



Exploring the Tourists Intentions to Revisit Hunza Valley

Nida Athar ^{ID1}, Muhammad Haroon Hafeez ^{ID2}, Hashir Afzal ^{ID3}¹ Institute of Banking and Finance, Bahauddin Zakariya University, Multan, Pakistan. Email: nidaa.athar@gmail.com² Department of Marketing, Prince Sultan University, Riyadh, Kingdom of Saudi Arabia. Email: mharoon@psu.edu.sa³ Institute of Management Sciences, Bahauddin Zakariya University, Multan, Pakistan. Email: hashirafzal33@gmail.com

ARTICLE INFO

ABSTRACT

Article History:

Received: March 01, 2025

Revised: April 20, 2025

Accepted: April 23, 2025

Available Online: April 24, 2025

Keywords:

Destination Aesthetics

Cognitive Perception

Motivation

Destination Personality

Attitude Towards Destination

Destination Familiarity

Revisit Intention

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

The tourism industry has grown rapidly and has become one of the world's quickest growing economic sectors. This study aims to examine antecedents of revisit intention to Hunza Valley. Aesthetic experience is vital in nature-based tourism and strengthens to visitor behavior, yet there is less empirical research on aesthetic experiences. Tourist's motivation, destination personality, destination aesthetics, and cognitive perception are used as independent variables, destination familiarity as a moderator and attitude towards destination as a mediator to assess visitor propensity to return. The survey gathered data from 554 tourists who explored Hunza at least once. The research is quantitative in nature. The proposed framework is assessed using the Smart PLS software. To test hypotheses, structural modelling and bootstrapping approaches are applied. The study determines that destination personality, destination aesthetics, and tourist motivation have a substantial positive impact on tourist's attitude towards destination. On the other hand, cognitive perception has a negative impact on tourist's attitude. Destination familiarity does not moderate the relationship between attitudes and revisit intention. Destination aesthetics, destination personality and motivation have a substantial positive effect on revisit intention. However, cognitive perception has a negative impact on revisit intention. Attitude towards destination mediates the relationship between destination aesthetics, tourist motivation, destination personality and revisit intention. Attitude towards destination does not mediate the relationship between cognitive perceptions and revisit intention. This research will help Destination Management Organizations to analyze repeat visitation patterns. The results support previous theories. This study adds to the body of research literature by evaluating Hunza Valley as tourist's destination.

© 2025 The Authors, Published by iRASD. This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

Corresponding Author's Email: mharoon@psu.edu.sa

1. Introduction

Tourism enhances economic revenue, generates hundreds of jobs, elevates a country's infrastructure, and encourages cultural exchange between tourists and locals. Tourism increases a number of employments across a variety of sectors. Millions of job opportunities and businesses are dependent on a thriving and strong tourism sector. By 2024, the World Travel & Tourism Council propose that domestic tourism expenditure will reach a record high of \$5.4 trillion, whereas international visitor expenditure is proposed to approach \$1.89 trillion, matching the pre-pandemic high point of 2019. This suggests that domestic tourism explains for around 74% of total global tourism expenditure in 2024, marginally exceeding the 73% share recorded in 2017. As reported by United Nations World Tourism Organization (2024), the 2030 Sustainable Development Goals (SDGs) encourages environmental understanding as a motivational driver for revisiting places (Tourism for SDGs – (UNWTO, 2024). By efficiently managing tourism placing, increasing competitiveness, results in enhancing revenue. Rahmawati, Kusumawati and Sunarti (2024) Tourism is essential to the country's economy,

enhancing foreign exchange income, generating employment opportunities, enhancing funds and catching investments (Seow, Foroughi, & Choong, 2024). During the past few decades, emerging economies show growth in the tourism sector, making it an important tourism development element. Tourism requires the individual's complete involvement in the purpose of aesthetic gratitude, which is a different setting (Kirillova & Lehto, 2015). Internationally, the tourism industry has been presented as one of the most vibrant economic boosters (Brahmah, Solomon, & Hinson, 2024). Many properties e.g. beautiful sceneries, and natural beauty to be found in Pakistan. Local and international tourists alike are connected to its long and rich archaeological history, culture, beautiful landscapes and mountain ranges. Thrill-seeking tourism, ecotourism, religious tourism and historical tourism are the four main categories of tourism in Pakistan (Azam et al., 2022; Azam, Alam, & Hafeez, 2018; Arshad, Iqbal, & Shahbaz, 2018). Hamdy and Eid (2024) discover that familiarity decreases tourists' fear and increases their revisit intentions, especially in unsure situations like the COVID-19 pandemic. Pakistan's Tourism Development Corporation (PTDC) is the big tourism development organization that is accountable to the Ministry of Tourism. Due to a lack of infrastructure, as well as an unfavorable law and order environment, the tourism business is negatively affecting in most areas. Tourists were to recommend a wellness vacation if they were content, but it was their distinctive destination personality that activated the intention to revisit (Seow, Foroughi, & Choong, 2024). International tourism supports states by increasing revenue, local tourism plays an important role in employment creation, economic boost, decrease in poverty, and infrastructure improvement. Tourism in Hunza Valley could be highly influenced by destination aesthetics, personality, perception, motivation, attitude, and familiarity. Tourism is commonly viewed as a mixed blessing of any visiting destination (Shen, Geng, & Su, 2019).

"Exploring the Hunza valley, via Karakoram Highway," In this northeastern region, you will find a beautiful scenery that is both stunning and overwhelming, encourages you to keep your eyes constant to the windshield of your motor vehicle even while you want to look away to capture the beauty of the place (Forbes, n.d.). Based on previous studies on tourism, it is found that aesthetic destination image perception, visiting spot attachment and tourism experience have been used to project tourists' revisit intention, and their positive impression have been proved (Lin, 2024).

Pakistan has one of the most attractive visiting spots in the world, with rivers, lakes, deserts, waterfalls and glaciers. A beautiful mountain valley in Pakistan's Gilgit-Baltistan region, Hunza is known as "Heaven on Earth" because of its attraction. It is walled by high peaks, including Rakaposhi, Darmyani Peak, Bojahagur Duanasir II, Ghenta Sar, Hunza Mountain and Ladyfinger Peak which is located to the north/west of the Hunza River. Hence Hunza Valley is full of natural aesthetics and attractive sceneries. The valley's different eye-catching natural features attract tourists. The forts of Baltit and Altit are also famous among these sights. The Baltit fort was recently converted into a historical museum. Local handicrafts like traditional embroidered caps, shawls, handmade rugs and hand-woven linen are famous in Hunza's Karimabad market, which is also famous for its gemstones and rubies. The ruby mines are beautiful tourist destinations. Although past research observed the connection between attitude and tourist revisit intention in different contexts, the effect of destination aesthetics on tourist attitude and intention to return has yet received less consideration in Pakistan's tourism literature, despite the fact that researches have hypothesized the relationship. Kirillova et al. (2014) required that these relationships to be reviewed in various destination settings. Dolnicar (2023) highlighted the role of tourists' emotional attachment and resilient motivation in shaping their revisit intentions. Drossos, Coursaris and Kagiouli (2024) found that emotionally resonant tourism experiences increase satisfaction and promote revisit intentions.

