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The Influence of Destination Image on Revisit Intention:
The Moderating Impact of Electronic Word of Mouth
Marketing (eWOM)

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The Influence of Destination Image on Revisit Intention: The
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A thesis submitted

In fulfillment of the requirements for the degree of Master of Science

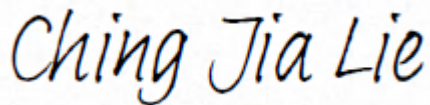
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Faculty of Economics and Business
UNIVERSITI MALAYSIA SARAWAK

2021

DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.



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ABSTRACT

In this emerging digitalised ecosystem, ecotourism is one of the significant motivators in tourism and the government has set their goals to enhance ecotourism development as proposed by the Visit Truly Asia Malaysia 2020 campaign. In addition, the growth of destination image should be developed in a way that could increase the tourists' revisit intention. Therefore, electronic word of mouth marketing is regarded as one of the ways to improve the destination sustainability. The main objective of this study is to examine the tourists' perception on destination image toward revisit intention with the moderating impact of electronic word of mouth marketing (eWOM). This study intends to investigate the importance of destination image constructs towards the enhancement of revisit intention. Apart from this, this study also attempts to govern the moderating variable of electronic word of mouth marketing (eWOM) on the relationship between destination image and revisit intention. Subsequently, a total of 300 questionnaires were distributed to local and foreign tourists visited Mulu National Park, Gunung Gading National Park, Bako National Park, Kubah National Park and Niah National Park which situated in Sarawak, Malaysia. There are a sample of 286 respondents were collected and found usable. The data analysis was performed by SPSS Version 26.0 and WarpPLS (version 7.0) with partial least squares structural equation modeling (PLS-SEM). The results of this study have shown that four direct relationship hypotheses and two moderating relationships have been supported. Interestingly, the findings have revealed that the destination image dimensions namely, price and value, destination environment, atmosphere and quality of service have a significant positive relationship on revisit intention from local and foreign tourists' perspective, whereas no significant impact found among natural and historical attractions, entertainment and tourism activities, and tourism infrastructure. Besides, electronic word of mouth marketing

(eWOM) was found to moderate the relationship between price and value, as well as atmosphere. The results of this study provide valuable information and contribution to scholars and practitioners by providing empirical evidence on the moderating impacts of electronic word of mouth marketing (eWOM) and the effects of destination image dimensions on revisit intention in the context of ecotourism.

Keywords: Ecotourism, destination image, revisit intention, electronic word of mouth marketing (eWOM), National Parks, Sarawak, Malaysia

Imej Destinasi Terhadap Niat Kunjung Kembali: Kesan Penyederhana Pemasaran Elektronik Komunikasi dari Mulut ke Mulut

ABSTRAK

Dalam era ekosistem digital, ekopelancongan merupakan salah satu penggerak utama dalam pelancongan dan kerajaan yang telah menetapkan matlamat untuk meningkatkan daya tarikan pembangunan ekopelancongan oleh kempen Visit Truly Asia Malaysia 2020. Di samping itu, pertumbuhan imej destinasi harus dikembangkan dengan cara yang dapat meningkatkan niat pelancong untuk mengunjungi kembali ke destinasi yang sama. Oleh itu, pemasaran elektronik komunikasi dari mulut ke mulut adalah cara yang ideal untuk meningkatkan kelestarian destinasi. Selain itu, objektif utama kajian ini adalah untuk mengkaji persepsi pelancong terhadap imej destinasi ke arah memberi kembali hasrat dengan kesan penyederhana pemasaran elektronik komunikasi dari mulut ke mulut. Kajian ini bercadang untuk menyiasat sama ada konstruksi imej destinasi adalah parameter yang penting untuk meningkatkan niat pelancong untuk mengunjungi kembali. Selain daripada itu, kajian ini juga bertujuan untuk menggunakan kesan penyederhana pemasaran elektronik komunikasi dari mulut ke mulut dengan mengenai hubungan antara imej destinasi dan niat yang mengunjungi kembali. Bagi mencapai objektif ini, sebanyak 300 soal selidik telah diedarkan kepada pelancong tempatan dan pelancong luar negara yang melawat Taman Negara Gunung Mulu, Taman Negara Gunung Gading, Taman Nasional Bako, Taman Nasional Kubah dan Taman Nasional Niah yang terletak di Sarawak, Malaysia. Terdapat 286 sampel responden yang dikumpulkan dan didapati boleh digunakan. Analisis data telah dijalankan oleh SPSS (versi 26.0) dan WarpPLS (versi 7.0) dengan partial least squares structural equation modeling (PLS-SEM). Hasil kajian ini menunjukkan empat hubungan langsung dan dua hubungan moderasi disokong. Hasil data ini telah menunjukkan bahawa dimensi imej destinasi iaitu harga dan nilai, persekitaran destinasi,

suasana dan kualiti perkhidmatan yang mempunyai hubungan yang signifikan dan positif dalam niat yang mengunjungi kembali, sebaliknya tidak ada kesan yang signifikan antara tarikan alam dan sejarah, hiburan and aktiviti dan infrastruktur pelancongan. Di samping itu, pemasaran elektronik komunikasi dari mulut ke mulut yang didapati mempunyai hubungan kesan moderasi antara harga dan nilai, serta suasana. Akhirnya, keputusan kajian ini memberi maklumat yang berharga dan sumbangan kepada para sarjana dan pengamal dengan memberikan bukti empirikal untuk mengenai kesan penyederhana pemasaran elektronik komunikasi dari mulut ke mulut dan kesan dimensi imej destinasi terhadap niat untuk mengunjungi kembali dalam konteks ekopelancongan.

Kata kunci: *Ekopelancongan, imej destinasi, niat untuk mengunjungi kembali, pemasaran elektronik komunikasi dari mulut ke mulut, Taman Negara, Sarawak, Malaysia*

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Tourism is deliberated as the people who influenced by cultural, social, and economic phenomenon which tend to move from their usual living environment to visit new environment for leisure (relaxation), business and other purposes (UNWTO, 2008; Camilleri, 2018). Due to this fact, tourism is recognized as one of the largest and rapidly growing service industries (World Travel & Tourism Council's, 2019). It is a key contributor of economic growth and employment throughout the world (Aliman, Hashim, Wahid & Harudin, 2016; World Travel & Tourism Council's, 2019). Globally, 1.5 billion international tourist arrivals have been reported in 2019. An increase of 4 per cent over the previous year, which is also forecast for 2020, stating tourism as a major and sustainable economic sector, especially given current uncertainties (UNWTO, 2020). Thus, it is important to sustain tourism as well as to preserve natural heritage and biodiversity for living standard improvement, economic development, and environmental protection (Center for Responsible Travel, 2017).

As a form of sustainable tourism, ecotourism has become a preferred way for people to reconnect with nature (Forbes, 2017). Past studies have defined ecotourism as travelling to an uninterrupted environment with manifestations of nature to enjoy the scenery, forest, and wildlife along with any past and present of cultural resources existence in that natural areas (eg. national parks) (Ceballos-Lascurain, 1987; Jacobson & Robles, 1992; Chiutsi, Mukoroverwa, Karigambe, & Mudzengi, 2011; Coria & Calfucura, 2012; Mondino & Beery, 2018). Undeniably, ecotourism is a powerful driver for environmental conservation, wildlife

protection, economic and community development as a revenue generator to local economy (Duffy, 2008; Anup, Rijal & Sapkota, 2015; Anup, 2016). In fact, ecotourism also creates awareness and knowledges in enhancing the sustainable of tourism (Center for Responsible Travel, 2017).

Due to the potential value of ecotourism, there have been a number of discussions on how to achieve the sustainable growth of tourism destinations (Tseng, Lin, Lin, Wu & Sriphon, 2019). Likewise, Malaysia is one of the most popular tourist destinations in the world, especially in Southeast Asia. However, the growth of international tourists in Malaysia is relatively lower compared to the other Southeast Asia countries. Revisit intention plays a vital role as many countries rely heavily on the flow of the repeated visitations as a revenue generator (Abdullah & Lui, 2018). Meanwhile, destination image is predominantly important in enabling the tourists to perform repeated visitations and develop success of the long-term profit in Malaysia. In this case, destination management and development play a crucial role in developing favourable destination image in this competitive tourism market (Whang, Yong, & Ko, 2016; Loi, So, Lo, & Fong, 2017; Islam, Hossain & Noor, 2017; Dean, Surhartanto & Kusdibyo, 2019). In other words, positive destination image is a key indicator to attract and influence tourists to repeat visitation to the same destination (Chi & Qu, 2008; Styliadis, Shani & Belhassen, 2017). Destination image is considered as a destination marketing tool in generating positive word of mouth advertising to enhance future behavioural intention of tourists on destination selection (Galí & Donaire, 2005; Molina, Gómez & Martín-Consuegra, 2010; Agapito, Valle & Mendes, 2013; Guzman-Parra, Vila-Oblitas & Maqueda-Lafuente, 2016). Moreover, revisit intention is associated with the tourists' past travel experience because tourism destination attraction positively impact on tourist behaviour (Li, 2014; Tubey & Tubey, 2014; Choo, Ahn &

Petrick, 2016; Artuger & Cetinsoz, 2017). Therefore, destination image is a significant factor in creating good impression to fulfil tourist's expectation in order to influence revisit intention.

Besides that, in this era of globalization, communication technology is ever changing especially in social network as it has become one of the emerging phenomena (Jashi, 2013), followed by an intensification in the adoption of social media marketing in the tourism sector. In fact, social media is considered as an online platform to share and influence the purchase decision (Huete-Alcocer, 2017). Moreover, the increasingly widespread of electronic word of mouth marketing (eWOM) as an influential media (Abubakar & Ilkan, 2016) to promote the sustainable tourism development such as ecotourism. Likewise, the value of co-creation toward ecotourism on social network plays a vital role to ensure the sustainable development of destination (Hernández-López & Barrio-García, 2018). Apart from this, the popularity of electronic word of mouth marketing (eWOM) is giving rise to the tourist to share their knowledge, opinion, review and experience about tourism destination in order to recommend others to choose the destination (Gretzel & Yoo, 2008; Xiang & Gretzel, 2010; Lu & Stepchenkova, 2012; Bindu, 2018).

In short, proper management of tourism is important, as it brings economic advantage to tourism industry players, tourism stakeholders and tourists. Due to the limited availability of empirical studies on revisit intention and the importance of destination image in the creation of effective tourism destinations, this study aims to achieve threefold goals: (i) to create a deeper understanding of tourists' perspectives on destination image towards revisit intention; (ii) to discover the moderating impact of electronic word of mouth marketing (eWOM) in between destination image and revisit intention; (iii) to draw conclusions on

potential consequences for tourism stakeholders of these relationships for better management and growth of tourism destinations.

