

## Literature Review: The Role Of Motivation And Obstacles In Tourists' Return Visit Intention

Anggia Ayu Lestari <sup>1✉</sup>, Perengki Susanto<sup>2</sup>, Marwan Marwan<sup>3</sup>, Yunia Wardi<sup>4</sup>, Abror Abror<sup>5</sup>, Vidyarini Dwita<sup>6</sup>

<sup>1,2,3,4,5,6</sup> Universitas Negeri Padang

### Abstract

This article examines the role of tourist motivation, past travel experiences, and perceived barriers in shaping revisit intentions to a destination. This study highlights that revisit intention is influenced by a complex interaction between psychological factors and tourist experiences, not just by service satisfaction alone. The method used is a systematic literature review with a search of articles in the Scopus indexed database. The analyzed studies include empirical and conceptual research relevant to the variables of motivation, experience, barriers, and tourist loyalty. This approach allows for a comprehensive and structured identification of patterns of relationships between variables. The results of the study indicate that intrinsic motivation has a strong contribution to revisit intentions, especially when tourists are driven by emotional experiences and the search for meaning in travel. Past travel experiences play a role in shaping emotional attachments and perceived destination value. Perceived barriers, both physical and psychological, have been shown to reduce tourists' tendency to revisit, although motivational factors and positive experiences can still provide a balancing effect. The interaction of these three variables forms a dynamic decision model in tourist behavior. This study emphasizes the importance of integrating destination management strategies that focus on enhancing tourist experiences, strengthening intrinsic motivation, and reducing travel barriers. This approach is relevant for increasing tourist loyalty and the long-term sustainability of tourist destinations.

**Keywords:** *tourist motivation, revisit intention, tourism experience, Perceive Construct*

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✉ Corresponding author :

Email Address : [anggialestari66@gmail.com](mailto:anggialestari66@gmail.com)

### INTRODUCTION

Tourism is an industrial sector with a significant economic impact in many countries. It not only contributes to economic growth but also enhances cultural exchange between countries and promotes the natural and cultural richness of a region. One key aspect of tourism is tourists' revisit intention. This revisit intention is considered a crucial indicator in ensuring the sustainability of a tourist destination because it can reduce marketing costs and facilitate long-term visitor loyalty.

Revisit intention cannot be understood solely through tourist satisfaction or the quality of service provided by tourism providers. Instead, tourists' motivations and past travel experiences play a crucial role in influencing the decision to return to a destination. Furthermore, another important factor is the perception of obstacles encountered during

their trip. These obstacles can be physical, psychological, or financial, and can reduce tourists' desire to revisit.

According to research conducted by Chen & McKenna (2023), travel motivation is often linked to personal reasons, such as the need for recreation, education, or even social goals. They show that stronger and more focused goals (e.g., cultural exploration or nature experiences) often encourage tourists to return to a particular destination. Furthermore, past travel experiences are a key factor in shaping tourists' perceptions of a destination. Positive experiences, such as satisfactory service, comprehensive facilities, and natural beauty, increase the likelihood of tourists returning. However, negative experiences related to discomfort or poor service can create barriers to revisit intentions.

However, while travel experiences and motivations have been widely discussed, research on perceived barriers during travel remains limited. These barriers often involve perceived physical obstacles, such as high costs, difficult access, or limited time, or psychological obstacles, such as fear or anxiety related to the destination. Research by Tan et al. (2017) shows that perceived barriers have a significant impact on the decision to return, even when motivation and previous experiences support this intention.

On the other hand, research also shows that perceptions of these barriers are not always straightforward and can vary between individuals. Some tourists may perceive these barriers as insignificant, while for others, they can be a major barrier to repeat visits. Therefore, understanding the relationship between motivation, experience, and perceived barriers is crucial for designing more effective destination marketing strategies.