The purpose of this research is to discover some aspects of 'cognitive psychology' such as perception, cognition processes and destination familiarity in describing the attitudes and motivations of tourists, that what attracts tourists in order to revisit a destination. A new theoretical rationale in the perspective of Hunza is developed for the relationship between destination aesthetics and destination personality, as well as attitudes toward returning to a destination. The main intention of emphasizing Hunza is to explore Sensory and cognitive aspects which influence behavioral intentions. Sensory attributes of destinations have been demonstrated recently in attention as a vital element in facilitating tourist experiences (Satti, Babar, & Ahmad, 2021). Amongst many attributes of tourist destinations, aesthetic judgments

represent a vital element of tourism familiarity. There are limited studies that have identified the attitude and motivation of tourists towards the aesthetics and the essence of destinations they visit, specifically in context of Pakistan. Travel motivation vitally attempts to comprehend why tourists travel to various places or destinations (Brahmah, Solomon, & Hinson, 2024). It has become essential for government policies to be developed for tourists who visit a specific location, with specific emphasis on destination specification such as destination personality and aesthetics of the place as well as familiar locations. This has created new opportunities for the development of a vast amount of rural tourism in recent years (Kim & Kwon, 2018).

The current study makes a contribution to the literature by focusing on the "Hunza Valley" as a specific destination. This research provides an overall picture of tourism literature by analyzing the role of cognition, motivation, destination personality, and attitude in association with the destination aesthetics dimensions and familiarity in explaining tourist behavioral intention, such as returning to a destination after a period of time. Researchers and tourism participants have displayed a strong interest in examining the drivers of tourism after recognizing that growth in the tourism has both positive and negative impacts on local communities. (Comerio & Strozzi, 2019). There are two perspectives from which to analyze the relevance of tourism: from the base point of the tourism industry and from the base point of the visitor themselves. Tourism has an immersive deal of value, both in economic impact and in terms of its enjoyment by tourists themselves. The tourism industry plays a major role to the reduction of the external account deficit and unemployment, as well as to income, investment, saving and economic growth (Enzenbacher, 2019). This research provides a comprehension of factors which influence a traveler to revisit a destination based on destination attributes and specifications. Tourism spending brings in revenue to the host economy through taxation. So, the country may reinvest the money it earns from tourism back into the economy. The outcomes will contribute to management and planning operations, monitoring and evaluation of projects.

2. Literature Review

The method in which an individual perceives the specifications of a tourism destination is referred to as cognitive perception (Joo, Cho, & Woosnam, 2019). Laurie et al. (2024) learning approaches in digital marketing affect how cognitive perceptions are formed in tourism individuals. Cognitive theory explains that place baits people with its attractive vistas and facilities. Tourist destinations for which individuals have positive cognitive perspectives create more positive emotions in the minds of the public. Based on this reasoning, a tourist destination is composed of a variety of qualities, such as vista and the built environment, among others (Scott, 2020). Cognitive theory explains that a place tempts people because of its natural and architectural landscapes and its unique attractions. For instance, the approach by which a person recognizes between the qualities of a visiting destination (González, Ledesma, & González, 2015; Yu & Zhang, 2020) is known as cognitive perception. Because of the distinction between cognitive and affective assessment tends to fully understand how a individual's values affect image insights. While the cognitive part shows information of the item's features, the affective module approaches the emotional reaction connected to the destination product. These two elements are the two ends of the scale, besides the service participation can be categorized and assessed (Leković et al., 2020). Sharka et al. (2024) found that service quality substantially motivates revisit intention, proposing the importance of after-visit evaluations in shaping behavioral responses. Baalbaki and Zizka (2024) focus on the role of crisis recovery in molding destination product image and its influence on traveler attitudes and revisit intention.

Ghali, Rather and Khan (2024) suggested that virtual destination elements like elapsed time, social availability, and engagement effects revisit intentions among users from Generation Z. The study into the destination decision making process has taken four various approaches to develop their ideas. Choice of travel destination has been thinking as a cognitive process containing identifying sensory cues, aligning with personal needs, and assessing alternatives (Skavronskaya, Moyle, & Scott, 2020). The findings displayed that aesthetic destination marketing enhanced visit intention more than definite destination marketing (Guo, Yu, & Zhao, 2024). However, many researchers discovered two proportions of travel inspiration: pull and push elements (Sato et al., 2018). Travel motivation and traveler's opinion of a destination were completely understood when planned behavior was regarded in the tourism context (Su & Huang, 2018). The push and pull dimension define that humans travel as

a conclusion of inner forces pushing them, and outside influences are moving them away from their destinations (Wen & Huang, 2019). Push forces are referred to as interior forces, whereas pull forces are regarded as external forces that connect visitor to a specific spot (Aref et al., 2017). It delivers tourism sites with a good personality increases tourist intention to revisit, inputs to the design of initiatives for tourism marketing, and assists in planning and resource distribution strategies (Yamagishi, De Ocampo, & Ocampo, 2024). Perceptions are linked with pull elements. This study helps explain tourist mind set considerably. Different intrinsic and extrinsic elements impact a tourist choice of destination, containing personal motivation distinguishing properties and analysis of the location and tourists (Wen & Huang, 2019).

Tourism studies literature has seen the importance of sensory elements of traveler's experience while focusing that the destination should connect tourist's more than visual elements (Raimkulov, Juraturgunov, & Ahn, 2021). The idea of perceived worth has been extensively examined within the area of tourism study (Zhu, Zhu, & Weng, 2024). In review of the marketing perspective, the formulation of destination aesthetics discovers the sensory dimensions linked with a destination ultimately provide to creating memorable tour experience and positively correlated with satisfaction and behavioral intentions (Kirillova & Lehto, 2015). The attributes of the location back the favorable intentions and joy. It has been recognized in tourism management literature that aesthetics specifications affect tourist's experience contributing to tourism experience and intention to return (Ćulić et al., 2021). Kundan et al., (2024) presented empirical data backing up the moderating role of destination familiarity in tourists' revisit intentions. A destination's image is highly linked with its tourist land marks, the properties of a destination's image are closely linked with tourists' emotions and interactions with the destination, as well as their general impression of geopolitical image of the destination (Lam & Ryan, 2020). Traveler's impression of a destination is molded in large part by the personalities linked with the destination, who not only change their perceptions of a location, but also provide them with information about the destination themselves (Chi, Pan, & Del Chiappa, 2018).