1.2 Malaysian Scenario

Tourism industry is considered as third largest economic contributor to Malaysia's GDP (Hirschmann, 2020). It is a key driver to enhance the economic growth and development not only a revenue generator for country also provides employment opportunities (Khan, Liew & Ghazali, 2014). Moreover, tourism industry in Malaysia aims to boost the image of the country internationally by putting greater focus on digital marketing and by ensuring optimisation of the new information technology in the promotion of tourism in the country (Tourism Malaysia, 2018). Meanwhile, Malaysia stepped up its efforts to focus on ecotourism and targeted for a total 30 million of international tourists arrival and RM100 billion in tourist receipt to the country in Visit Malaysia 2020 campaign (Tourism Malaysia, 2019).

Due to this fact, Malaysia government has launched a campaign "Visit Truly Asia Malaysia 2020" as tourism promotion which focused on ecotourism, culture, and arts under Malaysia Tourism Transformation Plan in order to gain the attraction of tourists to visit and explore the country (Tourism Malaysia, 2020). Hence, tourists have a chance to experience and involve themselves in distinctiveness of nature, cultures, history, and traditions. Consequently, Nair and Hussain (2013) have highlighted that Malaysia is equipped with the richness of natural and cultural resources which brings significant benefits to the advancement of tourism destinations.

To improve the visibility of ecotourism in Malaysia, effective promotional strategy is a key of initiative to promote nature retreats. In the promotion of these valuable assets,

social media becomes an important platform in highlighting digital marketing to transform the tourism development to be succeed (Nizeyimana & Kalulu, 2017). As stated by Hua, Ramayah, Ping and Jun-Hwa (2017), people believe that this platform is focused on their experiences, as they believe in shared reviews, experiences, and suggestions. Moreover, digital technology is a powerful tool to fulfil the tourists' expectation by offering virtual tour such as Augmented Reality (AR) and Virtual Reality (VR) experiences in creating user-friendly tour of tourism destination (Pan & Geres, 2019). Therefore, social media serves as a channel for sharing tourists' experiences and exchanging word of mouth in the form of recommendations or travel information sharing (Sarkar, Au & Law, 2013).

To better position Malaysia as a desirable tourism destination in Asia, development of a smart city is compulsory (Ministry of Housing and Local Government, 2018). Electronic word of mouth marketing (eWOM) is also a vital character in promoting the destination image. Travellers tend to use the technology to share their actual experiences to others such as review and opinion on destination image or quality of services (Yang, 2017). This is considered as influential information (Abubakar & Ilkan, 2016) leads to intention to revisit and travel decision among tourists. Besides, the beauty of a place will attract attention, but hospitality encourages individuals to stay or return. Therefore, it is important to adopt electronic word of mouth marketing in enhancing destination image and destination loyalty.

Nevertheless, there were several studies in Malaysia that considered destination image is a successful pathway toward tourism development. Previous research by Teo, Khan and Abd Rahim (2014) investigated visitors' behaviour towards cultural heritage tourism in Melaka, Malaysia. The authors have revealed that the natural attractions, diverse culture, history, heritage, festivals, and traditions are the key factors of destination choice and tourists'

revisit intention. Subsequently, it indicated that environmental factor as an important concern in changing tourists' behaviour for visitation to tourism destination.

On the other hand, Abdullah and Lui (2018) have highlighted that the destination image, service quality of accommodations and ease of transportation are influenced by tourists' satisfaction towards intention to revisit Malaysia. The results of study have found that destination image, quality of service and availability of tourism infrastructure significantly influence tourists' satisfaction in order to increase the tendency of revisit Malaysia.

According to Harun, Obong, Kassim and Lily (2018) have emphasized destination image serves as an important predictor in Sabah, Malaysia. The authors have identified that destination image constructs such as natural attraction, travel environment, entertainment and event have significance impact on revisit intention. The findings revealed that natural attraction, and entertainment and event have positive relationship on revisit intention in turn to enhance destination loyalty.

The diversity of research above shows that destination image is predominantly important in enabling the tourists repeatedly visit and develop success of the long-term profit in Malaysia. Additionally, electronic word of mouth marketing acts as an essential catalyst to influence the destination image and tourists' behavioural intention. Zainal, Harun and Lily (2017) have elucidated that eWOM become more persuasive among Malaysian travellers. The results of this study also provide the empirical evidence on the tourists' attitude towards eWOM. Therefore, within the context, this present study aims to find out how electronic word of mouth marketing moderates the relationship between destination image and revisit intention.

1.3 Problem Statement

In this rapidly evolved and digitalized world, people are looking for an opportunity to reconnect with nature (Forbes, 2017). Indeed, ecotourism has become one of the growing segments in sustainable tourism industry (Das & Syiemlieh, 2009; Cusack & Dixon, 2006; UNEP, 2013; Anup, 2016). However, it also encompasses a range of challenges and issues with tourism management. Inefficient tourism management planning reduces the quality of tourist experience and significantly declines the tourists' arrival, specifically to national parks. Moreover, unsuccessful management of national park also cause poor park facilities and environmental degradation (Nianyong & Zhuge, 2001; Eagles, 2002; Zaiton, Aziz & Mohd Rusli, 2013; Anup, 2016). Thus, my statistical findings provide an insight to the destination managers about which dimension(s) of destination image has/have the greater impact as perceived by tourists. Consequently, these players could decide which dimension(s) should be emphasized in order to generate desired outcomes.

Undeniably, Malaysia is one of the most popular tourism destinations in Southeast Asia, however, the contribution of tourism receipts in Malaysia is still much lower than other developed countries (Mosbah & Saleh, 2014). Therefore, the intention of tourists to revisit has become important for the development of tourism in particular destinations, as many countries have relied heavily on repeat vacationers to attract higher flow of visitors. One of the key factors influencing tourists to choose a tourism destination over another is its destination image (Kani, Aziz, Sambasivan & Bojei, 2017). Besides, destination image has both direct and indirect effect which lead to revisit intention. Previously, there were some major incidents: air flight disaster (MH370, MH17 & QZ8501) and repeated kidnapping cases in Sabah by armed Philippine militants to further explain the huge impact on the destination image and revisit intention of Malaysia (Kani et al., 2017). Consequently, this

may cause Malaysia to be less competitive as well as decreased tourists' arrival and revenue (Abdullah & Lui, 2018).

In the current competitive market of tourism, tourists' satisfaction is a key influence of destination choice and revisit intention towards the same tourism destination (Aliman et al., 2016). Dissatisfied tourists' experiences on destination image affect their intention to revisit the destination and possible involvement in negative word of mouth to express their travel experience to others (Alegre & Garau, 2010; Chen & Chen, 2010; Prayag, Hosany, Muskat & Chiappa, 2016). Moreover, the destination image has become essential and complex for tourism product positioning to influence the decision of tourists' selection of destination and revisit intention (Lopes, 2011; Lo, Songan & Mohamad, 2013; Añaña, Anjos & Pereira, 2018). The tourists' future behaviours are correlated to tourist satisfaction because tourist experiences with tourism destination play a crucial part in tourism marketing. In addition, the dimensions of destination image always cause dissatisfaction of tourists are travel environment, infrastructure, accessibility, quality of streets and road signs, as well as cleanliness of the city (Chi & Qu, 2008; Coban, 2012; Corte, Cascella & Sciarelli, 2015; Ruiz, González & Zamora, 2018).

With the advancement and evolution of technology, electronic word of mouth (eWOM) reveals uncertainties about destinations and influences tourists' travel decision (Jalivand & Heidary, 2017). Subsequently, the credibility of an information source of electronic word of mouth (eWOM) has the potential to mislead consumer and provide context messages (Litvin, Goldsmith & Pan, 2008) because consumers believe that the reliability of word of mouth recommendation is higher than advertisement (Gupta & Rout 2016; Fan, Chen, Su & Cheng, 2018). In other word, eWOM is the most influential media

in creating virtual relationships and communities that different beyond traditional word of mouth (WOM), which developing a type of reality to readers to influence their purchase behaviour (Katz and Lazarsfeld, 1966; Brown, Broderick & Lee, 2007; Litvin, Goldsmith & Pan, 2008; Daugherty and Hoffman, 2014; Yang, 2017; Huete-Alcocer, 2017). The positive and negative comments through online influence the potential tourists' perception on destination image and revisit intention in turn to induce them to compare the actual experience of product and service with their expectation (Yang, 2017; Huete-Alcocer, 2017).

Therefore, destination image of tourism destinations might undergoes failure in attracting tourists' re-visitation, thus, electronic word of mouth marketing is an essential tool to widespread the destination attractions and tourism experiences to others with the purpose of influencing the tourists' behavioural intention.

1.4 Research Objectives

1.4.1 General Objective

This present research is to examine the tourists' perception on destination image toward revisit intention with the moderating variable of electronic word of mouth marketing (eWOM).

1.4.2 Specific Objective

Specifically, this research intents:

- i. To investigate the influence of natural and historical attraction (functional characteristics) towards revisit intention from both local and foreign tourists' perspective in ecotourism destinations in Malaysia.

- ii. To identify the influence of entertainment and tourism activities (functional characteristics) towards revisit intention from both local and foreign tourists' perspective in ecotourism destinations in Malaysia.
- iii. To determine the influence of tourism infrastructure (functional characteristics) towards revisit intention from both local and foreign tourists' perspective in ecotourism destinations in Malaysia.
- iv. To study the influence of price and value (functional characteristics) towards revisit intention from both local and foreign tourists' perspective in ecotourism destinations in Malaysia.
- v. To determine the influence of destination environment (psychological characteristics) towards revisit intention from both local and foreign tourists' perspective in ecotourism destinations in Malaysia.
- vi. To examine the influence of atmosphere (psychological characteristics) towards revisit intention from both local and foreign tourists' perspective in ecotourism destinations in Malaysia.
- vii. To find out the influence of quality of service (psychological characteristics) towards revisit intention from both local and foreign tourists' perspective in ecotourism destinations in Malaysia.
- viii. To explore the moderating effect of electronic word of mouth marketing (eWOM) on the relationship between the natural and historical attraction (functional characteristics) and revisit intention.
- ix. To study the moderating effect of electronic word of mouth marketing (eWOM) on the relationship between the entertainment and tourism activities (functional characteristics) and revisit intention.

- x. To examine the moderating effect of electronic word of mouth marketing (eWOM) on the relationship between the tourism infrastructure (functional characteristics) and revisit intention.
- xi. To investigate the moderating effect of electronic word of mouth marketing (eWOM) on the relationship between the price and value (functional characteristics) and revisit intention.
- xii. To determine the moderating effect of electronic word of mouth marketing (eWOM) on the relationship between the destination environment (psychological characteristics) and revisit intention.
- xiii. To identify the moderating effect of electronic word of mouth marketing (eWOM) on the relationship between the atmosphere (psychological characteristics) and revisit intention.
- xiv. To find out the moderating effect of electronic word of mouth marketing (eWOM) on the relationship between the quality of service (psychological characteristics) and revisit intention.

1.5 Research Questions

This paper is regulated to investigate the tourists' perception on destination image toward revisit intention with the moderating effect of electronic word of mouth marketing (eWOM).

Hence, the research questions are as follow:

- i. How does natural and historical attraction (functional characteristics) affect revisit intention in ecotourism destinations in Malaysia?