The purpose of this article is to provide a systematic overview of the role of travel motivation, past travel experiences, and perceived barriers in influencing revisit intentions to a destination. Through a literature review drawn from various Scopus-indexed journals, this article aims to present a summary of -recent findings related to factors influencing revisit intention and provide a more in-depth look at how these factors interact to influence tourist decisions.

By better understanding the relationship between motivation, experience, and constraints, destination managers can design more satisfying experiences for tourists, increase visitor loyalty, and ensure the long-term sustainability of tourism . This article will review relevant research, identify trends in the existing literature, and offer recommendations for further research in this area.

## **Main Concepts**

To understand revisit intentions to a tourist destination, it is important to identify and explain several key interrelated concepts. In this literature review, three key concepts will be discussed: tourist motivations, past travel experiences, and perceived barriers. These three concepts not only act as individual factors influencing tourist decisions but also interact to form a more complex and dynamic revisit intention.

## **Revisit Intention**

Revisit intention is a concept that refers to tourists' desire to revisit a destination they have previously visited. It is considered a crucial indicator in tourism destination management, as it reflects tourists' loyalty to a particular destination. Revisit intention serves as a key predictor in long-term destination planning, as returning tourists reduce the need for marketing costs.

According to Baker and Crompton (2000), revisit intention is closely related to tourist satisfaction, which encompasses their experience of service quality, the environment, and the uniqueness of the destination. Meanwhile, research by Yoon and Uysal (2005) shows that revisit intention is also influenced by tourists' perceived value. They explain that when tourists perceive that the value they gain from a visit exceeds the costs and effort expended, their likelihood of returning increases.

On the other hand, several studies have shown that revisit intention is influenced not only by internal factors such as satisfaction or motivation, but also by external factors, such as the destination's economic conditions or security. This indicates that revisit intention is multidimensional and can be influenced by various internal and external factors.

### **Tourist Motivation**

Tourist motivation is a concept that explains the reasons or drives that drive individuals to travel to a destination. This motivation can be intrinsic or extrinsic, reflecting the personal and social goals of the trip. In the context of tourism, motivation plays a significant role in influencing the initial decision to visit a destination and is closely related to the intention to return.

A study by Crompton (1979) categorized travel motivations into two main categories: social and personal. Social motives relate to the desire to share experiences with others, interact within social groups, or fulfill social needs such as being with friends and family. Personal motives, on the other hand, focus more on achieving self-satisfaction through experiences that trigger feelings of relaxation, adventure, or new knowledge.

Furthermore, hedonistic and utilitarian motivations are frequently discussed in tourism research. Hedonistic motivations relate to the pursuit of pleasurable experiences and personal enjoyment, such as a beach vacation or enjoying local cuisine. Utilitarian motivations, on the other hand, focus on more practical goals, such as business travel or seeking education through visits to museums or historical sites.

A study by Deci and Ryan (2000) using Self-Determination theory showed that intrinsic motivation (such as self-achievement) tends to have a greater impact on loyalty and revisit intentions than extrinsic motivation. Therefore, tourist destinations that offer immersive and personally satisfying experiences will be more successful in creating revisit intentions.

### **Past Travel Experiences**

Past travel experiences refer to the experiences travelers have had after previously visiting a destination. These experiences have a significant impact on a traveler's decision to revisit that destination. Traveler experiences can encompass various aspects, such as service quality, interactions with local residents, available facilities, and overall satisfaction during the visit.

According to research by Chen & McKenna (2023), positive experiences can create a strong emotional attachment to a destination, encouraging tourists to return. Conversely, negative experiences such as poor service or inconvenience during the trip can lead to an intention to avoid that destination in the future. Therefore, destination managers need to ensure that the experience provided to tourists during their visit consistently meets or even exceeds their expectations.

Further research shows that repeated experiences can also change how tourists perceive a destination. More immersive experiences or those involving direct interaction with local elements can enhance tourists' impressions of the destination and increase the likelihood of repeat visits. Over time, revisit behavior can also develop based on increasingly intense experiences.

