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Reconstructing Revisit Intention Scale in Tourism

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Abstract: The main idea of this study is to discuss the reasons of tourists' revisit intention and then reconstruct scale for the measurement of the tourists' revisit intention. We collect data by interviewing with executives from the tourism and recreation businesses, internet searching, relevant research literature and open questionnaire. We construct final scale in two stages: Testing the validity and reliability of implement questionnaire pretest and then proceeding with overall model goodness of fit of official questionnaire. We reanalyze main reasons of tourists' revisit intention because of time tendency. And from the aspect of marketing, development of a destination must be diversified to meet the needs of different customers and the attributes of the tourism products must also attract the attention of the tourists, so that they are willing to participate and visit again. In addition, we also discuss the practice and theories of scale for the measurement of the tourists' revisit intention. We can provide it to tourism industry for reference in the future.

Key words: Tourist revisit, revisit intention, scale

INTRODUCTION

Tourist revisit comes naturally to a mature destination (Alegre and Cladera, 2006); therefore, ensuring high revisit rate becomes a key tactic to the tourism businesses, as a means to maintain competitiveness. According to the "Statistics of Tourist Visits to the Major Domestic Destinations" released by the Taiwan Tourism Bureau, Ministry of Transportation and Communications (MOTC, 2009, 2010), a total of 170,249,020 visits were made to the major domestic destinations in 2009 and 182,652,284 in 2010. The statistics indicate that the number of visitors is increasing but provide no information on the number of repeat visits. The tourism industry in Taiwan is thriving. According to the 2011 statistics released by the Tourism Bureau (MOTC), a total of 530,000 tourists visited Taiwan in October 2011 which indicates an increase by 44,000 or 9.2% compared to the same period of the last year. This marked a record high of visitors in October in the recent decade. Further analysis shows that a total of 530,000 foreign tourists visited Taiwan in October this year and the largest group is formed by tourists from China at 163,290 visitors which yielded a growth of 8.7% compared to the same period of last year. We are aware that the travel behaviors are the results of multiple factors. Therefore, it is not sufficient to understand the tourists' revisiting behaviors if only the factors of motive, attitude

and objectives are considered (Huang and Hsu, 2009). And the factors affecting tourist revisit behaviors studied in the past are still ambiguously defined and subject to dispute (Mazursky, 1989). Therefore, we think it is necessary to further explore the content of tourists' revisit intentions and a measuring scale from a more holistic view.

From the viewpoint of marketing, a tourist destination must continuously evolve in order to meet the needs of the different visitors (Jayawardena, 2002). The attributes of the products must attract the attention of the visitors if the goal is to achieve actual participation and increase in the revisit rate (Pritchard and Howard, 1997). To successfully sell a certain market, the primary goal would be to identify the competitiveness of the product or the consumers' positive positioning towards this product (Echtner and Ritchie, 2003). And the tourists make their choices of destinations based on the principles of tradition, psychology and consumer behaviors (Assael, 1984; Herzog, 1963).

The tourists assess their intention to revisit a certain destination or preference based on the results derived from an interplay of multiple factors (Rittichainuwat et al., 2008). The revisit intention is similar to the concept of repurchase which has become significant enough to serve as the main body in modern-day marketing strategies. In many studies, the concept of repurchase is often mentioned with several positive outcomes: (1) keeping

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existing customers is more cost effective than trying to attract new customers. (2) Keeping 5% of existing customers increase 25 to 85% of profit. And (3) Existing customers often recommend the store or product through word-of-mouth marketing (Reichheld and Sasser, 1990; Shoemaker and Lewis, 1999). Many corporations set their targets to retain repeated customers because they think such customers form a force that helps the businesses generate more income and cut down marketing costs (Hennig-Thurau and Hansen, 2000; Reichheld and Sasser, 1990). The marketers of the tourism industry also think that repeated visitors bring not only more income to the businesses at the destinations but also substantial savings to their marketing costs. Inundation of tourism products and services in the recent years has made destination marketing far more difficult than ever, so launching new destinations in this fiercely competitive market would not be a viable option. Therefore, to create market growth, the tourists are now given many more options targeting to satisfy their travel needs in all aspects and this directly influences their choices of destinations. From the aspect of destination marketing, we can be sure that tourist revisit is the most attractive option because it effectively cuts down the long term cost of marketing.