- ii. How does entertainment and tourism activities (functional characteristics) affect revisit intention in ecotourism destinations in Malaysia?
- iii. How does tourism infrastructure (functional characteristics) affect revisit intention in ecotourism destinations in Malaysia?
- iv. How does price and value (functional characteristics) affect revisit intention in ecotourism destinations in Malaysia?
- v. How does destination environment (psychological characteristics) affect revisit intention in ecotourism destinations in Malaysia?
- vi. How does atmosphere (psychological characteristics) affect revisit intention in ecotourism destinations in Malaysia?
- vii. How does quality of service (psychological characteristics) affect revisit intention in ecotourism destinations in Malaysia?
- viii. How would electronic word of mouth marketing (eWOM) moderate the relationship between natural and historical attraction (functional characteristics) and revisit intention in ecotourism destinations in Malaysia?
- ix. How would electronic word of mouth marketing (eWOM) moderate the relationship between entertainment and tourism activities (functional characteristics) and revisit intention in ecotourism destinations in Malaysia?
- x. How would electronic word of mouth marketing (eWOM) moderate the relationship between tourism infrastructure (functional characteristics) and revisit intention in ecotourism destinations in Malaysia?
- xi. How would electronic word of mouth marketing (eWOM) moderate the relationship between price and value (functional characteristics) and revisit intention in ecotourism destinations in Malaysia?

- xii. How would electronic word of mouth marketing (eWOM) moderates the relationship between destination environment (psychological characteristics) and revisit intention in ecotourism destinations in Malaysia?
- xiii. How would electronic word of mouth marketing (eWOM) moderates the relationship between atmosphere (psychological characteristics) and revisit intention in ecotourism destinations in Malaysia?
- xiv. How would electronic word of mouth marketing (eWOM) moderates the relationship between quality of service (psychological characteristics) and revisit intention in ecotourism destinations in Malaysia?

1.6 Definition of Key Terms

This section provides definitions for the important terms included in this study.

- i. **Destination Image:** A set of belief, multidimensional concept and impression of tourists about the destination that formed before or after travel (Gitelson & Crompton, 1984; Hampton, Guy & Sinkula, 1987; Echtner & Ritchie, 2003; Trung & Khalifa, 2019).
- ii. **Functional Characteristics:** Tangible aspects of destination image which directly observable and measurable related on physical attributes (Echtner & Ritchie, 1993; Echtner & Ritchie, 2003; Mohamad & Ghani, 2014; Trung & Khalifa, 2019).
- iii. **Natural and Historical Attractions:** Natural attractions consist of natural scenic beauty, national parks, forests conservation, wildlife and variety of flora and fauna (Dwyer & Kim, 2003). Historical attractions are considered as man-made resources which involves

museums, cultural or historical buildings, monuments and theme parks (Goeldner, Ritchie, & McIntosh, 2000; Balkaran & Maharaj, 2013).

- iv. **Entertainment and Tourism Activities:** Include cultural events and festivals, nightlife, adventure and sport activities as well as outdoor recreation activities (Beerli & Martin, 2004).
- v. **Tourism Infrastructure:** Ancillary features of a destination which included as the basic of tourism facilities, systems and services to cater the need and demand of tourists (Ritchie & Crouch 2005; Jovanović & Ilić, 2016).
- vi. **Price and Value:** Price is referred as cost of services or products in turn to create competitive advantage on tourism product (Murphy & Pritchard, 1997; Dwyer, Forsyth & Rao, 2000). Value as a multidimensional concept which reflected to tourists' perception of performance or quality of products (Khuong & Phuong, 2017).
- vii. **Psychological Characteristics:** Intangible aspects of destination image, an abstract dimension and indirectly measurable which related to psychological attributes (Echtner & Ritchie, 2003; Mohamad & Ghani, 2014; Trung & Khalifa, 2019).
- viii. **Destination Environment:** Psychological elements such as safety, value, lifestyle and local people's attitude, which ultimately consist of tourists' feelings and emotions towards a destination (Mihalič, 2000; Martin & del Bosque, 2008; Šimková & Kasal, 2012).

- ix. **Atmosphere:** Intangible element and described as perception and impression of the place such as family-oriented destination, relaxing, interesting or boring (Beerli & Martin, 2004).
- x. **Quality of Service:** Multidimensional construct which measure and compare the expectation and perception of customers about the services received (Oliver, 1980; Parasuraman, Zeithaml, & Berry, 1985; Pollack, 2009; Chin, 2015; Law, 2018).
- xi. **Electronic Word of Mouth Marketing (eWOM):** A new form online communication platform which informal communication with each other through social media platforms (e.g., Facebook, Instagram, Twitter and Youtube) (Litvin, Goldsmith & Pan, 2008; Yang, 2017).
- xii. **Revisit Intention:** Willingness of tourists to repeat visit the same destination and share positive word of mouth to others (Oliver, 1997; Som & Badarneh, 2011; Chin, Law, Lo & Ramayah, 2018).

1.7 Significance of Study

This research contributes to the tourism and hospitality literature by assessing the tourists' perspective on destination image towards revisit intention. The moderating impact of electronic word of mouth marketing among the construct also be investigated. According to prior studies, destination image has shown effect on revisit intention by influencing the decision making among tourists. However, there is limited studies that measure the moderating effect of eWOM on the relationship of destination image (functional characteristic and psychological characteristic) and revisit intention. This is because electronic word of mouth marketing is trending, also a new type of WOM and recent

developments in electronic communications technology (Ishida, Slevitch & Siamionava, 2016; Taylor, 2019).

Theoretically, the present research is to integrate the consequence of electronic word of mouth marketing into the causal relationship of tourists' perspective on destination image and revisit intention. Therefore, this research will assist future researcher and provide contribution to past research by equipping more information and better understanding on the relationship between destination image and revisit intention.

From practical perspective, this study gives an insight to tourism industry on how destination image impact on future behavioural intention. In this competitive tourism market, destination image as a vital role in creating competitive advantage to attract tourists to repeatedly visit the same destination. From this research, the importance of destination image that contribute to sustainable tourism management, destination marketing strategy and consumer behaviour which lead to long term profitability of tourism destination.

Furthermore, there are little studies been done about the relationship between destination image and revisit intention with the moderating effect of electronic word of mouth marketing. Most of the research and literatures regarding destination image are mostly administered in other countries, it is under-research topics in Sarawak, Malaysia. Hence, this research aims to help tourism industry and organization in Sarawak, Malaysia to increase tourists' arrivals.

1.8 Scope of Study

The present research aims to analyze the tourists' perception on destination image toward revisit intention with the moderating effect of electronic word of mouth marketing

(e-WOM). The two dimensions under consideration comprises functional characteristics and psychological characteristics. The functional characteristics of destination image included natural and historical attraction, entertainment and activities, local infrastructure, price and value. The psychological characteristics are involved destination environment, atmosphere and quality of service. Specifically, the research sites chosen for this study include Gunung Mulu National Park, Gunung Gading National Park, Bako National Park, Kubah National Park and Niah National Park which located in the state of Sarawak, Malaysia. All of these sites are listed as top 5 National Parks by TripAdvisor in 2019. The sample of this research was targeted on both the domestic and international tourists.

1.9 Organization of Chapter

These five chapters including introduction, reviews of literature, research methodology, findings and discussion as well as conclusion are encompassed in this research. Chapter 1 of introduction presented and discussed background of study which comprised the scenario in Malaysia, statement of problem, objectives (general & specific), questions of research, key terms' meaning, scope of study and significance of study. Chapter 2 concentrated on the literature of reviews, definition of models, underlying theory, theoretical framework and hypotheses development. In Chapter 3, research methodology discussed and explained on research location, design of research, sample size and data collection procedure, questionnaire of research, measurement of the study and the analysis of statistical. Chapter 4 displayed the results or research outcomes from data that are collected. To conclude, Chapter 5 explained about conclusion of findings, discussion, implications also limitations.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

There are various studies on destination image and revisit intention, numbers of research are further supported the component of destination image such as cognitive image, and affective image from the tourists' perception. Several studies determine these two attributes to illustrate the destination image in travel behavioural decision. However, limited research on the dimensions of destination image involves functional characteristics and psychological characteristics in influencing the tourists' intention to revisit the tourism destination. Besides, past studies did not endeavour electronic word of mouth (eWOM) marketing as moderating variable on the relationship among the constructs of destination image on revisit intention in the context of ecotourism.

Therefore, the present research attempts to fill the gap by analysing two of the destination image dimensions, namely functional characteristics (e.g., natural and historical attractions, entertainment and tourism activities, local infrastructure, price and value) and psychological characteristics (destination environment, atmosphere and quality of service) as independent variables. Apart from this, electronic word of mouth marketing (eWOM) was adopted as a moderating variable on the relationship between destination image components and revisit intention.

In this chapter, discussion of the tourists' perspective on destination image towards intention to revisit and the moderating effect of electronic word of mouth marketing (eWOM) is focused. First of all, this chapter sets out the research models and definitions of destination

image construct, electronic word of mouth marketing and revisit intention. Next, there are two underlying theories, namely theory of planned behaviour and theory of technology adoptions are implemented in this study. Finally, the description of variables, theoretical framework, the current gap in the literature, hypotheses development and summary of chapter are provided.

2.2 Ecotourism

Ecotourism is well-defined as travel to natural areas which are uninterrupted and unadulterated that enables the conservation of environment, sustainability of the well-being in terms of local communities' culture and as an economic potential contributor to local community benefits (Duffy, 2008; Anup, Rijal & Sapkota, 2015; Center for Responsible Travel, 2017; Tseng et al., 2019).

Recently, ecotourism has become a rapidly evolving segment and the latest trend in sustainable tourism industry which varies from traditional tourism to promote the socio-cultural, creates awareness, involves interpretation and education, ensure environmentally friendliness to travel and the sustainability of tourism development (Ghosh, Siddique & Gabbay, 2017; Center for Responsible Travel, 2017; Mondino & Beery, 2018; Tseng et al., 2019). Consequently, ecotourism plays a significant role in focusing the development of social, cultural, economic and environment of local community including environmental protection, wildlife conservation, poverty alleviation, cultural diversity, and economic development in order to generate a favourable image of destination (Anup, 2017; Dean et al., 2019). Thus, it is declared that ecotourism differs from other forms of tourism in terms of proximity to nature, rational manipulation of tourism resources and has the potential

towards encouragement among key players in the tourism industry and local communities (Nistoreanu, Dorobanțu & Tuclea, 2011; Ana, 2017).

In other words, tourism is one of fast-growing industries in developing economic sector to increase business opportunities. The positive impact in economic development led by the emerging trend of ecotourism promotes the sustainability and performance of tourism (Ghosh et al., 2017). Ocampo, Ebisa, Ombe and Escoto (2018) revealed that the conservation and preservation of the natural environment and resources can attain ecotourism sustainability in turn to generate revenue to benefit the local communities and country. Hence, ecotourism is an important indicator in developing sustainable tourism which leads to improve tourism performance.