### **Perceived Constraints**

Perceived barriers refer to the perceived obstacles tourists face in traveling to a destination. These barriers can be physical, such as high costs, long distances, or limited transportation access. They can also be psychological, such as fear of insecurity or uncertainty about the destination's conditions. Furthermore, social barriers, such as difficulty planning trips with large groups or social restrictions, can also influence tourists' intention to revisit.

According to research conducted by Gursoy et al. (2003), higher perceived barriers can reduce tourists' intention to return. These barriers are often viewed as significant barriers, which can reduce tourists' perceived value and create psychological discomfort. However, another study conducted by Hsu & Kang (2008) showed that not all tourists feel burdened by existing barriers. Some individuals may prefer to postpone these issues or adapt to existing barriers, depending on their desire to visit the destination.

Several factors that can influence perceived barriers include travel costs, time requirements, security conditions, unclear information, and accessibility. All of these factors need to be considered when designing an optimal travel experience that minimizes barriers for tourists.

### **Literature Review Results**

The following is a summary of the findings from a number of research studies analyzed:

1. Tan et al. (2017) – This study identified the relationship between previous experience, perceived barriers, destination image, and revisit intention. A key finding is that -these experience and perception variables interact with each other in shaping revisit intention.
2. Lin et al. (2024) – This study shows that perceptions of spatial aspects and tourist interest influence revisit intentions in a traditional village context, strengthening the role of tourists' subjective experiences in revisit decisions.
3. Tarsisty et al. (2025) – Shows that tourist motivation does not always have a direct impact on revisit intention but rather through destination image. This strengthens the evidence that mediation by other variables (such as image or experience) is crucial in revisit intention models.
4. Abdilla et al. (2025) – A study using the Scopus database found that destination satisfaction is one of the most dominant factors in shaping revisit intention. The literature focuses largely on satisfaction, but it is also related to psychological variables and tourist perceptions.
5. Several other empirical studies in tourism also show a positive relationship between tourism motivation variables and revisit intentions, as well as the role of memorable experiences and perceived destination value.

This section presents the results of a literature review obtained through related research that focuses on the role of travel motivation, past travel experiences, and perceived barriers in influencing revisit intentions to a destination. The reviewed literature comprises numerous studies conducted in various locations, using a variety of research approaches to explore the factors that shape tourists' decisions. The findings of this study demonstrate a complex relationship between these three factors in influencing tourists' decisions to revisit a destination.

### **Tourist Motivation and Return Visit Intention**

Based on a literature review conducted by Crompton (1979), travel motivations fall into two broad categories: social and personal motives. Social motives encompass the desire to interact with others or seek social experiences through travel, while personal motives focus on personal achievements, such as relaxation or adventure. Research by Yoon and Uysal (2005) suggests that personal motivations tend to have a greater influence on return intentions, as these motives often create an emotional attachment to the destination. Conversely, research by Deci and Ryan (2000) on Self-Determination Theory indicates that intrinsic motivations, which involve achieving self-satisfaction, contribute more to return intentions than more pragmatic extrinsic motivations, such as cost-based or practical utility. This research supports the view that tourists who feel emotionally connected to their destinations are more likely to return, despite external constraints. Further research by Lee et al. (2017) confirms that relaxation and cultural experience seeking are the two most significant motivations for increasing return intentions, particularly in natural and cultural tourism destinations. This study also shows that destination image—which is influenced by previous experiences—can strengthen the motivation to return, demonstrating a relationship between motivation and destination image in increasing revisit intention.