Baloglu (2000) pointed out in his research that stimulation of revisit intention (source of information) has a certain correlation to the psychological factors (social-psycho motives for traveling) and visual imagery (sensory/cognitive and emotional imagery). Therefore, before a consumer makes an actual purchase, they often recalls their past experience and makes active attempts to establish a connection between their sentiments and the target object because a consumer's cognition leads to behaviors (Lindquist, 1974). Therefore, the information on the consumers' cognition towards a certain destination is highly valuable to the marketers. Despite the above factors, the survey intended to measure the tourists' revisit intention developed by Dodds *et al.* (1991) and Bigne *et al.* (2005) only include four questions: (1) You are willing to visit this destination again; (2) This destination will be your first choice when you plan for another trip in the future; (3) You will recommend this destination to others and (4) You will encourage your friends and family to visit this destination. In the above analysis, we have seen a trend of increasing tourist revisits over the past few years and this increase has presented a new demand for an in-depth study. Thus, an issue arises, questioning whether the "four questions" are still sufficient to comprehensively interpret the tourists' revisit intention

today. Therefore, this research sets its objective to explore this question and the factors influencing the tourists' revisit intentions, as well as making an attempt to construct a scale for the measurement of the tourists' revisit intention through scientific methods and analysis.

LITERATURE REVIEW

Definitions: Earlier studies tended to measure tourists' revisit intention through the factors of personal intuition and the willingness to make a recommendation (Ajzen and Driver, 1992). The concept of tourists' revisit intention has also been referred to as the willingness to recommend, in the sense that the tourists express willingness to revisit a destination and make recommendation to their friends because they have satisfactory travel experience and this satisfactory experience brings about word-of-mouth marketing and customer loyalty (Robertson and Regula, 1994). Gronholdt *et al.* (2000) and Baker and Crompton (2000) define tourists' revisit intention as the tourists' willingness to revisit a destination again and also think that this behavior is an expression of customer loyalty, similar to the willingness to purchase a certain product again. Kozak (2001), on the other hand, thinks that tourists' revisit intention is an actual action in response to certain behaviors which generally refers to the tourists' willingness to visit a certain destination or other destinations in the same country.

Studies on the subject of tourist revisit intention: In tourism, revisiting is accepted as a significant phenomenon in an economy and a country's attractiveness to the tourists (Darnell and Johnson, 2001). We can understand that the benchmark of the revisiting theories is constructed upon the framework of the repurchasing behaviors and such studies sprouted in the 1980's (Gitelson and Crompton, 1984; Gyte and Phelps, 1989; Oppermann, 1997). In order to understand why some tourists have the preference to revisit certain destinations, many research conducted in the recent years focuses on the antecedents that influence the tourists' revisit intention.

The past studies show that a large percentage of tourists like to visit certain destinations again (Pritchard, 2003). The possible psychological factors may include (1) A feeling of inertia (Odin *et al.*, 2001); (2) An attitude of indifference; (3) An attitude of risk aversion (Mitchell and Greatorex, 1993); (4) A compensatory attitude (Jones *et al.*, 2002); (5) A utilitarian attitude based

on the criteria of cost, quality and satisfaction (Baker and Crompton, 2000; Chen and Gursoy, 2001; Frochot and Hughes, 2000; Gursoy and McCleary, 2004; Kozak, 2001; Petrick, 2004; Petrick *et al.*, 2001; Yuksel, 2001); (6) Perceived values (Petrick *et al.*, 2001; Campo-Martinez *et al.*, 2010); (7) Past experiences (Chen and Gursoy, 2001; Kozak, 2001; Petrick *et al.*, 2001); (8) Sense of security (Chen and Gursoy, 2001); (9) Impression (Milman and Pizam, 1995; Ross, 1993); (10) A sense of place attachment (Gitelson and Crompton, 1984; Kyle *et al.*, 2003) and (11) Cultural difference (Chen and Gursoy, 2001; Reisinger and Turner, 1998). However, other research has also ruled out the (1) and (2) in the above list of psychological factors (Baloglu and Erickson, 1998; Oppermann, 2000; Riley *et al.*, 2001).