Besides that, ecotourism actively engaged in planning and managing the potential ecotourism destination towards sustainability (Gunter, Ceddia & Tröster, 2016; Ocampo et.al., 2018). The environment and sustainability are imperative consideration for tourists to decide their holiday destination (World Travel Market, 2016). Several studies by scholars (e.g., Li, 2014; Tubey and Tubey, 2014; Choo et al., 2016) propounded that tourists' positive travel experiences such as the perception of destination image and quality of service as an important factor that influence the tourists' future behavioural intention to tourism destination. Unsurprisingly, natural attractions are considered significant attractors for tourists to travel to ecotourism destinations to enjoy the peaceful environment as well as to achieve the sustainable relationship between community and tourism (IPK International on behalf of ITB Berlin, 2016; Center for Responsible Travel, 2017).

Undeniably, destination image plays a vital role to create positive word of mouth (WOM) on tourism destination and enhance the revisit intention among tourists. Nowadays,

social media has been widely used in tourism sector especially tourists who are frequently searching the relevant information to fulfil their purchase intention and decision (Tang, Jang & Morrison, 2012; Shu & Scott, 2014). In fact, integrating social media marketing is an effective promotional method for ecotourism through allowing visitors to share the message about destination and travel experience through online (Wearing & Neil, 2009; Cheng, Wong, Wearing & McDonald, 2016). This social media communication platform helps to create an extended communication channel to reach the tourists (Hvass & Munar, 2012) in order to improve the competitive advantage of tourism market (Dev, Buschman, & Bowen, 2010). Thus, the importance of social media marketing such as electronic word of mouth marketing in achieving the sustainability of the ecotourism destination is embedded.

Ecotourism involves undisturbed natural environment and protected areas for the wildlife. Cognitively, national park is the most popular destination for ecotourism. However, past study (Zaiton et al., 2013) has highlighted the challenge faced by Malaysia's ecotourism industry, specifically, the poor management of national park. Inadequate revenue such as low entrance fee causes ineffective management of national park which eventually lead to overtourism or overcrowding of a destination (Center for Responsible Travel, 2017). Generally, the revenue of national park is used on park maintenance and operations. Insufficient funding leads to possible consequences such as poor park facilities and environmental degradation in turn to reduce the quality of visitor's experience. Hence, active tourism management is extremely important for sustainability of potential ecotourism destinations.

Tourism management shows greater significance for ecotourism development. There are three objectives for ecotourism development which enable to achieve sustainable tourism

development in conserving the environment, empowering local communities against poverty to improve their living standards, and interpreting the awareness as well as appreciation for environmental and cultural assets among local communities and tourists (Mirsanjari, 2012; Anuwar, Sobri, Hermawan, Hambali, Ismail & Amini, 2020; The International Ecotourism Society, 2020). In recent years, special attention has been paid to the sustainable development of tourism where research on the formulation of the eco-tourism cluster has been published under the National Ecotourism Plan 2016-2025 for reaching more economic and social benefits.

2.3 Definition of Destination Image Models

Crompton (1978) defined destination image as a set of individual's beliefs, feelings, ideas, perceptions, impressions, and expectation about tourism destination. In the travel and tourism literature, there is a resistance to change after a destination image is constructed (Gunn, 1989). Subsequently, the mental image about the destination will be accumulated and modified through experience and information. On the other hand, Hunt (1975) argued that the sum of images, beliefs and perceptions of destination create the successful of tourism development, nevertheless, the decision makers tend to use their limited personal experience to make the judgement on destination resources. In addition, the anticipation stage of destination image plays an important role in travel purchase process because travellers are deciding their travel destinations based on their understanding and thinking. This is further supported by Mercer (1981), the motive to make the decision to travel goes through the anticipation phase while recollection phase largely depends on their perception of destination image and travel experience.

The theory of destination image was first introduced by Hunt (1971). Stern and Krakover (1993) developed the concept of cognitive, and affective image. The image constructions consist of two components, namely cognitive and affective (Baloglu & Brinberg, 1997). Cognitive image involves perception and is concerned with the belief or knowledge about an object or a destination. Moreover, affective image is related to the feelings or emotions about an object. The concept of image is measured on the basis of the attributes of the destination (Crompton, 1979) or holistic impressions (Reilly, 1990). However, Echtner and Ritchie (1993) argued that both the attributes and the overall impressions of tourists of a place should be studied, because the misrepresentation of any aspect would result in an unclear measurement of the image. Particularly, a destination image should comprise of individuals' perceptions of personality traits and holistic impressions. Hence, there should also be a differentiation between the image characteristics that are directly observable or measurable (functional characteristics) and those that are less tangible or difficult to observe (psychological characteristics).

From past literature, most of the studies (Beerlin & Martin, 2004; Souiden, Ladhari & Chiadmi, 2017; Hernández-Mogollón, Duarte & Folgado-Fernández, 2018) aimed at determining the formation of destination image (cognitive image and affective image) on perceptions and evaluations of destinations pre- and post-visit. Although this topic has a significant relevant contribution, yet, there is a need for a better understanding of the concept and measurements of destination image. Therefore, the notion of functional and psychological characteristics, as suggested by Martineau (1958), could be applied to destination images. The functional characteristics and psychological characteristics were also proposed in the model of Echtner and Ritchie (1993, 2003).

The study by Gallarza, Saura and García (2002) has explained that the complex nature of destination image is formed by cognitive and affective image. This is considered as a global impression and analytical dimension of destination image. However, functional, and psychological characteristic are measured as the multiple nature of destination image. Multiple attributes of the destination image regarded as action dimension and multidimensionality of constructs. Similarly, it is related to the image formation process which influences the destination choices and tourists' satisfaction (Hunt, 1975; Chon, 1990). Thus, the most comprehensive assessment of the destination image should include both types of images, for instance, standardised scales to evaluate the perceptions of functional and psychological attributes to determine holistic impression (Echtner & Ritchie, 2003).

Besides, the construction of primary destination image involved “push and pull” factor (Chon, 1989). This is considered as a travel motivation, “push” factor means the need to travel whereas “pull” is the attractiveness of destination image. Two forces can be explained as the individual of perceived beliefs and perception of attractive destination achieve the needs and wants to travel. Apart from this, destination image is divided into two components: functional and psychological characteristics in the model of Echtner and Ritchie (1993). The distinction of functional-psychological dimension of destination image are interrelated and affected by each of the components.

Moreover, the destination image is defined not only by the perception of the individual destination attributes, but also the holistic impression of the destination (Echtner & Ritchie, 2013). Martineau (1958) defined functional characteristics as tangible and measurable attributes of destination image which directly observable on physical aspects. The physical attributes are involved of natural attractions, entertainment and nightlife, local

infrastructure, accommodation facilities and price and value (Echtner & Ritchie, 1991; 2003). The psychological characteristics referred to intangible and more abstract characteristic which difficult to observe and measure for the psychological attributes. The psychological aspects which focussed on individual's feeling and perception on atmosphere, quality of service and safety (Echtner & Ritchie, 1991; 2003; Gallarza et al., 2002). The model of components of destination image is shown in Figure 2.1.

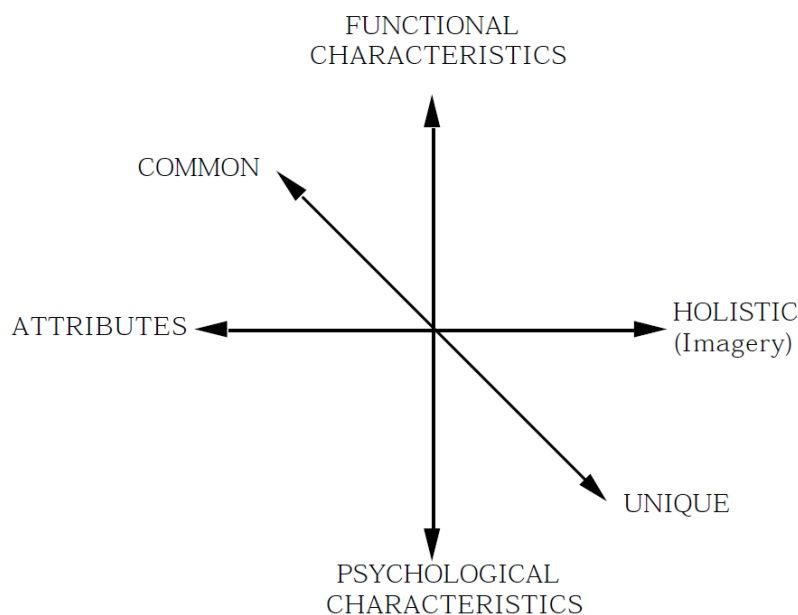


Figure 2.1: The model of components of destination image

According to the study by Echtner and Ritchie (1991), the differentiation should also be made between the image characteristics which are directly observable or measurable (functional characteristics) and those that are less tangible or difficult to observe (psychological characteristics). Echtner and Ritchie (1993) clarified that the destination image can be made up of the impressions of a core group of traits on one side of the continuum on where all destinations are generally rated and compared. The image of the

destination may include ratings of certain common functional features, such as price levels, transportation infrastructure, accommodation types, and climate. A place's destination image can also be rated on psychological characteristics that are very commonly considered: the level of friendliness, safety, and expected quality of service. Functional and psychological characteristics might also be interpreted as individual attributes but with a tendency towards holistic impressions. There are multiple perceptions of the individual features of the destination on the attribute side, ranging from functional to psychological. The functional impression, on the holistic side, consists of the mental image (or imagery) of the destination's physical characteristics, while the psychological impression could be described as the place's atmosphere or mood.

On the other end of the continuum, destination images may include unique features and activities (functional characteristics) or special auras (psychological characteristics). Echtner and Ritchie (2003) argued that tourism involves people going to a unique or at least different place from their daily environment. The 'common' functional and psychological traits have been neglected in previous studies. Common functional characteristics may include ratings of attributes such as type of accommodation, price levels, transport, and climate. Meanwhile, the expected quality of service, the friendliness of the locals, and safety are common psychological or abstract characteristics.

Besides, unique functional characteristics consist of symbols and special events that form part of the destination image, while unique psychological attributes include feelings associated with special atmosphere. The final common-unique continuum underscored the importance of the unique part of the destination image. Pearce (1998) indicated that each person can have a somewhat unique mental image of a destination and hold a common mental image of that destination simultaneously which known as a 'stereotype' image. This

whole continuum considered how destination images can vary from those perceptions based on common' characteristics to those based on unique' characteristics or auras. Furthermore, Echtner and Ritchie (2003) added that tourists who are more familiar with the destination have more holistic, psychological, and visual images. While those that are less familiar have images physical features, functional aspects and common characteristics.

On the other hand, several studies (Choi, 1999; Prebensen, 2007; Jamaludin, Mokhtar & Aziz, 2018) revealed that destination image used as a powerful tool of tourism promotion to build a competitive brand image for destination in enhancing the tourism development. Destination image is also a key indicator influence tourist to choose the same destination as well as future intention to visit (Chi & Qu, 2008; Stylidis, Shani & Belhassen, 2017). In other words, positive destination image can position their image for potential tourists to fulfil their needs and expectation (Aaker, 1991). Positive destination image also impacted on tourists' travel experience and tourists' satisfaction to increase the purchase level and the behavioural intention to revisit the tourism destination (Xiaoli & Chirapanda, 2013; Ohn & Supinit, 2016; Alananzeh, Jawabreh, Al Mahmoud & Hamada, 2018).