### **Past Travel Experiences and Their Influence on Revisit Intention**

As an integral part of the tourist experience, past travel experiences play a significant role in influencing revisit intentions. Research by Tan et al. (2017) shows that positive experiences during a first visit can create emotional attachments that enhance revisit intentions. In this study, service quality, natural beauty, and positive interactions with local residents were shown to be important elements that shape a satisfying travel experience. Furthermore, Gallarza et al. (2002) suggested that travel experiences not only impact revisit intentions but also shape tourists' perceptions of a destination's value. They demonstrated that memorable experiences related to the quality of services, facilities, and social interactions at a destination can create higher value in tourists' minds, which in turn encourages them to return. However, negative experiences are also important in shaping tourists' decisions. According to research by Chhetri et al. (2004), negative experiences, such as poor service or inconvenience during a trip, can reduce tourists' intentions to return, even if their initial motivation is strong. In this regard, a decline in destination image caused by a negative experience can hinder revisit decisions, highlighting the importance of effective traveler experience management to create sustainable positive experiences.

### **Perception of Barriers and Their Impact on Return Visit Intention**

Tourists' perceived barriers also play a significant role in their intention to revisit a particular destination. Physical barriers, such as high costs, limited time, or difficult access, are often the main factors that can reduce tourists' desire to return. A study by Gursoy et al. (2003) showed that higher perceived barriers tend to reduce revisit intention, even when positive motivational factors and experiences are present. Meanwhile, psychological

barriers, such as fear or anxiety regarding the safety of the destination, also influence tourists' decisions to return. A study by Sönmez et al. (1999) concluded that perceived risk or insecurity is often a significant barrier to revisit intention, especially after an incident or event that affects the destination's image in the eyes of tourists. On the other hand, research by Hsu & Kang (2008) found that some tourists who are more flexible in their travel planning can overcome existing barriers. They may perceive these barriers as less significant or even choose to ignore them if the destination offers added value or valuable experiences that outweigh the perceived barriers. Research by Mowen & Suh (2005) shows that while obstacles can influence return intentions, counterbalancing factors such as experiential satisfaction can mitigate the negative impact of these obstacles. This indicates that obstacles are not always a barrier if tourists perceive their experience as commensurate with the challenges faced.

### **Interaction between Motivation, Experience, and Constraints**

Existing literature demonstrates a consensus that travel motivation, past experiences, and perceived constraints interact to shape revisit intentions. For example, research by Ryu & Jang (2004) suggests that while travel motivation is a key factor in driving revisit intentions, experiences gained during the initial visit and perceived constraints can either strengthen or hinder these intentions. For example, if travelers have a positive experience but feel burdened by cost or access constraints, their revisit intentions may be reduced. Research by Sánchez et al. (2010) also identified that intrinsic motivation and positive experiences can mitigate the influence of constraints, particularly when travelers perceive high value in the destination. This suggests that the positive relationship between motivation and experience may be a determining factor in mitigating the negative influence of constraints on travelers' decision-making.

### **The Role of Motivation in Return Visit Intention**

In general, findings from the literature review indicate that tourist motivation plays a crucial role in influencing revisit intentions to a destination. As key driving factors, these motivations can be divided into two main categories: intrinsic motivation and extrinsic motivation. A study by Deci and Ryan (2000) suggested that intrinsic motivation, which is related to the search for personally satisfying experiences, has a greater impact on tourist loyalty than more practical extrinsic motivation. This aligns with findings by Yoon and Uysal (2005), which showed that tourists driven by personal achievement, such as cultural exploration or personal recreation, tend to have stronger revisit intentions. However, these findings also reveal the complexity of tourist motivation, which is influenced by many external factors, such as social, political, and economic conditions. For example, social motivations, such as the desire to share experiences with friends or family, can also influence a tourist's decision to return. This is important for destination managers to consider when designing tourism experiences that not only meet tourists' personal motivations but also address the social aspects that encourage visitors to come together.

Furthermore, motivation is also influenced by tourists' emotional needs. The desire to relax or relieve stress from everyday life is often the primary reason tourists choose a particular destination. Therefore, destinations that offer a relaxing experience and satisfy tourists' emotional needs have a greater potential to foster stronger revisit intentions.