Measuring tourists' revisit intentions: Ajzen and Driver (1992) proposed a two-dimensional scale for measurement of tourists' revisit intention and these two dimensions generally refer to personal intuition and the willingness to make recommendations. Howard, Lee *et al.* (1994) think that destinations that are characterized by hands-on activities and famous scenic spots more easily evoke tourists' revisit intentions. Inskeep (1991) thinks that unique features in the natural environment or manmade products are the major factors that attract tourist revisits. Jones and Sasser (1995), on the other hand, discovered that the tourists who have certain attachment or preference to the company's personnel, products, or services are likely to revisit. The reasons mentioned above can be consolidated into one factor, that is, the "features" of the destinations.

Some past research has also pointed out that the tourists tend to exhibit the behavior of revisiting if they have deep impression on a certain destination (Echtner and Ritchie, 2003; Embacher and Buttle, 1989; Fakeye and Crompoton, 1991; Gartner, 1989). Reilly (1990) and Woodside and Lysonski (1989) also came to a similar conclusion that clear information of the tourists' impression on a certain destination or their feelings towards this destination if they have just visited the place will provide the grounds for the deduction of potential factors that trigger the tourists' intention to visit. In addition, the tourism business operators often use direct messages to create "induced image" through special marketing events (celebrity, historic events, etc.,) (Fakeye and Crompoton, 1991; Leisen, 2001). This "induced image" prompts tourists to explore more information or form a sense of familiarity towards the destination and in turn trigger the intention to revisit. The

content of "impression" is often measured by the "sense of familiarity" which is also seen as one of the components in the construct of tourists' revisit intention (Baloglu and McCleary, 1999). From the above, we can see that "impression" is one of the factors that induces tourist revisit.

Backman and Crompton (1991) think tourists that participated in special events, used well-designed facilities and received thoughtful services tend to participate with higher frequencies. And the "sense of thrill", "less time-consuming participation" and "convenient boarding choices" are considered the main factors that induce tourist revisit. Backman and Shinew (1994) pointed out that certain tourists pay special attention to the cleanliness of the environment or special personal preferences (e.g., traveling as couples or with friends, etc.) and meeting such needs will have positive influence to the tourists' revisit intention. And these factors are closely associated with the cognition of service performance (Dion *et al.*, 1998; Juran, 1986). The constructs analyzed above can be consolidated into one factor, that is, "services".

Having personal experience of the cultural activities at the travel destination also induces the tourists to revisit (Hu and Ritchie, 1993; Inskeep, 1991). Lew (1987) thinks that the reasons a tourist destination attracts tourist revisit constitute the elements of landscape and satisfactory, as well as comprehensive, services and facilities. Hu and Ritchie (1993) also think that a tourist destination attracts tourists to revisit because it satisfies the special vacationing needs, the climate at the destination is suitable to the tourists, or the tourists are received with enthusiastic hospitality. From the above analysis, we can consolidate the elements of tourist revisit intention into the factor of "scenery and culture".

RESEARCH METHOD

Scope and subjects: This research targets exploring the factors associated with tourists' revisit intention from the tourism and recreation industries. Three interviews were conducted during the period from April 27th to May 24th 2011 and the subjects include two executives from the tourism industry and one executive from the recreation industry. An open questionnaire was implemented during the period from June 1st to 17th 2011 to 40 students of the Department of Leisure and Recreation Management, China University of Technology (selected through the stratified random sampling method) for collection of question items. With reference to the relevant research

literature and question items derived from internet search, we compiled the initial draft of a scale for measurement of tourists' revisit intention which contains 78 questions. The Sun Moon Lake International Yacht Company was commissioned to collaborate on the administration of this test from July 1st to August 31st 2011 which was tested on 120 tourists (60 to Taiwanese and 60 to the Chinese tourists). A total 113 copies were returned (return rate of 94.2%) and after deleting the invalid questionnaires, 109 remained (55 from Taiwanese and 54 from Chinese tourists with a valid sample rate of 90.8%). The 109 questionnaires were then put into a validity and reliability test and 30 questions were derived for the final scale. Finally, the derived scale was implemented in a survey targeting on the tourists traveling in Taiwan from the beginning of September to the end of October 2011 through the internet (50 copies sent out and 50 copies returned; the return rate is 100% and valid sample rate is also 100%) and the travel agencies (200 copies were sent out and 183 copies were returned; the return rate is 91.5% and valid sample rate is 82.5%), along with a test for the overall goodness of fit.