The functional and psychological continuum proposed by Echtner and Ritchie (1991, 1993), which had not been widely used to test, so this present study is taking approach of functional and psychological characteristics of destination image. Nevertheless, previous study (Alcañiz, García, & Blas, 2009) claimed that multidimensional attributes (functional and psychological characteristics) show greater influence on overall image and behavioural intention. The overall image was consistently found to influence future behavioural intentions, while the functional component is important for the intention of revisiting and the psychological component for the intention of recommending.

2.3.1 Natural and Historical Attractions

Attraction is a primary mechanism of tourism products that motivate tourists to travel. Without attraction, tourism assumed that totally not exist. This is supported by Mac Cannell (1976), the destination qualified as tourism attractions, three components are needed which are image, sites and tourists (Leiper, 1990; Geoffrey, 1996).

In the context of tourism, attractions are defined as a permanent resource which are consisted of natural resources and created (man-made) resources to attract tourists to visit the destination (Hu & Wall, 2005). Natural attractions can be considered as a unique characteristic of nature that not made by human encompasses with natural scenic beauty, weather, undisturbed and isolated nature areas for instance mountains, forests, lakes, rivers and precious of flora and fauna. Natural attractions are also categorized as natural heritage (Nagy, 2012) and turned into premium assets in conservation and preservation of natural resources. According to previous studies (UNESCO 1972; Department of National Heritage 2009; Roslan et al., 2017), natural heritage is defined as natural geographies formation that consists of natural beauty and habitat of animals with conservation, where it also represents tangible heritage.

In addition, several studies (Alhemound & Armstrong, 1996; Khuong & Nguyen, 2017) propounded that historical attractions are referred as landmarks of places or historic sites with historical significance and diverse culture to attract tourists to visit heritage sites. The destination's unique expression of sites' history which includes ancient civilization, traditions and lifestyle, arts, monuments, forts, architecture, statues, and artefacts (Lascu, Manrai, Manrai & Gan, 2018). Apparently, historical monuments are the most popular

attractions in tourism and as a key factor to influence the tourists' travel decision while selecting destinations as holiday choice (Barna & Serea, 2017).

Swarbrooke (2002) demonstrated that attractions as a complex sector in tourism industry as tourist attractions play a critical role in developing successful tourism destination. The importance of tourism attractions is provided a travel purpose to tourists and attracted them by uniqueness destination attributes such as natural and historical attractions, good weather, variety of events and accessible of facilities (Ale'n, Losada & Carlos, 2015). Past researchers (Oliver, 1999; Chen & Tsai, 2007; Ali, Ryu & Hussain, 2016; Suhartanto et al., 2019) have identified that attractions influence the satisfaction of tourists on purchase behaviour and revisit intention because the successful of an attraction depends on the tourists' loyalty and satisfaction level to determine their behavioural intention to destination. Therefore, attraction of destination is an influential aspect in travel decision.

2.3.2 Entertainment and Tourism Activities

Entertainment and tourism activities are significant components of a destination's main resources and destination attraction (Ritchie & Crouch 2000; Dwyer et al., 2004). In the context of tourism, entertainment is defined as the leisure place of tourism destination which provided relaxation, excitement, joy, fun and pleasant experience to tourists (Swarbrooke, Beard & Pomfret, 2003; Bhatia, 2011). Entertainment element plays an important role in enhancing the attribute of tourism and offered valuable experience to motivate tourists to choose the destination (Wu & Pearce, 2014). In other word, entertainment is an important contributor in tourism experience as it influences the tourists' future behavioural intention, perception and perceived image of destination.

According to the previous studies (i.e., Hannigan, 1998; Zaidan, 2015) described that entertainment make “something of interest on the street” such as art, music, festivals, dance performance, shows and other cultural experiences (Bates & Ferri, 2010; Noelle Bernick & Boo, 2013). The term of entertainment is also regarded as a tool to retain tourists and not only to attract tourists to visit destination (Nallathiga, 2006) as destination performance affects the loyalty, satisfaction and perception of tourists in destination selection process (Yuksel & Yuksel, 2001; Lee, Jeon & Kim, 2011). Entertainment is a vital character to influence tourists’ travel decision in order to motivate tourists to share positive word of mouth and revisit the places. In fact, tourism is an entertainment (McKercher, 1993), which attains the competitive advantage of destination (Dwyer et al., 2004) in turn to help tourists achieve superior experiences and fulfil their needs, wants, and demands in tourism destination (Gowreesunkar & Sotiriadis, 2015).

Tourism activities are defined as varieties of activities (Dwyer and Kim, 2003) which involved commercial or non-commercial activities that offered the travel experiences to tourists (Liang, 2014) in the tourism destination (Camilleri, 2018). Activities are also referred as tourism attractions as well as uniqueness of a destination. There are consist of tangible aspects such as recreational activities to do and experience (Kušen, 2016). Several studies (Littrell, Paige & Song, 2004; Liang, 2014; Gowreesunkar & Sotiriadis, 2015) stated that the wide range of tourism activities are included outdoor activities (camping, hiking, biking, trekking, diving, sightseeing in nature areas or eco-tour), cultural activities (events, festivals, road shows, visit art galleries, museums, architecture, historical monuments and heritage sites), sports (rock climbing, golfing, tennis, swimming) and entertainment (nightlife, bars, dancing, leisure activities). Tourism activities are adopted as potential

tourism attractions to evolve and develop a destination in order to enhance the image of destination and promote the tourism activities to tourists (Kušen, 2016).

In particular, the motivation of tourists to visit a tourism attraction is a mix of entertainment and activities. The concentration of attractions such as culture, historical heritage, architecture, monuments, museums, sightseeing, cuisine, nightlife, and shopping (Verbeke and Lievois, 1999; The World Tourism Organization and the European Commission, 2005; Ota, 2014). Tourists' activities and services are considered as the main elements in tourist system which able to reflect the tourist's perception and meet the demand of tourists (Fernández & Escampa, 2017). Indeed, the entertainment and activities construct of the destination image increases number of visitors to engage and enjoy the elements of destination.

2.3.3 Tourism Infrastructure

Tourism infrastructure is referred as tangible and physical component that include tourism facilities, systems and services which can ease to access and cater the need of tourists (Ritchie & Crouch 2005; Jovanović & Ilić, 2016). According to previous studies (Crouch & Ritchie, 1999; Buhalis, 2000; Wilde & Cox, 2008; Khadaroo & Seetanah, 2008; Tourism & Transport Forum, 2012), tourism infrastructure comprises transportation infrastructure, tourism amenities and tourism services. Furthermore, tourism infrastructure is divided into two main categories which are hard infrastructure (e.g. transportation, local facilities and physical network) and soft infrastructure (services that can sustain social, environmental and economic development).

Past study (Haneef, 2017) has identified that tourism infrastructure is a fundamental component in enhancing the destination image for attracting the tourists to destination. In

addition, tourism infrastructure is characterized into four components which are accessibility, accommodation, amenities and attractions in tourism development (Ann Harlt, 2002; Cooper et al., 2008; International Air Transport Association, 2015). Consequently, this 4 A's of tourism infrastructure play an important role towards the successful development of effective destination that draw the attention from tourists in order to affect their satisfaction and future behavioural intention.

Previous studies (e.g., Kaul, 1985; Wilde & Cox, 2008; Aref & Gill, 2009) have highlighted the importance of tourism infrastructure to determine the success or failure of destination. Several type of transportation infrastructures including air, water, and land are identified as the important infrastructure which serves as connector from one point to another. A good transportation system is a key role to overcome the physical barrier and higher transportation cost in reaching a tourism destination (Prideaux, 2000), specifically for destinations which are geographically dispersed.

2.3.4 Price and Value

Price and value are demonstrated as the perception of tourists on tourism destination in turn to influence their purchase intention (Murphy & Pritchard, 1997). Price is referred as a monetary measure for overall experience in tourism destination which reflect the worthiness of services or products at destination (Moon & Han, 2018). Additionally, Jenkins (1999) indicated that price as an important factor in destination which categorized as physical common functional characteristics in basic component of destination image. A reasonable price is a key indicator to determine the demand of tourists in purchase decision that lead to their willingness to buy (Murphy & Pritchard, 1997; Tasci, 2017; Moon & Han, 2018).

Scholars (e.g., Sonmez & Sriakaya, 2002; Chi & Qu, 2008; Rajesh, 2013; Tasci, 2017) have classified value as one of the attributes of destination image to examine revisit intention of tourists in order to build the destination loyalty. Value is defined as multidimensional aspect to posit the value perception of tourists on quality of goods or services (Khuong & Duyen, 2017). In other word, price and value as a key consideration in cost and benefit which postulated an interrelated relationship to govern the tourists' purchase intention in tourism destination (George, 2017). Apart from this, value is also regarded as value for money, combination of price-value perception (Chang & Wildt, 1994) to create destination image which eventually fulfil tourists' needs and wants and influence their travel destination decision.

2.3.5 Destination Environment

Destination environment, as mentioned by (Baloğlu & McClary, 1999; Mihalič, 2000; Beerlin & Martin, 2004; Qu, Kim & Im, 2011), referred to the destination appeal which includes natural, cultural and social environment. The environment is one of the pivotal psychological factors to sustain the destination image and influence tourists' satisfaction to revisit the tourism destination (Rajesh, 2013; Sadat & Chang, 2016). Moreover, destination environment is also defined as destination attractiveness that linked to psychological elements such as safety-related, value, lifestyle and attitude of local people which ultimately consist of feelings and emotions of tourists to a destination (Mihalič, 2000; Martin & del Bosque, 2008; Šimková & Kasal, 2012). Pristine destination environment is an important consideration of tourists in selecting travel destination as holiday choice due to unique intangible aspects for instance customs, values and language (Lo, 2019).

In addition, destination environment is also emphasized as a combination of products and services that available in tourism destinations in turn to form the visit experience of tourists (Murphy, Pritchard & Smith, 2000). Scholars (Machlis & Burch, 1983; Canestrelli & Costa, 1991; Murphy et al., 2000; Beerli & Martín, 2004; Chi & Qu, 2008; Zhang et al., 2015) indicated that destination environment involves social factors such as safety, hospitable and friendliness of people, language and intrinsic value of local communities which offers a secure and exotic environment to attract tourists. Subsequently, this destination attribute is a macro-environment that comprised of economic, natural, social, and cultural characteristic which enable to change the perception of tourists and future behavioural intention to a destination in turn to strengthen the sustainability of destination (Fyall, 2018).

In short, destination environment is also referred to an intangible component of psychological construct in destination image dimensions, a unique selling proposition of destination which have significant impact on attracting and retaining tourists (Souiden, Ladhari & Chiadmi, 2017).