It also shows that brand image aspects effects customer preferences for a number of reasons, according to this classification tourist mindset is influenced by destination image, according to recent study studies (Yang, Mohd Isa, & Ramayah, 2020). Personality ratios are directly connected with "Big Five" human properties, such as authenticity and pleasantness, excitement and extroversion, capability and diligence (Briggs, 1992). Emotional value describes as the range of emotions, such as eagerness, calmness, and enjoyment, that tourist experience when they connect with the aesthetics (Zhu, Zhu, & Weng, 2024). An emotion linked with a location and tourism services based on aesthetics and the perception of tourist products is referred to as attitude in travel and tourism (Hasan et al., 2019). Theory of Planned Behavior put forward by Ajzen (1991), is a cognitive framework that explains the experiences of person's behavior intention. The planned behavior theory is instantly used in tourism- related research to explore visitor's perception of a location (Abbasi et al., 2021). Extensive research in marketing literature has demonstrated that attitudes are connected to behavior intentions. Individual's behavioral intentions are affected by attitudes and perceived behavioral boundaries, as explained by the theory of planned behavior (Chen & Yang, 2019). Cognition affects and conation is the three interconnected elements of attitude (behavioral intentions). The cognitive element helps in the valuation of a place based on the information; the affective element serves as a performance assessment based on traveler's emotions and behavioral unit is the traveler's sign regarding their visit to a destination (Toudert & Bringas-Rábago, 2019). According to Baloglu, to correctly evaluate visitors' familiarity with a place, the entire quantity of information used must be compared to the total amount of past destination experiences (experiential familiarity) (Baloglu, 2001; Lee & Tussyadiah, 2012; Tapia, 2017). In general, nevertheless of how awareness with a location is described, past study has verified its favorable impact on destination personality (Chen et al., 2017). It is the extent to which an individual makes judgments about whether or not to return to a location after a specified period of time (Manosuthi, Lee, & Han, 2020). Traveler's intents to return to a location within a year, as well as their wish to travel to that location on a regular basis are defined as psychological intention from the standpoint of relaxation and joy (He & Luo, 2020). Researchers have shown a significant positive connection between perceptions about visiting a destination and attitude to travel at that location (Hasan et al., 2019).

3. Hypotheses Development

3.1. Cognitive Perception

When individual process information about their attitudes, a cognitive element is formed, resulting in the creation of beliefs (Passafaro, 2020). Past studies verified that perceived experience is an element that leads to revisit and suggestions to other people (Larsen et al., 2019). Traveler's cognitive perceptions in the creation of their positive revisit behavioral intentions, (Tang et al., 2025). If the travelers haven't been to a particular place before, the cognitive perception motivates them to go there. However, the attitude element is unlikely to be favorable when it comes to negative results (Junus et al., 2020).

H1: There is a significant positive relationship between Cognitive Perception and Attitude

H10: There is a significant positive relationship between Cognitive Perception and Revisit Intention

3.2. Tourist Motivation

Travel motivation in research literature has been a main focus of tourism study, as it is perceived one of the key ways of understanding tourist behavior at a destination and for revisit intentions. (Braumah, Solomon, & Hinson, 2024). Travel motivation, researchers explored, has a direct effect on a tourist's ability to return to a visiting spot and their view of it. All of the study show that it has a significant impact on revisit intention (Soliman, 2021). Apart from that, the attitude should be integrated within domain of tourism, to the extent possible, allows for straight forward implementation in tourist planning and management of assets and experiences. On the other hand, attitude is one of the most critical, if not the most vital, issues of debate when creating a model of traveler's motivation and behavior (Yousaf, Amin, & Antonio, 2018). The number of past visits is the vital element for revisit intention (Nguyen Viet, Dang, & Nguyen, 2020).

H2: There is a significant positive relationship between Tourist Motivation and Attitude

H11: There is a significant positive relationship between Tourist Motivation and Revisit Intention

3.3. Destination Aesthetics

Tourist's attitudes and behaviors, such as their loyalty, may be prone by the aesthetics of a destination (Kirillova et al., 2014). The results prove a meaningful effect of aesthetic destination impression on revisit intention (Zulfiqar et al., 2024). Tourist motivation is influenced by destination aesthetics such as pleasant or ugly, which eventually influences overall tourism behavior, including revisit intention (Nastabiq & Soesanto, 2021).

H3: There is a significant positive relationship between Destination Aesthetics and Attitude

H12: There is a significant positive relationship between Destination Aesthetics and Revisit Intention

3.4. Destination Personality

Consistent stance toward emotionally-driven characters would considerably subsidize destination personality and increase a positive attitude toward the destination (Huaman-Ramirez, Merunka, & Maaninou (2023); Souiden, Amara, & Chaouali, 2020). Some researches indicated that Intention to revisit is strongly affected by destination personality (Ekinci & Hosany, 2006; Yang et al., 2020). Advertising campaigns can increase the destination personality of travelling spots thereby motivating domestic tourists' intention to revisit (Nguyen-Viet, Nguyen My, & Dang-Van, 2025).

H4: There is a significant positive relationship between Destination Personality and Attitude

H13: There is a significant positive relationship between Destination Personality and Revisit Intention

3.5. Tourists' Attitude toward Destination

This study employs attitudes as a mediating variable (attitude toward an object), in comparison to the behavioral definition of attitude that is commonly used in other fields of research (attitude to behavior) (Hasan et al., 2019). A destination's personality has a great impact on tourist's impressions of prospective future destinations (Kim & Kwon, 2018). Tourism-relevant attitudes and behaviors are affected by the image of a location, which can be confirmed or it can create new attitudes or modify previous attitudes (Kim & Stepchenkova, 2015).

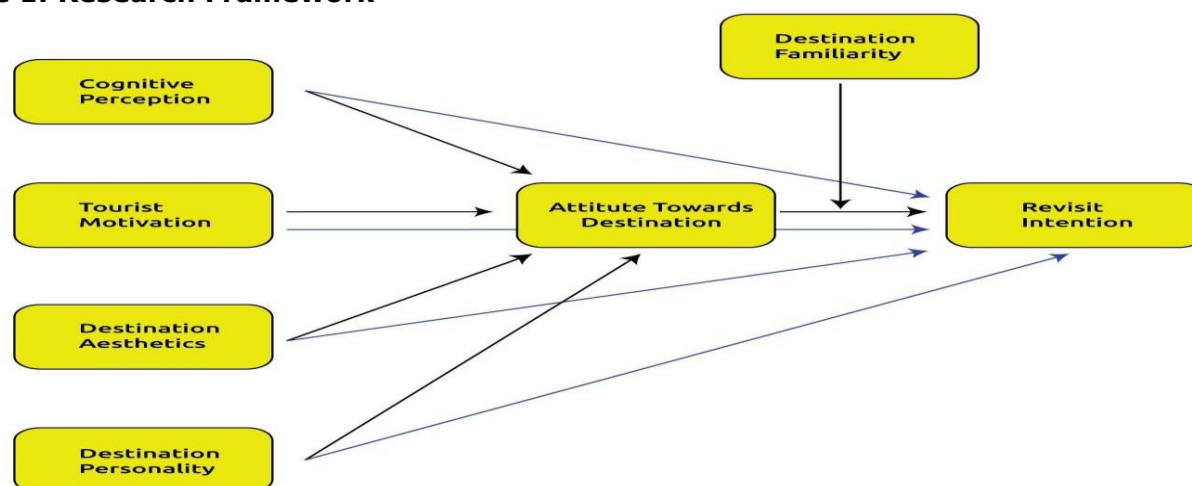
- H5: Attitude mediates the relationship between Cognitive Perception and Revisit Intention
H6: Attitude mediates the relationship between Tourist Motivation and Revisit Intention
H7: Attitude mediates the relationship between Destination Aesthetics and Revisit Intention
H8: Attitude mediates the relationship between Destination Personality and Revisit Intention

3.5.1. Destination Familiarity

Destination familiarity affected by past visits also potential visitor's awareness and stimulate collections of travel destinations (Stylidis et al., 2020). If we view it from the perspective of tourism, familiarity is vital while considering the benefits and drawbacks of different tourists' decisions (Clarke & Bowen, 2018). As a result of past trips, future tourists' awareness and evocation of visiting places may be impacted (Larsen et al., 2019).