Statistical methods: The data derived from this research is subject to the analysis and hypothesis test through the SPSS18.0 and AMOS18.0 software programs. The process includes verification of the returned questionnaires, data input from the valid questionnaires and analysis on the statistics according to the research procedures. Statistical methods used in this research include: (1) Item analysis, (2) factor analysis and (3) reliability analysis and results of the above analyses will provide support to the construction of the scale intended in this research. Finally, a goodness of fit analysis is implemented on the overall model to reconfirm the validity and reliability of the scale.

Research procedure: This research is conducted following the procedure. The process includes interviews with the executives from the tourism and recreation businesses to derive the factors of tourists' revisit intentions. Information from relevant research literature, internet search and an open questionnaire administered to the students majoring in leisure and recreation management is then compiled into the initial draft of the scale after deleting the ambiguous and repeated questions. Following the above, a preliminary test is implemented on a number of tourists from Taiwan and China and the results are subjected under an item analysis and a factor analysis, as well as naming of the factors. After verifying the reliability of each factor, the overall

model is then subjected to a goodness of fit analysis to confirm the final scale.

Item analysis
Tests of missing values and descriptive statistics: In the pretest, 109 subjects answered 78 questions with 3900 responses; there is no missing value in this test. According to a quantitative research and statistical analysis published by Legris *et al.* (2003), questions with missing values higher than 3.5% tend to be questions that should be considered for deletion with priority. From the results of analysis, there are no questions reaching 3.5% in missing values; therefore, there are no questions subjected to priority deletion.

Furthermore, Legris *et al.* (2003) have also mentioned a set of test standards in a quantitative research and statistical analysis. The test standards include: (1) Obvious deviation of the items' average value (the average value of the items is higher than the ±1.5 standard error of the average value of the overall scale, that is, higher than 7.01 or lower than 4.01). There are no values in this research higher than 7.01 or lower than 4.01. (2) Low discrimination (standard error lower than 0.75). In the analysis, question 53 in the scale has a discrimination value leaning towards the lower side. (3) Obvious skewness (the skewness coefficient is close to ±1). Several questions in the dimension of "service" have skewness values higher than 0.7 (including questions 1, 2, 3, 11, 12, 14, 15, 19, 24, 25, 26, 35, 41, 50, 58, 66, 75 and 76).

Comparison of extreme groups: From the 50 test subjects in the preliminary test, the highest and lowest 27% in the ranking of the total scores (approximately 14 persons) are classified as the extreme group. This group is then subjected under a t-test and the result shows that several questions in the "service" dimension have not reached the 0.05 level of significance (including questions No. 8, 16, 18, 52 and 61) and these questions with low discrimination rate are taken into consideration for deletion.

Homogeneity test: From the tests on homogeneity and factor loadings, we find that the Tourists' Revisit Intention Scale has very high homogeneity and the internal consistency coefficient is 0.970. This result shows that the items in the scale have a certain level of homogeneity. Therefore, the homogeneity test standard for each individual question is based on the total correlation coefficient of the modified items lower than 0.3