2.3.6 Atmosphere

Previous studies (Echtner & Ritchie, 1993; Murphy et al., 2000; Beerli & Martín, 2004) have defined atmosphere as psychological impression and mood of destination in terms of relaxing, enjoyable, fun, comfortable, pleasant, luxurious, attractive, family-oriented, stressful, or boring. Furthermore, atmosphere is a key factor to determine tourists' satisfaction, tourists' perception as well as revisit intention (Lee, Lee & Lee, 2005; Zhang et al., 2015). Atmosphere is also indicated as an essential element of destination attraction and key effect on tourists' experience to the tourism destination which ultimately influences

tourists' travel decision in future (Saqib, 2019). However, atmosphere is an intangible travel attribute that comprised of belief and perception about tourism destination in turn to enhance destination performance and behavioural intention of tourists (Chen & Funk, 2010; Artuger & Cetinsoz, 2017).

Additionally, atmosphere is categorized as total impression and feeling of tourists about a destination, a psychological destination image component which able to create positive image in tourists' mind (Echtner & Ritchie, 1991, 1993, 2003; Jenkins, 1999). The favourable atmosphere image (warm, helpful, courteous, welcoming) has significant impact on motivation to revisit and willingness to recommend to others (Isaac & Eid, 2018).

2.3.7 Quality of Service

Prior studies (Go & Govers, 2000; Dwyer & Kim, 2003; Tozser, 2010) have underlined the importance of quality of service in shaping tourists' satisfaction and perception, destination competitiveness along with intention to revisit (Loi, So, Lo & Fong, 2017). The service quality attributes are categorized into tangible aspects (natural attraction, infrastructure, tourist facilities, technology) and intangible aspects (safe and secure, friendliness, restful, convenience) (Williams & Zigli, 1987; Rimmington & Yuksel, 1998; Salazar, Costa & Rite, 2004; Yao & Ding, 2011). Nevertheless, destination environment components are key predictors of destination quality comprising natural scenery, friendliness, and cleanliness (Murphy, Evans, & Storfer, 2010) which eventually affect the intention to revisit to same destination (Latiff & Imm, 2015). Therefore, quality of service plays a vital role in delivering intangible services for tourists (Wyllie, 2000).

Furthermore, quality of service is a significant character of destination image to enhance destination performance and destination sustainability (Lee, Pan & Chong, 2018).

In fact, quality of service is a crucial factor to influence tourists' perception of destination which enables the development of destination loyalty (Dedeoğlu, 2019). Therefore, quality of service creates a unique experience for tourists in turn to influence their satisfaction and expectation of tourism destination (Moon & Han, 2018).

2.4 Electronic Word of Mouth Marketing (eWOM)

Several studies have revealed that electronic word of mouth marketing (eWOM) plays a substantial role in enhancing tourists' behavioural travel intention and ensuring successful development of tourism industry (Jalilvand & Samiei, 2012; Chen & Law, 2016; Hamidizadeh, Cheh, Moghadam & Salimipour, 2016). Moreover, scholars (Sen & Lerman, 2007; Litvin et al., 2008; Cantallops & Salvi, 2014; Yang, 2017; Huete-Alcocer, 2017) defined electronic word of mouth marketing as a new form of online communication platform to share opinions, reviews and experiences about products and service that lead to influence individual especially tourists in term of their needs, attitudes, expectations, satisfactions, travel decisions and development of destination image. The positive or negative statement about products or services and mental image of destination that generated by tourists are interpreting from electronic word of mouth marketing (Hennig-Thurau et al., 2004; Sen & Lerman, 2007; Jalilvand & Samiei, 2012; Nizeyimana & Kalulu, 2017; Jalilvand & Heidary, 2017).

Electronic word of mouth marketing is considered as an accessible, useful and reliable information delivering to tourists to influence their satisfaction and revisit intention in order to recommend other to increase the purchase decision (Xia & Bechwati, 2008). The significant positive impact on electronic word of mouth marketing in tourism industry proposed by (Gerbner, 1956; Johnson & Klare, 1961; Al-Fedaghi, Alsaqa, & Fadel, 2009;

Chen & Law, 2016), include of three components namely, source, message, and receiver. The credible source of information is an influential factor on tourists' attitude and travel intention toward the destination (Cam, Anh, Moslehpour & Thanh, 2019). The large-scale message about services or products can be read on online platform (eWOM) from broader range of users which able used as information seeking and decision making (Litvin et al., 2008; Chen & Law, 2016; Chang & Wang, 2018). Undeniably, receiver (consumers/travellers/tourists) will be more dependent and get attention on the information provided from Internet in order to develop expectation about the destination (services or products) (Amalia et al., 2018).

Furthermore, the past literature recognized that electronic word of mouth marketing (eWOM) in the form of social media as an advancement of technology that widespread use on destination choice (Tham, Croy & Mair, 2013). The role of electronic word of mouth marketing has significantly influence tourists' expectations, considerations, intentions, awareness and attitude towards the tourism destination in turn to make travel decision (Jalilvand & Samiei, 2012). Recent studies postulated that consumers tend to trust recommendations and reviews from popular social media sites such as Instagram, Facebook, Google, Twitter, YouTube, Klook and KKday than any other sources as information referral before pre-purchase and pre-visit (Digital Insights, 2013; Kim et al., 2014; Nieto et al., 2014; Hamidzadeh et al., 2016; Jalilvand & Heidary, 2017; Wang, Tran & Tran, 2017; Susilowati & Sugandini, 2018). Therefore, electronic word of mouth marketing is indicated as a powerful marketing tool to promote and sustain the destination as well as products and services (Amalia et al., 2018).

In addition, tourists are more likely to share their travel experience through online social network (eWOM) for instance posting pictures, travel plan, storytelling about their reviews about destination (accommodation, quality of services) and giving some recommendations for others towards that particular place (Vallejo et al., 2015; Wang et al., 2017). In fact, positive destination image creates positive experience for tourists leads to increased intention level of revisit the destination and sharing the positive electronic word of mouth (eWOM) to others (Jalilvand, Samiei, Dini, & Yaghoubi Manzari, 2012; Chen et al., 2014). Subsequently, the advantage of electronic word of mouth marketing gain benefits for all consumers because this tool is cost-effective by enabling consumers to easily obtain information and compare the performance of services and products (Nieto et al., 2014; Gómez-Suárez et al., 2017).

In brief, electronic word of mouth marketing is an essential medium of mobile social media that offered an online platform for consumers to express and share their consumption experiences, information of products or services as well as revisit intention to the same destination (Abubakar et al., 2017). This is also considered as a trustworthy marketing communication tool to retain and attract tourists to visit the tourism destination (Cam et al., 2019). Furthermore, past literature also adopted electronic word of mouth marketing as a moderator to test the relationship between destination image and visit intention (Kuric, 2016). Therefore, the support of electronic word of mouth marketing towards tourism destinations has shown the huge moderating impact in effective tourism development such as create awareness, destination preference and credibility (Jalilvand et al., 2012; Tham, Croy & Mair, 2013; Marchiori & Onder, 2015; Kuric, 2016).

Several scholars and practitioners have regarded eWOM as a critical factor that can influence individuals' intentions and choices (Grewal, Cline & Davies, 2003; Söderlund & Rosengren, 2007; Ying & Chung, 2007; Farrukh, Shahzad, Sajid, Sheikh & Alam, 2020). Specifically, empirical evidence has shown that the online reviews (eWOM) have a significant impact on destination image (Govers & Go, 2004; Dwivedi, 2009), selection of destination (Jalilvand & Samiei, 2012) and tourists' revisit intention (Quintal & Polczynski, 2010; Kim, Hallab, & Kim, 2012). eWOM serves as a platform of online reviews to assist other consumers and tourists make a good choice on destination (Bronner & de Hoog, 2011). These eWOM features present a desirable objective to investigate how eWOM affects the destination image and revisit intention.

2.5 Revisit Intention

There are three stages involved in the study of tourists' behaviour, which are pre-visit, during the visit and post-visit (Chen & Funk, 2010). Specifically, tourists' behaviour includes pre-visit decision making, on site experience, experience evaluations and post-visit's behavioural intention (Williams & Buswell, 2003). Future behavioural intentions include the intention to revisit and favourable word-of-mouth (Giao et al., 2020). The intention to revisit is that after the previous visit, a tourist would like to visit the same destination again (Butler, 2006). In other words, revisit intention is defined as tourists repeatedly visit the destination and willing to recommend and share positive word of mouth to others (Som & Badarneh, 2011; Chin et al., 2018).

The antecedent of revisit intention is related with tourist perception including image and attitude (Um, Chon & Ro, 2006). According to past studies (Huang & Hsu, 2009; Phau, Quintal & Shanka, 2014) revealed that the destination image as an important factor attracting

visitors and motivating them to revisit. Moreover, previous studies indicated that revisit intention as the loyalty extent among tourists to the revisit same destination (Chi & Qu, 2008; Chen & Chen, 2010; Qu, Kim & Imm, 2011; Sadat & Chang, 2016; Styliadis, Shani & Belhassen, 2017). Generally, future behavioural intention is a part of loyalty model (Oliver, 1999), which is categorized into three elements including behavioural, attitudinal and compound (Zins, 2001; Luarn & Lim, 2003; Tran, 2011). Behavioural loyalty is referred to post-purchase intention; attitudinal loyalty defined as the willingness of consumers to recommend the services to others as well as had repurchase intention towards products or services whereas compound loyalty is the combination of behavioural and attitudinal (Rebekah & Bove, 2002; Baumann et al., 2005; Russell-Bennett et al., 2007).

Additionally, scholars (Choo & Petrick, 2014; Ranjbarian & Pool, 2015) have emphasized the vital role of revisit intention in creating energetic and notable trip experiences for tourists. Nevertheless, destination image also plays a significant role in travel decision in order to influence tourist to choose the same destination as future intention to visit (Moutinho, 1987; Tasci & Gartner, 2007; Cohen, Prayag & Moital, 2014; Isaac & Eid, 2018). Undoubtedly, positive destination image creates positive travel experience in turn to enhance tourists' revisit intention to tourism destination (Li, 2014; Tubey and Tubey, 2014; Choo et al., 2016). Past literatures (Um, Chon & Ro, 2006; Prayag, 2009) revealed that revisit intention is influenced by previous travel experience, new attraction of the place, destination promotional effort, overall destination image and tourists' satisfaction.

Furthermore, several researchers found that satisfaction of tourists is a fundamental key element in determining future behavioural intention (Han & Ryu, 2006; Nam & Lee, 2011; Abdullah & Lui, 2018). Current study (Cui, Lee, Lee & Kim, 2019) stated that revisit

intention is a crucial factor of destination loyalty of tourists to influence their satisfaction and attitude, where tourists have significant impact on place attachment towards destination in term of ecotourism. Unsurprisingly, perception of tourists on destination image which influences revisit intention (Tosun, Dedeoğlu, & Fyall, 2015) whereas extension of satisfaction level is also an important element in attracting and retaining tourists (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016).