H9: Familiarity moderates the relationship between Attitude and Revisit Intention

Figure 1: Research Framework



4. Research Methodology

An online study was used to collect the information for this research. Initial research is performed using the self-administered method. From the work of previous researchers, a well-structured questionnaire was adapted. The questionnaire is completely comprised of closed-ended questions. This current study focuses on the tourists of Pakistan. The focused audience is Pakistani visitors, especially those visiting Hunza Valley. In order to accommodate time and expense constraints, a non-probability sampling technique is employed, in which data is obtained through the use of a convenience sampling strategy. This method is less expensive and more time efficient. Using convenience sampling approach, the questionnaire were given to all eligible respondents who had visited Hunza at least once. It is the process of studying a subset of the general population that is known as sampling strategy. We used a varied sample to gather information on gender, age, education, income, and marital status.

5. Analysis and Results

Descriptive and Multivariate analysis have been employed in this study for data analysis. Age, sex, marital status, education, employment, monthly income, residential cities and a favorite restaurant are all part of the participant's demographic profile. The research includes people who visited Hunza Valley at least once in their life. In addition, data was obtained by contacting these tourists. About 600 questionnaires have been circulated, of which 554 have been received from those who have been accessible and ready to take part in the study. The following table shows customer responses to demographic variables.

Table 1: Demographic Statistics

Characteristics	Frequency	Percent %	Cumulative %
Gender:			
Female	86	15.5	15.5
Male	468	84.5	100.0
Marital Status:			

Bachelor	352	63.5	63.5
Engaged	39	7.0	70.6
Married	154	27.8	98.4
Separated/Divorced	7	1.3	99.6
Widow	2	0.4	100.0
Age:			
18-25 Years	281	50.7	50.7
26-25 Years	220	39.7	90.4
26-45 Years	38	6.9	97.3
46-55 Years	13	2.3	99.6
56-65 Years	1	0.2	99.8
Above 65 Years	1	0.2	100.0
Education:			
High School	20	3.6	3.6
Certificate/Diploma	22	4.0	7.6
Undergraduate	167	30.1	37.7
Post Graduate	327	59.0	96.8
PhD	18	3.2	100.0
Family Monthly Income:			
Less than 50,000	104	18.8	18.8
50,001-100,000	179	32.3	51.1
100,001-150,000	107	19.3	70.4
150,001-200,000	59	10.6	81.0
More than 200,000	105	19.0	100.0
Occupation:			
Unemployed	22	4.0	4.0
Student	167	30.1	34.1
Private Sector Employee	159	28.7	62.8
Public Sector Employee	67	12.1	74.9
Self Employed/Own Business	137	24.7	99.6
Retired	2	0.4	100.0

5.1. Assessment of measurement model

A connection between dormant and evident variables was found in the study. Four analytical criteria are incorporated into the measurement model: convergent validity, indicator reliability, internal consistency, and discriminating validity (Henseler & Sarstedt, 2013). The analysis measures the internal consistency, reliability and validity (discriminating, converging and content) (Hair et al., 2010).

Table 2: Convergent Validity

Constructs	Loadings	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Attitude Towards Destination		0.897	0.898	0.936	0.83
AT1	0.901				
AT2	0.918				
AT3	0.914				
Cognitive Perception		0.884	0.901	0.906	0.521
COGEN1	0.77				
COGEN2	0.594				
COGEN3	0.68				
COGER1	0.768				
COGER2	0.755				
COGER3	0.777				
COGFC1	0.792				
COGFC2	0.562				
COGFC3	0.76				
Destination Aesthetics		0.908	0.917	0.923	0.525
DA10	0.742				
DA11	0.713				
DA12	0.811				
DA13	0.7				
DA17	0.707				
DA2	0.778				
DA3	0.685				

DA6	0.527				
DA7	0.651				
DA8	0.819				
DA9	0.784				
Destination Personality		0.728	0.734	0.83	0.551
DP3	0.77				
DP4	0.739				
DP6	0.768				
DP7	0.688				
Destination Familiarity		0.906	0.934	0.93	0.725
FAM1	0.826				
FAM2	0.875				
FAM3	0.887				
FAM4	0.868				
FAM5	0.8				
Revisit Intention		0.935	0.935	0.904	0.836
RI1	0.909				
RI2	0.927				
RI3	0.904				
RI4	0.918				
Tourist Motivation		0.879	0.886	0.860	0.514
TMC2	0.657				
TMC3	0.519				
TMF2	0.717				
TMF3	0.729				
TMP1	0.794				
TMP3	0.653				
TMR1	0.767				
TMR3	0.807				
TMR4	0.767				

A comprehensive insight into Table 2 reveals that convergent validity of the model is established as all the indicators meet the desired threshold levels.

Table 3: Discriminant Validity – Fornell Larcker Criterion

Constructs	AT	COG	DA	DP	FAM	RI	TM
Attitude towards destination	0.911						
Cognitive Perception	0.42	0.722					
Destination Aesthetics	0.713	0.445	0.724				
Destination Personality	0.555	0.461	0.595	0.742			
Familiarity	0.304	0.348	0.275	0.247	0.852		
Revisit Intention	0.719	0.311	0.54	0.412	0.27	0.914	
Tourist Motivation	0.574	0.411	0.638	0.569	0.213	0.487	0.717

Table 3 establishes discriminant validity as the square root of AVE values are greater than the other inter-construct correlations values.

Table 4: Discriminant Validity – HTMT Criterion

Constructs	AT	COG	DA	DP	FAM	RI	TM
Attitude towards destination							
Cognitive Perception	0.456						
Destination Aesthetics	0.78	0.492					
Destination Personality	0.68	0.564	0.722				
Familiarity	0.324	0.392	0.299	0.297			
Revisit Intention	0.784	0.329	0.574	0.493	0.28		
Tourist Motivation	0.644	0.462	0.703	0.716	0.237	0.534	

Table 4 as given above confirms the discriminant validity as HTMT values are below 0.90 as recommended by (Henseler & Sarstedt, 2013). In addition, as mentioned earlier, the term discriminant validity can be figured out in comparison with the individual item loadings and that of its cross-loadings (Chin, 1998).

Hypothesis 1 had postulated that there is a significant positive effect of Cognitive Perception and Attitude towards destination. Result (Table 5) indicates a negative and

statistically insignificant relationship between Cognitive Perception and Attitude towards destination ($\beta = 0.073$, $t = 1.625$, $p = 0.052$), thus ($p > 0.05$) Hypothesis 1 is not supported.