Table 1: General analysis on the tourists' revisit intention

No.	Questions	Missing value text	Mean	Standard error	Skweness	Extreme text	Correlation	Factor loading
1	I revisit this destination for special purposes				×			
2	I want to experience the destination again				×			
3	I feel familiar with the destination				×			
8	The destination makes me feel relaxed in the body and mind					×	×	×
11	The destination guide gave us a very detailed tour				×			
12	The costs associated with the destination are low				×			
14	The destination offers a vatiety of activities and performances				×			
15	The destination has special attractions				×			
16	I revisit this destination to get away from the summer/winter climate					×		
18	The destination is close to where i live					×		
19	The destination has unique gourmet and specially products				×			
24	I revisit this destination because of its natural environment				×			
25	The destination has many historical artifacts and monuments				×			
26	The destination guide gave us a very detail guide to the local culture				×			
35	This is a new destination with innovative and invigorating attractions				×			
41	I revisit this destination because of the advertisements or recommendations				×			
50	I revisit this destination because this place is famous				×			
52	I revisit this place because I want to experience the nature					×		
53	This destination has high quality restaurants, hotels or B and B accommodation			×				
58	This destination has high quality service personnel				×			
61	This destination has well-prepared professional destination guide					×		
66	The costs of things here are relatively low				×			
75	I was recommended by a travel agency				×			
76	This destination is worth visiting again				×			

or factor loading lower than (3) Question No. 8 is found to have less optimum results in both coefficients.

The decision on the item analysis is made based on an overall assessment facilitated by the above seven statistical indicators. The consolidated result of these seven indicators show that 24 questions (including 1, 2, 3, 8, 11, 12, 14, 15, 16, 18, 19, 24, 25, 26, 35, 41, 50, 52, 53, 58, 61, 66, 75 and 76) should be deleted. The above analysis is consolidated into Table 1.

Factor analysis: Since the researcher did not set up a default factor structure and the purpose of factor analysis is to seek a potential factor structure, a principal component analysis is more suited for this research for derivation of the common variances in the questions. And in order to establish the most simplified structure between factors, this research adopts the orthogonal rotations method to seek the maximum possibility in factor differentiation (Rosenberg, 1965). The analysis is further described in the section below.

Communality: The value derived from the square of the multiple correlation coefficients between one variable and all other variables is referred to as the communality. Communality indicates the ratio of the variation of the singled-out variable explained by the common factors. The higher the communality is; the better the result of the factor analysis will be. Esposito Vinzi *et al.* (2010) think

that a value exceeding 0.7 will have an influence on the outcome. Therefore, questions No. 4 and 23 are suggested for deletion. However, we will reserve these two questions for further tests.

Explained variation: We can see that factors abstracted from the explained variations used to explain the factor analysis are capable of explaining the ratio of the variations from the overall variables. When the eigenvalue is set to 1 for the abstraction standard, 14 factors are derived with the capacity to explain at the rates of 32.477, 7.962, 7.014, 5.541, 4.702, 4.339, 3.567, 3.352, 2.941, 2.646, 2.447, 2.121, 2.002 and 1.881%; the total ratio is 82.991%. However, as Devellis (1991) argued that there are often too many common factors when derived from this method. Therefore, we further put these factors into the Cattell (1966) scree test to determine the number of factors. From this test, we find that the curve gradually comes to a flat line after factor No. 7. This result shows that the first and second factors are capable of explaining a certain ratio of variations and therefore should be the abstracted. Since the number of factors abstracted from the above two methods deviate to a great extent, based on the principle of "attempting to derive sets of factors in varied quantities and then choose the most reasonable result from the options", we implemented the oblique rotation analysis under six scenarios of 2 to 7 common factors. The reason that we implement this analysis is that we think

Table 2: Bartlett's test of sphericity for tourists' revisit intentions

Bartlett's test of sphericity		
	Approximate chi-square distribution t	1134.538*
	Degree of freedom	435
	Significance	0.000

*p<0.05

Table 3: Matrixes of tourists' revisit intentions

	Subscale 1	Subscale 2	Subscale 3	Subscale 4
Final scale				
Pearson's correlation	0.868*	0.712*	0.746*	0.686*
Significance	0.000	0.000	0.000	0.000

*p<0.05

each individual factor should be independent from others. The results show that when a set of four common factors are used for the analysis, as presented in the studies of Mcauley *et al.* (1994) and Chelladurai and Saleh (1980), the maximum loading is higher than 0.45 and the factor loadings of the other factors are lower than the standard of .30 and the contents of each factor after deleting certain items appear to be most meaningful. After following the above procedure to delete certain items (24 questions including No. 9, 17, 20, 21, 23, 27, 28, 36, 37, 38, 39, 42, 43, 44, 45, 47, 49, 51, 54, 56, 57, 67, 68 and 74), we used the Bartlett's test of sphericity to explore goodness of fit for the other coefficients. From Table 2, we can see that the chi-square value of the test of sphericity for the tourists' revisit intention reaches the level significance at 1134.538 (p<0.05).