Revisit intention is positioned in both academia and industry as a very important subject to be continuously studied because of the nature of intention that changes as time passes (Jang & Feng, 2007). The understanding of revisit intention among tourists helps to determine destination's market competitiveness and tourists' behaviour (Shirazi & Mat Som, 2011; Mat Som, Marzuki, Yousefi & Abukhalifeh, 2012; Mohammad, 2014). It is recognised that tourist's revisit intention plays a vital role in contributing to the survival of a company and the growth of the tourism industry (Pratminingsih, Rudatin & Rimenta, 2014). This is because re-visiting tourists help to save marketing expenditure and increase revenue of country (Jang & Feng, 2007). Most attractions and destinations tend to rely heavily on repeated visitations as the cost of retaining this group is less costly than attracting the other (Um, Chon & Ro, 2006; Abdullah & Lui, 2018).

2.6 Underlying Theories

In this present study, there are two underlying theories: theory of planned behaviour (TPB) and theory of technology adoption. Theory of planned behaviour (TPB) explains the tourists' behavioural intentions towards tourism destination. Moreover, theory of technology adoption is used to explain the impacts by social media (electronic word of mouth marketing) on destination image towards tourists' behavioural intention. Collectively, these theories are

employed in past studies to enlighten the relationship between electronic word of mouth marketing and revisit intention (Jalilvand & Samiei, 2012; Jalilvand & Heidari, 2017; Soliman, 2019). Based on the significance of this research topic, along with scholarly support and practice, the present research used theory of planned behaviour and theory of technology adoptions as the fundamental theories to acquaint the research framework. Summary of underlying theories are shown in Table 2.1.

2.6.1 Theory of Planned Behaviour

Theory of planned behaviour (TPB) is one of the most popular and influential theories to study tourists' revisit intention as well as to understand and predict people's behavioural intentions (Ajzen, 2002; Chang, 2013; Huang, Chang & Backman, 2018). TPB focuses on tourists' visit intention or revisit intention to explain the travel intention and behaviour of tourists (Li, Cai, Lehto, & Huang, 2010). As an enhancement from theory of reasoned action (TRA), Ajzen (1991) defined theory of planned behaviour as an individuals' intentions are influenced by attitudes, subjective norms, and perceived behavioural control. Attitudes refer to favourable or unfavourable evaluation of person or assessment of the behaviour, subjective norms are referred to the respect to a behaviour which are also regarded as perceived social pressure to perform or not to perform the individual behaviour; and perceived behavioural control is defined as person's perception of their capacity to carry out the behaviour.

Additionally, theory of planned behaviour (TPB) acts as a predictor to evaluate individuals' intention and behavioural performance (Chang, 2013). Recent studies (Choo, Ahn & Petrick, 2016; Japutra et al., 2019) indicated that tourists' behavioural intentions play a critical role in affecting their travel experience and destination choice. The theory posited

that the engagement of tourists towards destination that influence the intention to purchase and revisit (Sarkar, 2014; Boujbel & d'Astous, 2015) which reflected specific behaviour such as favourable or unfavourable, positive, or negative, and willingness or unwillingness (Lee, Hsu & Han, 2010; Vesce & Botti, 2019). Meanwhile, TPB is also as a motivational factor in increasing tourists' willingness to revisit and likelihood to recommend to others (Quintal, Thomas and Phau, 2015). In the tourism context, theory of planned behaviour (TPB) demonstrates tourists' attitude and their behavioural intentions to visit or revisit a tourism destination (Jalilvand, Samiei, Dini & Manzari, 2012; Zarrad & Debabi, 2015).

In this context, tourists' attitude towards tourism destination comprises three components namely, functional characteristic of destination image (natural and historical attractions, entertainment and tourism activities, tourism infrastructure and price and value), psychological characteristic of destination image (destination environment, atmosphere, and quality of service), and revisit intention. According to TPB, it begins with the assessment carried out in the formation of attitudes, while the attitudes are linked to the behaviour (Kaplanidou & Vogt, 2007). The functional and psychological characteristic represent the attitudes and feelings of tourists in the manner of favourable or unfavourable towards the destination. However, Fishbein and Ajzen (1975) argued that attitude alone will be difficult to predict; it should be aggregated with other variables. Consequently, the subjective norms and perceived behavioural control play an essential role in individual's behavioural decision (Chang & Backman, 2016). As a general principle of TPB, the more favourable of attitude and the more subjective of behaviour norms. The stronger the perceived behavioural control, the greater the intention of an individual to carry out the behaviour under consideration (Ajzen, 1991).

Furthermore, TPB has been adopted broadly by many scholars in predicting and understanding individuals' behavioural intentions in numerous contexts of leisure such as exercising (Downs & Hausenblas, 2005; Gucciardi & Jackson, 2015), physical activity (Chatzisarantis & Hagger, 2005; Chatzisarantis, Kamarova, Kawabata, Wang, & Hagger, 2015), travel (Chen, Shang & Li, 2014; Han, 2015), recreation of outdoor (McFarland, Zajicek, & Waliczek, 2014; Vagias et al., 2014; Shrestha & Burns, 2016) and gambling (Oh & Hsu, 2001; Flack & Morris, 2017). In the prediction of the individual's behavioural intention, the conceptual framework of this study is divided into functional and psychological characteristic of destination image as significant predictors for revisit intention.

Apparently, the present research applied the theory of planned behaviour in the research framework by connecting the independent variables (destination image components) towards dependent variable (revisit intention), moderated by moderating variable (electronic word of mouth marketing). The fundamental rules of theory of planned behaviour are that tourists' behavioural intention in decision making to visit or revisit a tourism destination leads to positive outcome. In this research, tourists' perceptions on each of the destination image dimensions (e.g. natural and historical attractions, entertainment and tourism activities, tourism infrastructure, price and value, destination environment, atmosphere and quality of service) contribute to the revisit intention. This can be further explained that revisit intention of tourists will lead to ensure the economic advantage in a long run. Thus, TPB plays an essential role in understanding tourists' behavioural intentions towards tourism destination.

2.6.2 Theory of Technology Adoptions

As suggested by Mick and Fournier (1998), the theory of technology adoption emphasizes on the attitudes and behaviours of consumers after adopting technology, which resulted to eight paradoxes of technology, namely control or chaos, freedom, or enslavement, new or obsolete, competence or incompetence, efficiency or inefficiency, fulfils or needs creation, assimilation or isolation, and engaging or disengaging. For the first paradox of control or chaos, Mick and Fournier (1998) specified that it is the most prevalent among the informants where technology evokes feeling of control when the activities and feelings of consumers are dictated, while resulted in confusion when their activities are interfered. Next, the feelings of freedom are experienced when minimal independence and restrictions provided by technology (Rowley, 2002), while consumers feel imprisoned when dependence on technology provides restrictions in consumers' activities. Moreover, the third paradox of new or obsolete caused from innovations and new knowledges generated by science that constantly innovate which may cause existing technologies to become obsolete. Besides that, the feeling of competence and incompetence can be induced by technology. Consumers feel competence when they know how to use this particular technology whereas consumers feel incompetence when they are ignorant of technology usage (Yang & Fang, 2004; Chatzigeorgiou & Christou, 2016). According to Mick and Fournier's (1998), technology account for needs fulfilment and classify unfavourable needs that called as fulfils/creates needs paradox. Furthermore, technology can be used as a tool in resulting human separation or togetherness where integration happens when consumers are engaged in group activities, whereas it also causes isolation in socialization when technology is overworked (Fjermestad & Romano, 2003). Subsequently, technology engaging resulted when the flow of activities is smoothed and technology disengaging when interruption happens (Mick & Fournier,

1998). The application has been extended to explain the relationships and interaction between impacts of electronic word of mouth marketing and revisit intention towards tourism destination from tourists' point of view (Zarrad & Debabi, 2015; Prayogo & Kusumawardhani, 2016; Abubakar et al., 2017).

Electronic word of mouth acts as a platform for vacationers to share their experiences during and after their visits to a destination through articles, blogs, review sites, and online forum (Farrukh et al., 2020). In this study, eWOM utilise theory of technology adoption to provides a new way for Internet users to acquire, share and interpret information, particularly in the field of tourism marketing (Litvin et al., 2008). Additionally, the launch of both online travel services and tourism services via social media such as Facebook, Instagram and Twitter will enable hotels and airlines take account in changing consumer buying habits and examining their market socio-demographic profiles (Go, Van Rekom & Teunissen, 1999; Bedard 2000; Zafiroopoulos et al., 2015). E-commerce in travel services via social media offers convenience by enabling consumers to make reservation for airlines tickets and hotel accommodations from home. Moreover, electronic travel services through social media gives opportunity to consumer by avoiding travel agent redundant (Marcusen, 2001; Chatzigeorgiou & Simeli, 2017).

In the present research, theory of technology adoption is applied in the research framework by relating destination image components (independent variables) towards revisit intention (dependent variable), moderated by electronic word of mouth marketing (moderator). Hence, electronic word of mouth marketing provides significant moderating effect in contributing to the sustainability of intention to revisit a tourism destination.

Table 2.1: Summary of Underlying Theories

Variables	Theory of Planned Behaviour	Theory of Technology Adoptions
Natural and Historical Attractions	✓	
Entertainment and Tourism Activities	✓	
Tourism Infrastructure	✓	
Price and Value	✓	
Destination Environment	✓	
Atmosphere	✓	
Quality of Service	✓	
Revisit Intention	✓	
Electronic Word of Mouth Marketing (eWOM)		✓

2.7 Gaps in the Literature

Previous studies on destination image typically view at part of image components such as cognitive image and affective image (Baloglu & McCleary, 1999; Hosany, Ekinci & Uysal, 2006; Govern, Go & Kumar, 2007; Agapito, Valle & Mendes, 2013; Basaran, 2016; Souiden, Ladhari & Chiadmi, 2017; Hernández-Mogollón, Duarte & Folgado-Fernández, 2018) instead of functional characteristic and physical characteristic. To fill the gap, although this subject has a significant relevant contribution but there is a need for a better understanding of the destination image concept and measurements. Consequently, the most comprehensive assessment of the destination image should include both types of images, functional and psychological attributes to assess the perceptions and holistic impressions of tourists (Echtner & Ritchie, 2003). Additionally, some researchers also investigated the influence of electronic word of mouth marketing and tourism attraction in contributing to

tourism destination from stakeholder perspectives (Jalilvand & Samiei, 2012; Nieto et al., 2014; Hamidizadeh et al., 2016; Huete-Alcocer, 2017; Amalia et al., 2018).

In the recent study by Kuric (2016), electronic word of mouth marketing was adopted as a moderator to examine the relationship between country image and visit intention. Moreover, that is the difference in this present research, electronic word of mouth marketing is adopted as a moderating variable in the relationship between destination image and revisit intention. This research proposes to bridge the gap and determine whether electronic word of mouth marketing moderates destination image and revisit intention towards tourism destination from the perspective of both local and international tourists.