With respect to Hypothesis 2, it was hypothesized that Tourist Motivation has a positive significant impact on Attitude towards Destination. The findings reveal that positive significant relationship indeed existed between Tourist Motivation and Attitude towards Destination ($\beta = 0.140$, $t = 2.467$, $p = 0.007$), thus ($p < 0.05$) Hypothesis 2 was supported.

Table 5: Path Coefficients / Hypotheses Testing
Direct Effect Results

Hypothesis	Relationship	STD Beta	STD error	T- Value	P-Value	Decision
H1	CP-> AT	0.073	0.045	1.625	0.052	Not Supported
H2	TM> AT	0.140	0.057	2.467	0.007	Supported
H3	DA-> AT	0.509	0.049	10.472	0.000	Supported
H4	DP-> AT	0.140	0.052	2.668	0.004	Supported
H9	DF* AT-RI -> RI	-0.038	0.040	0.934	0.175	Not Supported
H10	CP-> RI	-0.025	0.039	0.658	0.255	Not Supported
H11	TM> RI	0.121	0.059	2.061	0.020	Supported
H12	DA -> RI	0.020	0.059	0.343	0.366	Not Supported
H13	DP-> RI	- 0.024	0.053	0.445	0.328	Not Supported

***p<0.01, Results are significant with 1 tailed where: T values >2.33 (p values < 0.01)*

**p<0.05, Results are significant with 1 tailed where: T values > 1.645 (p values < 0.05)*

Hypothesis 3 had proposed that there is a significant positive effect of Destination Aesthetics and Attitude towards Destination. Result (Table 5) indicates a positive significant relationship indeed existed between Destination Aesthetics and Attitude towards Destination ($\beta = 0.509$, $t = 10.472$, $p = 0.000$), thus ($p < 0.01$) Hypothesis 3 was supported. Hypothesis 4 had proposed that there is a significant positive effect of Destination Personality and Attitude towards Destination. The findings reveal that positive significant relationship indeed existed between Destination Personality and Attitude towards Destination ($\beta = 0.140$, $t = 2.668$, $p = 0.004$), thus ($p < 0.01$) Hypothesis 4 is supported. Hypothesis 9 had assumed that Familiarity moderates the relationship between Attitude and Revisit Intention. Result (Table 5) indicates a negative and statistically insignificant relationship ($\beta = -0.038$, $t = 0.934$, $p = 0.175$), thus ($p > 0.05$) Hypothesis 9 is rejected.

Hypothesis 10 had proposed that there is a significant positive effect of Cognitive Perception and Revisit Intention. Result (Table 5) shows a negative and statistically insignificant relationship ($\beta = -0.025$, $t = 0.658$, $p = 0.255$), thus ($p > 0.05$) Hypothesis 10 is rejected. Hypothesis 11's findings reveal that positive significant relationship existed between Tourist Motivation and Revisit Intention ($\beta = 0.121$, $t = 2.061$, $p = 0.02$), thus ($p < 0.05$) Hypothesis 11 is supported. Hypothesis 12 result's shows a negative and statistically insignificant relationship ($\beta = 0.02$, $t = 0.343$, $p = 0.366$), thus ($p > 0.05$) Hypothesis 12 is rejected. Hypothesis 13's Result confirms a negative and statistically insignificant relationship ($\beta = -0.024$, $t = 0.445$, $p = 0.328$), thus ($p > 0.05$) Hypothesis 13 is rejected. Results of mediation analysis are presented below in table 6. The finding reveals that Attitude towards Destination does not mediate the relationship between Cognitive Perception and Revisit Intention. ($\beta = 0.045$, $t = 1.612$, $p = 0.053$), thus ($p > 0.05$) Hypothesis 5 is rejected.

Table 6: Assessment of Mediation Analysis

Hypothesis	Path	STD Beta	STD Error	T-Value	P-Value	Decision
H5	CP→AT→RI	0.045	0.028	1.612	0.053	Not Supported
H6	TM→AT→RI	0.087	0.038	2.300	0.011	Supported
H7	DA→AT→RI	0.315	0.048	6.599	0.000	Supported
H8	DP→AT→RI	0.087	0.033	2.586	0.005	Supported

Hypothesis 6 states that Attitude towards Destination mediates the relationship between Tourist Motivation and Revisit Intention. The findings reveal that positive significant mediation existed ($\beta = 0.087$, $t = 2.3$, $p = 0.011$), thus ($p < 0.05$) Hypothesis 6 is accepted. Hypothesis 7 assumes that Attitude towards Destination mediates the relationship between Destination Aesthetics and Revisit Intention. The findings reveal that positive significant mediation existed ($\beta = 0.315$, $t = 6.599$, $p = 0.00$), thus ($p < 0.01$) Hypothesis 7 is accepted. Hypothesis 8 assumes that Attitude towards Destination mediates the relationship between Destination

Personality and Revisit Intention. The findings reveal that positive significant mediation existed ($\beta = 0.087$, $t = 2.586$, $p = 0.005$), thus ($p < 0.01$) Hypothesis 8 is accepted.

Table 7: Confidence Interval Bias Corrected

	STD Beta	Sample Mean	Bias	5.00%	95.00 %
CP->AT-> RI	0.045	0.046	0.001	-0.001	0.090
TM-> AT->RI	0.087	0.087	0.000	0.028	0.153
DP-> AT-> RI	0.087	0.086	-0.001	0.035	0.146
DA->AT-> RI	0.315	0.311	-0.004	0.246	0.403

6. Discussion and Conclusion

This study focuses to check determinants of a tourist revisit intention towards Hunza Valley by evaluating the effects of destination attributes and tourist motivations with the mediating effect of attitude and the moderating effect of Destination Familiarity in Pakistani tourism context. A multi-theoretical approach containing Push and Pull motivation, Theory of planned behavior and to predict traveler return intention, Cognitive Appraisal theory was utilized via behavioral intention model. The purpose of this study was to reveal main destination evaluation variables that effect tourist's willingness to return to a visiting spot. The destination's personality and aesthetics was examined along with visitor motivation and cognitive appraisal. The result of the PLS- SEM display that visitor motivation has a considerable impact on attitudes toward tourism (H2). Cognitive perceptions connected with a travel attitude have a reasonable negative impact on the probability of a location being visited again (H1). However, destination personality, aesthetics and motivation enhance the relationship between attitude and revisit intention. In addition, these results are consistent with past studies conducted by (Huang & Hsu, 2009). Six out of the thirteen hypotheses are not supported by the evidence. This study makes various contributions. By examining the effect of selected variables on intention to revisit Hunza Valley, Pakistan, It makes a substantial contribution to the research. It has examined the mediating effect of tourist attitude towards a destination on the connection between destination aesthetics and tourist motivation which had earlier been overlooked in past research. Also, it makes recommendations to the Destination Management Organizations on how to react to indications of traveler's intents to return to a specific location. It studies the variables pertinent to traveler intentions and destination properties that impact their tendency to return to a location, it adds substantially to the understanding of the Pakistani tourist behavior.