Through another factor analysis on the tourists' revisit intention scale, we found that four major factors can be derived from 30 questions through the principal component analysis method which can be named as "features' (ten questions 13, 22, 29, 30, 31, 32, 33, 34, 40 and 48) (Ajzen and Driver, 1992; Lee *et al.*, 1994), "impression" (seven questions 69, 70, 71, 72, 73, 77, 78) (Echtner and Ritchie, 2003; Reilly, 1990), "services" (eight questions 10, 55, 59, 60, 62, 63, 64, 65) (Backman and Crompton, 1991; Backman and Shinew, 1994) and "scenery and culture" (five questions 4, 5, 6, 7, 46 (Hu and Ritchie, 1993; Lew, 1987) and their explained variations are 16.969, 15.158, 14.657 and 12.311%, respectively; the total is 59.096%. Following which, the total test score is used as the standard to analyze the correlation between each subscale and the overall scale; correlation coefficients from this analysis represent the concentration of the test. The values used for this test are compiled into Table 3. The results show that the concentration of this scale is leaning towards testing under a consistent psychological construct (r falls in between 0.686 and 0.868, p<0.05) which is therefore considered to have construct validity.

Reliability analysis: From Table 4, we can see that this research adopts the internal consistency concept as

Table 4: Homogeneity of the overall tourists' revisit intention scale

Cronbach's Alpha	No. of items
0.887	10
0.886	7
0.864	8
0.868	5

illustrated in Devellis (1991) research to test the reliability of the tourists' revisit intention scale which entails testing whether all variables carry homogeneity. After being tested by the Alpha coefficient test developed by Cronbach, the α value of each factor is derived: "features" α = 0.887, "impression" α = 0.886, "services" α = 0.864 and "scenery and culture" α = 0.868. Each subscale developed from each factor has a reliability coefficient between 0.864 and 0.887, is considered an acceptable range and reflects good internal consistency of the overall scale.

Assessment on the goodness of fit for the overall model: This research uses AMOS18.0 to conduct the goodness of fit assessment for the overall model (Fig. 1). To validate the constructs, the research model was estimated with the Confirmatory Factor Analysis (CFA) in which all measurement items were loaded on their expected constructs and the constructs were correlated in the analysis (Gerbing and Anderson, 1988). In the testing model for CFA, all factor loadings were significant (p<0.05). The indexes of the model provide a good fit: $\chi^2/df = 1.695$, GFI (goodness-of-fit index) = 0.964, AGFI (adjusted goodness-of-fit index) = 0.878, RMSES (root mean square error of approximation) = 0.057, NFI (normed fit index) = 0.925 and CFI (comparative fit index) = 0.967 which was above the model adaptability standard suggested by Bagozzi and Yi (1988) ($\chi^2/df < 3$, GFI ≥ 0.90, AGFI ≥ 0.80, RMSEA ≤ 0.08, NFI ≥ 0.90, CFI ≥ 0.90), showing unidimensionality of the scales. Table 5 shows that the composite reliability ranged from 0.8974 to 0.94, or greater than the standard of 0.6 (Hair *et al.*, 2006). The researchers also employed a set of established procedures to check for convergent validity and discriminant validity of our scales. The average variance extracted (AVE) for each construct was between 0.534 and 0.7493 which was either equal to or higher than 0.5 (Bagozzi and Yi, 1988; Fornell and Larcker, 1981), supporting convergent validity. The researchers measured discriminant validity by calculating the AVE for all pairs of constructs and comparing this value to the squared correlation between the two constructs of interest. The research results show the squared correlation between any pair of constructs in all cases was less than the respective AVE of each of the constructs in the pair (Fornell and Larcker, 1981), supporting discriminant validity.