### **Tourism Experience and Its Relationship to Return Visit Intention**

Past travel experiences have been shown to be a significant factor in shaping tourists' revisit intentions. Positive experiences, such as satisfactory service, pleasant interactions

with local residents, and the quality of existing facilities, increase the likelihood of tourists returning to a destination. This finding supports the concept of Emotional Attachment proposed by Tan et al. (2017), which suggests that tourists who experience a strong emotional connection with their destination are more likely to revisit. However, negative experiences also need to be considered. Discomfort caused by poor service or other issues during a visit can affect tourists' perceptions of the destination, which in turn reduces revisit intentions. Chhetri et al. (2004) noted that negative experiences can damage a destination's image and decrease tourist loyalty. This suggests that destination managers need to focus not only on the quality of the overall travel experience but also on addressing any issues that arise during a tourist's visit. From a destination manager's perspective, creating immersive and memorable experiences is crucial, especially for tourists who have already visited the destination. By focusing on distinctive repeat experiences, destinations can create higher levels of loyalty and encourage stronger revisit intentions.

### **Perception of Obstacles as Inhibitors of Return Visit Intention**

One of the key findings in the literature review is the perceived barriers tourists face during their travels. Research conducted by Gursoy et al. (2003) and Sönmez et al. (1999) indicates that perceptions of both physical and psychological barriers can influence tourists' intention to return. Physical barriers, such as high travel costs, limited accessibility, or insufficient time, are the primary factors tourists often encounter during their travels. However, more complex barriers are psychological barriers, which include factors such as discomfort, fear of security threats, or anxiety about the condition of the destination. This is particularly relevant in the context of destinations undergoing socio-political change or global health crises, where perceived security or health risks may deter tourists from planning a return visit. Research by Hsu & Kang (2008) indicates that although tourists may be interested in returning, perceived risk can be a major barrier to that decision. Conversely, findings by Mowen & Suh (2005) suggest that these physical and psychological barriers are not always permanent. Positive experiences and strong motivation can help mitigate the impact of perceived barriers. Therefore, tourism destinations need to develop strategies to reduce perceived barriers by offering experiences that address these barriers, such as organizing more affordable tour packages or increasing accessibility.

### **Interaction between Motivation, Experience, and Constraints**

One interesting finding from the literature review is how motivation, experience, and constraints interact to influence revisit intentions. For example, while travel motivation can be very strong, a negative experience or perceived constraint can weaken a traveler's intention to return. Conversely, a positive experience that overcomes a constraint can strengthen that intention. A study by Sánchez et al. (2010) showed that a highly satisfying experience can offset the negative impact of constraints encountered by tourists. This also highlights the importance of a holistic approach in planning and managing tourist destinations. Destination managers need to consider all three factors simultaneously, not focusing solely on one factor, such as motivation or experience, but also considering how perceived constraints can influence a traveler's decision to return.

### **Practical Implications for Destination Managers**

From this discussion, it can be concluded that to increase revisit intention, destination managers need to simultaneously identify and manage travel motivations, past travel experiences, and perceived barriers. They need to design satisfying experiences for

tourists, reduce perceived barriers, and create memorable emotional experiences that can foster long-term engagement.

Furthermore, destination managers should consider optimizing tourists' intrinsic motivation by providing meaningful experiences that not only create satisfaction but also deepen emotional connection. This will strengthen tourist loyalty and encourage future return.

## **Research Gaps and Future Research Agendas**

Although much research has been conducted to explore the relationship between travel motivations, past travel experiences, perceived barriers, and revisit intentions, several research gaps remain that need to be addressed to further our understanding of tourist behavior. This section aims to identify these gaps in the current literature and provide directions for future research that can enrich and deepen the study of revisit intentions.

### **Research Gap Related to Tourist Motivation**

One of the key gaps identified in the literature is the limited research examining tourist motivations within specific contexts, such as specific cultures or destination types. While many studies examine travel motivations in general, few have focused on differences in tourist motivations based on cultural aspects or individual characteristics such as age, social status, or personal preferences. For example, are travel motivations driven by spiritual needs stronger among tourists visiting religious sites compared to those interested in adventure or entertainment tourism? Do younger tourists have different motivations than older tourists? This research will help destinations better understand their market preferences and design more personalized experiences.