The current research has managerial implications for destination marketing. The results display that the personality construct is appropriate to locations and has a significant influence on tourists' emotions. However, having an engaging personality in general cannot be a management motive because some personality properties may be negatively linked with a specific tourist location. Specific aesthetics and personality properties will have a reasonable influence on traveler's attitudes and revisit intention while others will have less or no effect or may be a negative effect. This analysis confirms the idea, and it is essential that destination managers quantify these possible consequences for each of their destination personality properties, surpassing non-actionable idea like "an appealing personality." (Ramirez et al., 2021). The research underlines the need for promotion of destination aesthetics with upgraded services and infrastructure which will motivate repeat visits (Sitaniapessy, 2024). This study is helpful in the real world because marketers, advertisers and destination marketing organizations may use this information to improve their techniques to attract visitors in a more efficient manner. This research provides useful insight not only to destination management professional and practitioners, but also policymakers, and tourism strategists when dealing with travelers and the tourism sector since it underlines various aspects of tourists' perceptions. The results of this research also suggest that authorities should take suitable steps to improve traveler's views toward returning and boost their desire to return with special focus being devoted to the personality, aesthetics and motivation of tourists. In spite of the fact that past research investigated the relationship between attitude and revisit intentions in a variety of settings, the influence of tourist motivation, specifically on tourist attitudes to return, has gotten relatively less attention in the tourism literature to date.

Even though researches Kirillova and Lehto (2015) proposed that these ties should be re-explored. As a result, this study has given a new theoretical argument in the tourism

literature, namely for the connection between destination aesthetics and attitude, as well as the link between destination aesthetics and revisit intention. Second, because attitude is a basic cognitive concept, scholars are likely to apply it in the attitude-behavioral paradigm as a core cognitive and emotional idea (Chen & Yang, 2019). Owing to the concept that motivation and attitude constructs are similar and overlapping, there are limited studies that have looked at the connection between the two constructs. In the similar way, the connection between attitudes toward returning and the intention to return has not yet been explored in the tourist literature. As a result of utilizing large-scale cross-sectional data, this research contributes to the interpretation of the hypothesized relationship between these categories (motivation-> attitudes toward destination-> intention to revisit) in a wider context.

6.1. Limitation and Suggestions for Future Research

This study also provides future directions for more empirical research on this topic by investigating different tourism destinations. Currently, the time span for this study is cross-sectional in nature. It is suggested that future research can be conducted by utilizing longitudinal or experimental designs.

As per the completion of this study, it is anticipated that the results would provide substantial practical information to relevant authorities for the creation of marketing strategies and policymaking decisions for tourism in Pakistan. Although there are specific advantages to the current study, there are also some limitations. Primarily, a single research study is not sufficient to derive vast findings that may be used to beach tourism across a variety of cultural contexts.

Finally, the current study examines the Hunza Valley as a prominent tourism destination. Further research can be done in other places, such as Kaghan, Naran and Skardu etc. As determinants of revisit intentions, future research may analyze service quality and tourist satisfaction.

References

- Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, 25(2), 282-311. <https://doi.org/10.1108/SJME-12-2019-0109>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Aref, B., Mohammad, M., Puad, A., & Som, M. (2017). Turkish Tourism Consumer's TMS Information Search Behavior: the Role of User-Generated Content in Travel Planning Process. *Turkish Tourism Consumer's TMS Information Search Behavior: The Role of User-Generated Content in Travel Planning Process*, 6(1), 1-5.
- Arshad, M. I., Iqbal, M. A., & Shahbaz, M. (2018). Pakistan tourism industry and challenges: a review. *Asia Pacific Journal of Tourism Research*, 23(2), 121-132. <https://doi.org/10.1080/10941665.2017.1410192>
- Azam, M., Alam, M. M., & Hafeez, M. H. (2018). Effect of tourism on environmental pollution: Further evidence from Malaysia, Singapore and Thailand. *Journal of cleaner production*, 190, 330-338.
- Azam, M., Mahdiat, M., Hafeez, M. H., & Bakhtyar, B. (2022). Investigating the role of tourism in economic growth: Empirical evidence from Pakistan. *Polish Journal of Sport and Tourism*, 29(1), 39-47.
- Baalbaki, J., & Zizka, L. (2024). Egyptian crises and destination brand image: the resurrection of the mummy. *Current Issues in Tourism*, 27(6), 887-905. <https://doi.org/10.1080/13683500.2023.2187280>
- Baloglu, S. (2001). Image variations of Turkey by familiarity index: informational and experiential dimensions. *Tourism Management*, 22(2), 127-133. [https://doi.org/10.1016/S0261-5177\(00\)00049-2](https://doi.org/10.1016/S0261-5177(00)00049-2)
- Braimah, S. M., Solomon, E. N.-A., & Hinson, R. E. (2024). Tourists satisfaction in destination selection determinants and revisit intentions; perspectives from Ghana. *Cogent Social Sciences*, 10(1), 2318864. <https://doi.org/10.1080/23311886.2024.2318864>
- Briggs, S. R. (1992). Assessing the Five-Factor Model of Personality Description. *Journal of Personality*, 60(2), 253-293. <https://doi.org/10.1111/j.1467-6494.1992.tb00974.x>