Table 5: Factor analysis, reliability and validity

Constructs	Factors loading	Cronvach's alpha	Composite reliability	AVE
Features		0.910	0.9181	0.534
The destination is not affected by the climate	0.491			
The destination has famous night markets and streets	0.602			
The destination offers activities of hands-on experience	0.508			
The destination has unique natural landscape	0.863			
The destination has unique architecture, people and landscape	0.834			
I was recommended by friends and family	0.635			
I am quite acquainded with the travel agent	0.742			
The travel agency is very famous	0.796			
The reception and service personnel are very friendly	0.753			
I revisit this destination out of spontaneous idea	0.666			
Impression		0.788	0.8974	0.5602
Some celebrities have visited this place	0.595			
The destination has been through a reconstruction after a serious disaster; I visit this place again to recollect memories and see what it's like now	0.560			
This place gave me a deep impression	0.816			
I have jsut been to this place	0.653			
I do not have other choices	0.684			
Visiting this place has been a regular event in my life	0.659			
Services		0.942	0.94	0.6659
This is a thrilling place; I want to experience more	0.612			
This place is neat and clean	0.810			
This tour leader is friendly	0.710			
This place is easily accessible	0.844			
I do not need to spend too much time	0.798			
This place has convenient boarding facilties	0.818			
I want to show my friends this place	0.748			
Scenery and culture		0.946	0.9368	0.7493
This place has beautiful sceneries	0.901			
This destination as a comprehensive range of recreational facilities	0.797			
This is a famous tourist destination	0.589			
The people here are very hospitable	0.801			
The climate is cheerful	0.841			

RESULTS AND DISCUSSION

This research was targeted to explore the factors that influence the tourists' revisit intention and construct a tourists' revisit intention scale through scientific methods and procedures. Four dimensions were derived from this research, including "features", "impression ", "services" and "scenery and culture". Results of this research are discussed in the section below from two aspects: practice and theories and will provide as a reference for the tourism industry and researchers interested in further exploration of this subject.

Practice: From the dimension of "features", the statistics released by the Taiwan Tourism Bureau (MOTC, 2011) indicates that the special celebrations and exhibitions organized during festivities often promote tourism in the destinations and the "once-a-year" events attract large crowds, as well as induced the tourists' intention to revisit. From the dimension of "impression", most tourist destinations nowadays have been designed to give a deep impression and make the visitors feel familiar. Giving the visitors detailed information on the attractions tends to impart deeper impression and induce the

intention to revisit. In the dimension of "services', the tourists pay attention to the attitude of tour leaders, the professionalism of the destination guides and cleanliness of the environment and arrangement of transportation vehicles, boarding facilities, itineraries, dining, travel mates and tour attractions. These elements are significant factors that affect the tourists' revisit intention. In the dimension of "scenery and culture", several factors tend to induce the tourists' intention to revisit, including the hospitality of the people, beautiful sceneries and comprehensive recreational facilities. Therefore, it is viable to consider integrating the local culture and sceneries into the travel package and give the tourists the opportunity to enjoy the recreational facilities during a trip.