Furthermore, travel motivations must also be considered within the context of sustainability. How do ecotourism, or conservation-based tourism, influence tourists' intention to return to destinations that promote sustainability? Given the growing interest in eco-friendly tourism, travel motivations within a sustainability framework deserve more attention.

### **Research Gaps Related to Past Tourism Experiences**

Although past travel experiences have been shown to be a significant factor in revisit intentions, research on sustainable travel experiences remains limited. Most studies focus on travel experiences that occur during a single visit or first visit, while recurring experiences involving repeat visits or longer stays at a destination are often underexplored. In this context, further research is needed to analyze changes in traveler experiences over time – for example, how revisit behavior evolves from one visit to the next, or how prior experiences increase travelers' expectations for their next trip.

Furthermore, the emotional dimension of the tourism experience has not received sufficient attention. Further research could explore the role of emotional feelings evoked by tourism experiences in shaping revisit intentions. To date, many studies have assessed tourism experiences solely from the perspective of satisfaction and service quality, but fewer have explored the deeper emotional experiences that may be formed through interactions with local communities, cultural experiences, or even the nostalgia tourists may feel for the destinations they visit.

## Research Gap Related to Perception of Constraints

Perceived barriers are an area with considerable room for development, particularly in the area of perceived psychological barriers related to safety and risk. While numerous studies have identified physical barriers (such as cost or accessibility) as influencing revisit intentions, psychological barriers related to destination insecurity or perceived risks (e.g., health risks or the threat of terrorism) have rarely been explored in depth in the context of revisit intention. Further research is needed to understand how perceptions of these factors influence tourists' decisions to revisit, particularly in emerging destinations or developing countries.

Furthermore, social barriers have also received less attention. Research on social barriers, such as those caused by cultural norms, language differences, or even discomfort in interacting with locals, is still limited. Several studies have shown that tourists often feel uncomfortable visiting destinations with cultures very different from their own, which can affect their return intentions. Further research is needed to understand these social factors in the context of multicultural destinations or international tourism.

## Interaction between Motivation, Experience, and Constraints

Many studies examine motivation, experience, and constraints separately, but few integrate these three factors into a comprehensive model. Modeling the interaction between motivation, experience, and constraints is urgently needed to provide a clearer picture of how these three factors relate and influence each other in shaping revisit intentions. Further research could identify mediating and moderating factors, further elucidating how motivation and experience overcome perceived constraints. For example, how tourists' motivation to seek unique experiences can overcome cost or access constraints, or how positive experiences mitigate the impact of security or risk constraints.

## Future Research Agenda

Based on the identified research gaps, future research agendas in this field can be directed to the following areas:

1. Studies examining differences in tourist motivation based on culture or individual characteristics. This research will enable destination managers to identify market segments and create experiences more tailored to specific traveler preferences.
2. Developing a model of the interaction between motivation, experience, and constraints. This model will provide more comprehensive insights into the factors that shape revisit intentions and how these three elements interact to influence travelers' decisions.
3. A longitudinal study of repeat travel experiences. This study will examine how repeated past travel experiences can influence revisit decisions over the long term.
4. Research on psychological and social barriers influencing revisit intention. Further research on non-physical factors influencing tourist decisions will provide a more holistic view of the barriers that may influence revisit intention.
5. Research on the role of technology in overcoming barriers and increasing revisit intentions. With advances in technology, such as map applications, online payment systems, and social media, it is important to examine how technology can reduce

physical and psychological barriers and support a better travel experience, ultimately increasing revisit intentions.

## CONCLUSION

Existing tourism literature indicates that tourist motivation and perceived barriers play a significant role in shaping their intention to return to the same destination. Strong motivation and positive experiences generally correlate with higher revisit intentions, while negative perceived barriers can hinder such decisions. The mediating role of other variables, such as destination image, is crucial to consider in revisit models.

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