- Chen, C.-C., Chung, J. Y., Gao, J., & Lin, Y.-H. (2017). Destination familiarity and favorability in a country-image context: examining Taiwanese travelers' perceptions of China. *Journal of Travel & Tourism Marketing*, 34(9), 1211-1223. <https://doi.org/10.1080/10548408.2017.1330172>
- Chen, L., & Yang, X. (2019). Using EPPM to Evaluate the Effectiveness of Fear Appeal Messages Across Different Media Outlets to Increase the Intention of Breast Self-Examination Among Chinese Women. *Health Communication*, 34(11), 1369-1376. <https://doi.org/10.1080/10410236.2018.1493416>
- Chi, C. G.-Q., Pan, L., & Del Chiappa, G. (2018). Examining destination personality: Its antecedents and outcomes. *Journal of Destination Marketing & Management*, 9, 149-159. <https://doi.org/10.1016/j.jdmm.2018.01.001>
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research*, 295(2), 295-336.
- Clarke, J., & Bowen, D. (2018). Familiar tourists, their behaviours and place attachments: an empirical framework. *Tourism Recreation Research*, 43(4), 417-431. <https://doi.org/10.1080/02508281.2018.1498158>
- Comerio, N., & Strozzi, F. (2019). Tourism and its economic impact: A literature review using bibliometric tools. *Tourism Economics*, 25(1), 109-131. <https://doi.org/10.1177/1354816618793762>
- Ćulić, M., Vujičić, M. D., Kalinić, Č., Dunjić, M., Stankov, U., Kovačić, S., Vasiljević, Đ. A., & Anđelković, Ž. (2021). Rookie Tourism Destinations—The Effects of Attractiveness Factors on Destination Image and Revisit Intention with the Satisfaction Mediation Effect. *Sustainability*, 13(11), 5780. <https://doi.org/10.3390/su13115780>
- Dolnicar, S. (2023). Tourist behaviour change for sustainable consumption (SDG Goal12): Tourism Agenda 2030 perspective article. *Tourism Review*, 78(2), 326-331. <https://doi.org/10.1108/TR-11-2022-0563>
- Drossos, D., Coursaris, C., & Kagiouli, E. (2024). Social media marketing content strategy: A comprehensive framework and empirically supported guidelines for brand posts on Facebook pages. *Journal of Consumer Behaviour*, 23(3), 1175-1192. <https://doi.org/10.1002/cb.2269>
- Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. *Journal of Travel Research*, 45(2), 127-139.
- Enzenbacher, D. J. (2019). Exploring the food tourism landscape and sustainable economic development goals in Dhofar Governorate, Oman: Maximising stakeholder benefits in the destination. *British Food Journal*, 122(6), 1897-1918. <https://doi.org/10.1108/BFJ-09-2018-0613>
- Forbes. (n.d.). *Forbes*. <https://www.forbes.com/>
- Ghali, Z., Rather, R. A., & Khan, I. (2024). Investigating metaverse marketing-enabled consumers' social presence, attachment, engagement and (re) visit intentions. *Journal of Retailing and Consumer Services*, 77, 103671. <https://doi.org/10.1016/j.jretconser.2023.103671>
- González, Y. E. L., Ledesma, J. D. L., & González, C. J. L. (2015). European nautical tourists: exploring destination image perceptions. *Tourism and hospitality management*, 21(1), 33-49. <https://doi.org/10.20867/thm.21.1.3>
- Guo, Y., Yu, M., & Zhao, Y. (2024). Impact of destination advertising on tourists' visit intention: The influence of self-congruence, self-confidence, and destination reputation. *Journal of Destination Marketing & Management*, 31, 100852. <https://doi.org/10.1016/j.jdmm.2023.100852>
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). Multivariate data analysis: A global perspective (Vol. 7). In: Upper Saddle River, NJ: Pearson.
- Hamdy, A., & Eid, R. (2024). COVID-19, destination image, and destination visit intention: unpacking the impacts of familiarity, generation, and gender amidst COVID-19. *Consumer Behavior in Tourism and Hospitality*, 19(1), 100-115. <https://doi.org/10.1108/CBTH-06-2023-0065>
- Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2019). The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism. *International Journal of Culture, Tourism and Hospitality Research*, 13(2), 218-234. <https://doi.org/10.1108/IJCTHR-11-2018-0151>

- He, X., & Luo, J. M. (2020). Relationship among Travel Motivation, Satisfaction and Revisit Intention of Skiers: A Case Study on the Tourists of Urumqi Silk Road Ski Resort. *Administrative Sciences*, 10(3), 56. <https://doi.org/10.3390/admsci10030056>
- Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics*, 28(2), 565-580. <https://doi.org/10.1007/s00180-012-0317-1>
- Huaman-Ramirez, R., Merunka, D., & Maaninou, N. (2023). Destination personality effects on tourists' attitude: the role of self-congruity and ambiguity tolerance. *Journal of Strategic Marketing*, 31(1), 74-98. <https://doi.org/10.1080/0965254X.2021.1874488>
- Joo, D., Cho, H., & Woosnam, K. M. (2019). Exploring tourists' perceptions of tourism impacts. *Tourism Management Perspectives*, 31, 231-235. <https://doi.org/10.1016/j.tmp.2019.05.008>
- Junus, S. Z., Hambali, K. A., Mar Iman, A. H., Abas, M. A., & Hassin, N. H. (2020). Visitor's Perception and Attitude toward the Ecotourism Resources at Taman Negara Kuala Koh, Kelantan. *IOP Conference Series: Earth and Environmental Science*, 549(1), 012088. <https://doi.org/10.1088/1755-1315/549/1/012088>
- Kim, H., & Stepchenkova, S. (2015). Effect of tourist photographs on attitudes towards destination: Manifest and latent content. *Tourism Management*, 49, 29-41. <https://doi.org/10.1016/j.tourman.2015.02.004>
- Kim, S.-B., & Kwon, K.-J. (2018). Examining the Relationships of Image and Attitude on Visit Intention to Korea among Tanzanian College Students: The Moderating Effect of Familiarity. *Sustainability*, 10(2), 360. <https://doi.org/10.3390/su10020360>
- Kirillova, K., Fu, X., Lehto, X., & Cai, L. (2014). What makes a destination beautiful? Dimensions of tourist aesthetic judgment. *Tourism Management*, 42, 282-293. <https://doi.org/10.1016/j.tourman.2013.12.006>
- Kirillova, K., & Lehto, X. (2015). Destination Aesthetics and Aesthetic Distance in Tourism Experience. *Journal of Travel & Tourism Marketing*, 32(8), 1051-1068. <https://doi.org/10.1080/10548408.2014.958608>
- Lam, I. K. V., & Ryan, C. (2020). Can marketing create destination personality? The case of Macau. *Tourism Critiques: Practice and Theory*, 1(1), 5-20. <https://doi.org/10.1108/TRC-03-2020-0006>
- Larsen, S., Wolff, K., Doran, R., & Øgaard, T. (2019). What Makes Tourist Experiences Interesting. *Frontiers in Psychology*, 10, 1603. <https://doi.org/10.3389/fpsyg.2019.01603>
- Laurie, S., Mortimer, K., Holtz, M., & Little, B. (2024). Enhancing Students' Understanding of Social Media Marketing and the Use of Advertising and Public Relations Terminology Within IMC: A Participatory Action Research Project. *Journal of Marketing Education*, 46(1), 45-56. <https://doi.org/10.1177/02734753231162610>
- Lee, G., & Tussyadiah, I. P. (2012). Exploring Familiarity and Destination Choice in International Tourism. *Asia Pacific Journal of Tourism Research*, 17(2), 133-145. <https://doi.org/10.1080/10941665.2011.616906>
- Leković, K., Tomić, S., Marić, D., & Čurčić, N. V. (2020). Cognitive Component of the Image of a Rural Tourism Destination as a Sustainable Development Potential. *Sustainability*, 12(22), 9413. <https://doi.org/10.3390/su12229413>
- Lin, M. (2024). Understanding the influencing factors of tourists' revisit intention in traditional villages. *Heliyon*, 10(15), e35029. <https://doi.org/10.1016/j.heliyon.2024.e35029>
- Manosuthi, N., Lee, J.-S., & Han, H. (2020). Predicting the revisit intention of volunteer tourists using the merged model between the theory of planned behavior and norm activation model. *Journal of Travel & Tourism Marketing*, 37(4), 510-532. <https://doi.org/10.1080/10548408.2020.1784364>
- Nastabiq, M., & Soesanto, H. (2021). The effect of destination attractiveness, destination service quality and tourist satisfaction on the intention of revisit to Kota Lama Semarang. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(2), 342-353.
- Nguyen-Viet, B., Nguyen My, P., & Dang-Van, T. (2025). Enhance domestic tourists' revisit intention in spiritual destinations originating in patriotism and religious orientation. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-09-2024-0905>
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, 7(1), 1796249. <https://doi.org/10.1080/23311975.2020.1796249>