Theories: In the dimension of 'features", Pritchard and Howard (1997) mentioned that the travel products must have certain attractiveness to induce tourists' revisit intention and suggested that the tourism businesses should give tourists opportunities to participate. Therefore, highlighting the features of a tourist destination will influence the tourists' revisit intention and it is viable to adopt the marketing theories to package
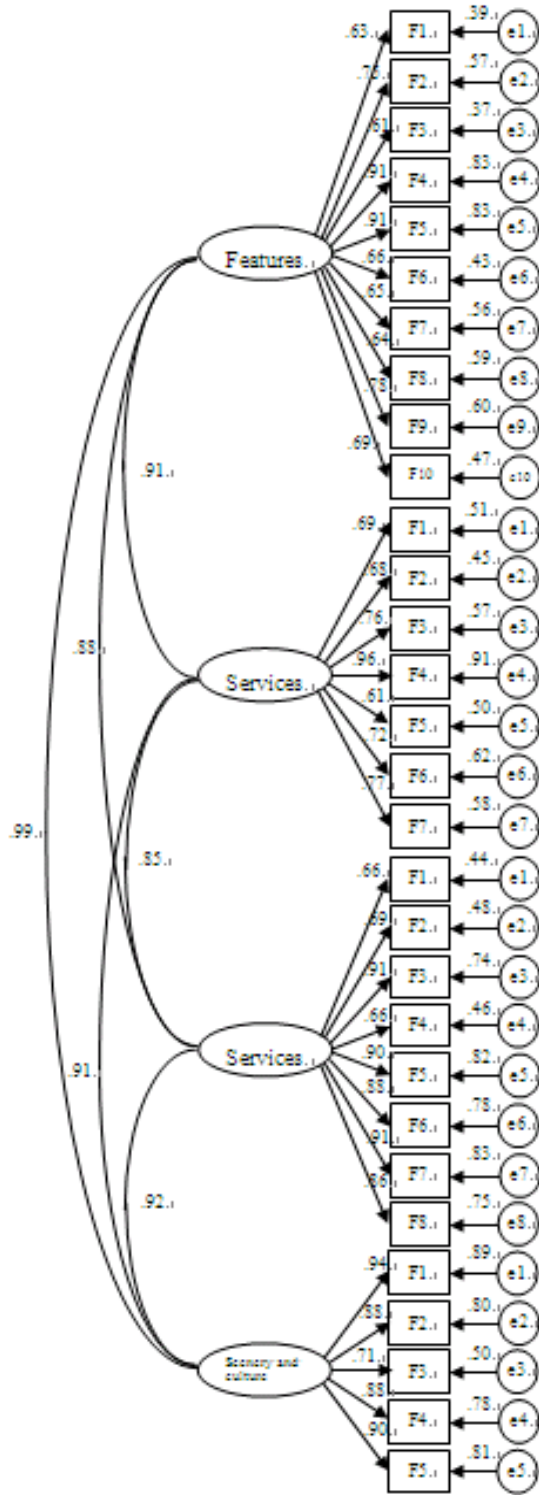
Fig. 1: Goodness of fit assessment for the overall model

tends to induce imagery in the tourists (Fakeye and Crompoton, 1991; Leisen, 2001) and the tourists tend to feel familiar towards a place when they have sufficient information. Establishing a link between the impression and sense of familiarity will induce tourists' revisit intention. In the "services" dimension, it is essential to understand the tourists' needs, including the objective of the tourists' revisit, the attributes of the environment and the preferences for transportation and boarding (Backman and Shinew, 1994) and such exploration can be initiated by a survey on the customer-oriented needs. In the dimension of "scenery and culture', Chen and Gursoy (2001) and Kyle *et al.* (2003) pointed out that geographical tourism and cultural differences are two of the major factors influencing the tourists' revisit intention. Tourists tend to revisit a place for its unique environment and culture. Therefore, in-depth understanding on the antecedents of the geography and culture facilitates construction of the theories of tourists' revisit intention.

MANAGEMENT IMPLICAIOTN AND LIMITATIONS

The questionnaire designed in this research will provide a reference for the tourism businesses and in-depth information on the needs of the tourists and the factors that induce tourist revisit. The survey will provide the recreational parks and businesses at the tourist destinations comprehensive information to facilitate evaluation on the needed improvements, so that the tourism industry in Taiwan will have the opportunity to upgrade into the international class and bring into more tourists. From the aspect of marketing, the information will also help the tourism businesses to plan successful marketing campaigns, as well as a variety of activities for the same destinations that meet the needs of the tourists (Jayawardena, 2002). The attributes of the products must be attractive to induce tourist revisit and give the tourists the opportunity to participated is also recommended (Pritchard and Howard, 1997). To the tourism businesses, the primary goal is to secure their competitiveness and their positive positioning in the mind of the consumers, as well as planning travel packages that are attractive to the revisiting tourists or influential to their revisit intentions. When not limited by time and funding, the number of samples can be increased. Although the scale constructed in this research has come to a rough form, this research is intended to an explorative study; therefore, we recommend the follow-up studies to re-verify the scale and implement a confirmatory study. Furthermore, establishing an objective tool for assessment of the

the features of a destination. In the dimension of "impression", information given in marketing activities

tourists' revisit intention is only an initial step in the exploration of the revisit behaviors; the final goal is to facilitate practical use, review, modification and constant improvement.

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