Mid-term revisit intention is the intention to revisit within one to three years.

Long-term revisit intention is the intention to revisit after three years.

According to [39] there are several factors that are the reason tourists return to a destination, namely:

Repeat visits are thought to reduce the risk of an unpleasant experience. Their experience is limited to certain destinations and due to lack of information about the satisfactory attributes of other destinations, they want to return to destinations they have visited previously. This strategy eliminates the risk that the chosen alternative may not be as good as a known destination. Some people fear that if a new destination is visited, instead of providing a good experience, it will give a bad experience.

Tourists have an emotional bond with a particular destination.

Tourists go through several aspects on previous visits, because there are many attributes of previous destinations that have not been explored, due to limited time.

Return visits are made to introduce others to the satisfying experiences they had previously.

4. Conclusion

The stages in compiling a literature review consist of identifying problems, then continuing with searching and filtering literature, and then presenting theories that are relevant to the research topic being carried out, then, presenting a framework [40]. The literature review has been filtered, resulting in the collection of 20 relevant articles.

The results of the review show that there is a relationship of destination attributes, memorable tourism experience, satisfaction, and revisit intention. Some of the literature that has been studied contributes to providing a clear understanding of the characteristics associated with destination attributes, memorable tourism experience, satisfaction, and revisit intention which can be used as material for consideration for destination managers so they can pay attention to destination attributes as the attractiveness of a destination. So that visitor satisfaction can be realized and can create a memorable tourism experience so that visitors have an interest in visiting the destination again.

A study certainly has limitations, especially regarding the variables proposed in the study. The first limitation is that the research variables tend to focus on tourists and focus less on tourism service providers. The second limitation is that this study reveals that there are still few studies that focus on the relationship of destination attributes and memorable tourism experience.

Based on the research conducted, the suggestions that can be given to future researchers are to be able to disclose in more detail about the roles and contributions of stakeholders, such as destination managers, governments, and local communities in creating environments and services that support memorable tourism experiences and increase tourist return visits. In addition, future research can also investigate the relationship of destination attributes, memorable tourism experience, satisfaction, and revisit intentions for various types of tourism because each type of tourism has different characteristics and unique aspects. Thus, it can provide a more inclusive view of the extent to which destination attributes contribute to creating a memorable tourism experience and satisfaction so as to increase tourist return visits to various types of tourism destinations. It is hoped that future research can also use survey methods or interviews

with tourists to collect data on their level of satisfaction with destination services and facilities, as well as motivation and interest in visiting the place again. Additionally, future research could also involve content analysis of traveler reviews and recommendations on digital platforms to understand their experiences in greater depth. This will provide deeper insights for destination managers and policy makers in improving service quality and the attractiveness of tourist destinations to meet tourist expectations and create positive travel experiences. By considering the role of stakeholders and examining the relationship of destination attributes, memorable tourism experience, satisfaction, and revisit intentions for various types of tourism, further research can make a valuable contribution to the development of a sustainable and quality tourism industry. The last suggestion for researchers in the future, is expected to be able to add other relevant variables to enrich this research.

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