- Passafaro, P. (2020). Attitudes and Tourists' Sustainable Behavior: An Overview of the Literature and Discussion of Some Theoretical and Methodological Issues. *Journal of Travel Research*, 59(4), 579-601. <https://doi.org/10.1177/0047287519851171>
- Rahmawati, Z. R., Kusumawati, A., & Sunarti. (2024). The Relationship of Destination Attributes, Memorable Tourism Experiences, Satisfaction, and Revisit Intention. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v9i11.15820>
- Raimkulov, M., Juraturgunov, H., & Ahn, Y.-j. (2021). Destination attractiveness and memorable travel experiences in silk road tourism in Uzbekistan. *Sustainability*, 13(4), 2252. <https://doi.org/https://doi.org/10.3390/su13042252>
- Sato, S., Kim, H., Buning, R. J., & Harada, M. (2018). Adventure tourism motivation and destination loyalty: A comparison of decision and non-decision makers. *Journal of Destination Marketing & Management*, 8, 74-81. <https://doi.org/https://doi.org/10.1016/j.jdmm.2016.12.003>
- Satti, Z. W., Babar, S. F., & Ahmad, H. M. (2021). Exploring mediating role of service quality in the association between sensory marketing and customer satisfaction. *Total Quality Management & Business Excellence*, 32(7-8), 719-736. <https://doi.org/10.1080/14783363.2019.1632185>
- Scott, N. (2020). Cognitive psychology and tourism – surfing the “cognitive wave”: a perspective article. *Tourism Review*, 75(1), 49-51. <https://doi.org/10.1108/TR-06-2019-0217>
- Seow, A. N., Foroughi, B., & Choong, Y. O. (2024). Tourists' Satisfaction, Experience, and Revisit Intention for Wellness Tourism: E Word-of-Mouth as the Mediator. *Sage Open*, 14(3), 21582440241274049. <https://doi.org/10.1177/21582440241274049>
- Sharka, R., Sedayo, L., Morad, M., & Abuljadayel, J. (2024). Measuring the impact of dental service quality on revisit intention using an extended SERVQUAL model. *Frontiers in Oral Health*, 5, 1362659. <https://doi.org/10.3389/froh.2024.1362659>
- Shen, K., Geng, C., & Su, X. (2019). Antecedents of Residents' Pro-tourism Behavioral Intention: Place Image, Place Attachment, and Attitude. *Frontiers in Psychology*, 10, 2349. <https://doi.org/10.3389/fpsyg.2019.02349>
- Sitaniapessy, A. (2024). Tourist Revisit Intention: The Role of Destination Image, Satisfaction and Quality. *MBIA*, 23(2), 201-211.
- Skavronskaya, L., Moyle, B., & Scott, N. (2020). The experience of novelty and the novelty of experience. *Frontiers in Psychology*, 11(2020)1-12. Article 322. <https://doi.org/10.3389/fpsyg.2020.00322>
- Soliman, M. (2021). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. *International Journal of Hospitality & Tourism Administration*, 22(5), 524-549. <https://doi.org/10.1080/15256480.2019.1692755>
- Souiden, N., Amara, N., & Chaouali, W. (2020). Optimal image mix cues and their impacts on consumers' purchase intention. *Journal of Retailing and Consumer Services*, 54, 102011. <https://doi.org/10.1016/j.jretconser.2019.102011>
- Stylidis, D., Woosnam, K. M., Ivkov, M., & Kim, S. S. (2020). Destination loyalty explained through place attachment, destination familiarity and destination image. *International Journal of Tourism Research*, 22(5), 604-616. <https://doi.org/10.1002/jtr.2359>
- Su, L., & Huang, Y. (2018). How does Perceived Destination Social Responsibility Impact Revisit Intentions: The Mediating Roles of Destination Preference and Relationship Quality. *Sustainability*, 11(1), 133. <https://doi.org/10.3390/su11010133>
- Tang, H., Liu, X., Li, J., & Wang, H. (2025). Study on the conservation and renewal of traditional rural tourism spaces: A perspective based on tourists' revisit intention. *Journal of Cleaner Production*, 499, 145184. <https://doi.org/10.1016/j.jclepro.2025.145184>
- Tapia, G. P. (2017). The role of familiarity in the destination image: A case study of South Korea. *European Journal of East Asian Studies*, 16(2), 296-316.
- Toudert, D., & Bringas-Rábago, N. L. (2019). Destination food image, satisfaction and outcomes in a border context: tourists vs excursionists. *British Food Journal*, 121(5), 1101-1115. <https://doi.org/10.1108/BFJ-03-2019-0148>
- UNWTO. (2024). Tourism for SDGs – Welcome to the tourism for SDGs platform! <https://tourism4sdgs.org/>
- Wen, J., & Huang, S. S. (2019). The effects of push and pull travel motivations, personal values, and destination familiarity on tourist loyalty: a study of Chinese cigar tourists to

- Cuba. *Asia Pacific Journal of Tourism Research*, 24(8), 805-821.
<https://doi.org/10.1080/10941665.2019.1635504>
- Yamagishi, K., De Ocampo, M., & Ocampo, L. (2024). Revisit intention of tourists in farm tourism sites. *Current Issues in Tourism*, 27(21), 3529-3556.
<https://doi.org/10.1080/13683500.2023.2268258>
- Yang, S., Isa, S. M., Ramayah, T., Blanes, R., & Kiumarsi, S. (2020). The Effects of Destination Brand Personality on Chinese tourists' Revisit Intention to Glasgow: An Examination across Gender. *Journal of International Consumer Marketing*, 32(5), 435-452.
<https://doi.org/10.1080/08961530.2020.1717400>
- Yang, S., Mohd Isa, S., & Ramayah, T. (2020). A Theoretical Framework to Explain the Impact of Destination Personality, Self-Congruity, and Tourists' Emotional Experience on Behavioral Intention. *Sage Open*, 10(4), 2158244020983313.
<https://doi.org/10.1177/2158244020983313>
- Yousaf, A., Amin, I., & Jose Antonio, C. (2018). Tourists' motivations to travel: A theoretical perspective on the existing literature. *Tourism and Hospitality Management*, 24(1), 197–211. <https://doi.org/10.20867/thm.24.1.8>
- Yu, P., & Zhang, H. (2020). Does Travel Really Enhance Destination-Country Image? Understanding Tourists' Changes in Perception toward a Destination Country. *Sustainability*, 12(10), 4294. <https://doi.org/10.3390/su12104294>
- Zhu, Y., Zhu, L., & Weng, L. (2024). How Do Tourists' Value Perceptions of Food Experiences Influence Their Perceived Destination Image and Revisit Intention? A Moderated Mediation Model. *Foods*, 13(3), 412. <https://doi.org/10.3390/foods13030412>
- Zulfiqar, U., Aman-Ullah, A., Mehmood, W., & Singh, H. (2024). Destination image and revisit intentions: a mediation-moderation study through tourist satisfaction and place attachment. *Global Knowledge, Memory and Communication*.
<https://doi.org/10.1108/GKMC-01-2024-0023>