2.8 Justification of Study

The present theoretical framework suggests that destination image is regarded as independent variables, while revisit intention is served as dependent variable. The result of destination image components might impact on the future behavioural intention. Based on previous studies and a major literature review, the independent variables used by this present research are destination image components (functional characteristics and psychological characteristics) and dependent variable, namely revisit intention due to the significant influence of destination image towards revisit intention to a destination from stakeholders' viewpoint (Echtner & Ritchie, 1991; Echtner & Ritchie, 1993; Echtner & Ritchie, 2003; Chi & Qu, 2008; Styliadis, Shani & Belhassen, 2017).

This conceptual study bridges the relationship between destination image and revisit intention. In addition, electronic word of mouth marketing moderates the relationship between independent variables and dependent variable.

2.9 Conceptual Framework

As stated in Figure 2.2, two core variables and one moderating variable for the present research are involved in the conceptual framework. Based on the framework discussed, destination image constructs (functional characteristics and psychological characteristics) are the independent variables, which comprises of natural and historical attractions, entertainment and tourism activities, tourism infrastructure, price and value, destination environment, atmosphere, and quality of service. These were discussed in Section 2.3.1 to Section 2.3.7. Subsequently, the dependent variable which namely as revisit intention, consists of one dimension and was discussed in Section 2.5. Lastly, the moderating variable, electronic word of mouth marketing (eWOM) moderates the relationship between destination image and revisit intention for present study.

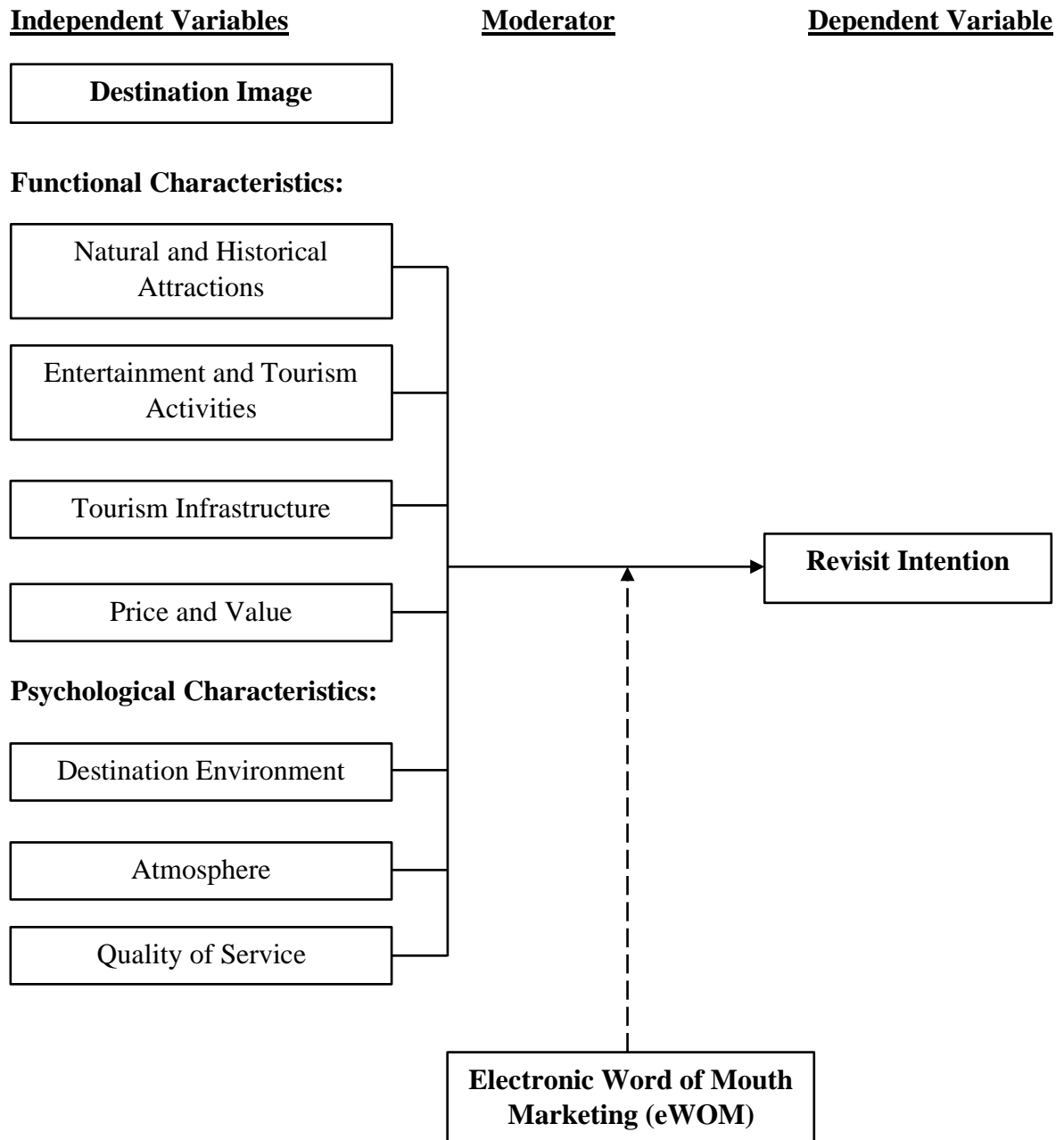


Figure 2.2: Research Framework

Note*: Bold arrow- Direct effect; Broken line- moderator.

2.10 Development of Hypotheses

Several hypotheses were monitoring the relationship between independent variables, moderator and dependent variables that have been established and are stated in the proposed conceptual framework (Figure 2.3).

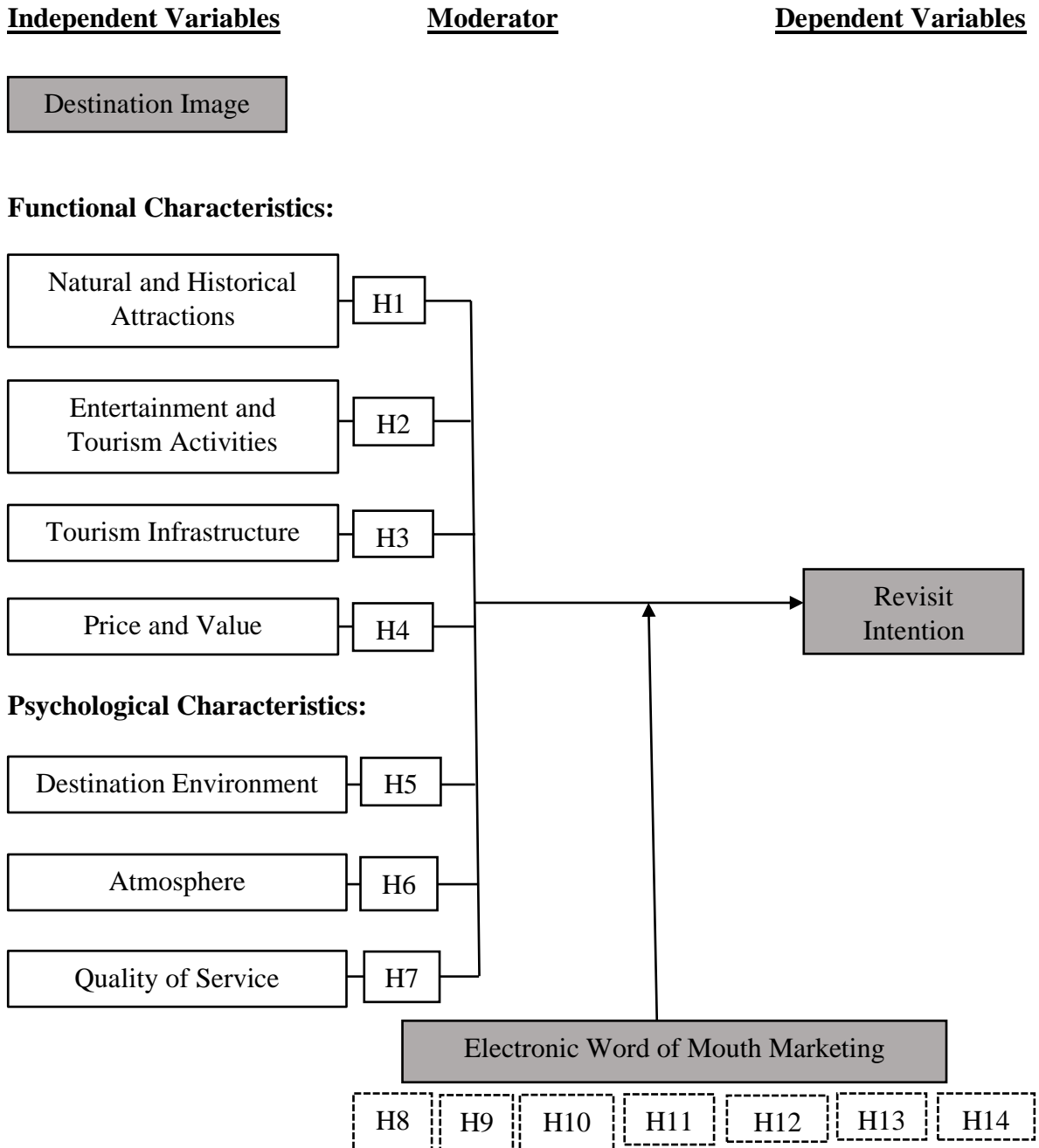


Figure 2.3: Proposed Conceptual Framework with hypotheses

2.10.1 Natural and Historical Attractions and Revisit Intention

Natural and historical attractions refer to the core resources and attractors as well as tangible destination uniqueness which also considered as basic destination image elements (Bonn, Cho, Lee & Kim, 2016), for instance, natural scenery, weather, flora and fauna, arts, monuments, and artefacts. Previous studies (Lobato et al., 2006; Packer, Ritchie & Ballantyne, 2011; Xu, Cui & Ballantyne 2013) highlighted that natural attraction is one of the significant factors in influencing tourists' behavioural intention towards destination. Furthermore, perception of tourists about natural and historical attractions will lead to the creation of memorable travel experience in turn to affect revisit intention (Zhang, Wu & Buhalis, 2018). Moreover, positive tangible destination image attributes (historical attractions) have significant impact on tourists' decision making in revisiting tourism destination (Tasci & Gartner, 2007; Kim, Hallab & Kim, 2012) which related to destination loyalty to assure the sustainability of destination (Baniya, Ghimire & Phuyal, 2017). The similar studies (Chen & Funk, 2010; Wang, Wu & Yuan, 2010) also indicated that the importance of historical attraction is the ultimate attraction to attract tourists' visitation and experience the diverse history and culture in tourism destination (Khuong & Ngyen, 2017; Su et al., 2018; Karim, Setarnawat & Viriyasuebphong, 2019). Based on the existing research, the succeeding hypothesis is developed:

H1: Natural and historical attractions are positively related to revisit intention.

2.10.2 Entertainment and Tourism Activities and Revisit Intention

Entertainment and tourism activities are referred to the leisure destination that provide fun, joy, pleasure and excitement travel experience to tourists which involve local performance, cultural events, traditional music, nightlife, recreation, sports, and adventure (Chi & Qu, 2008; Mazilu & Stancioiu, 2009; Tubey & Tubey, 2014; Parahiyanti & Hussein, 2015; Luo & Lam, 2017). In ecotourism context, entertainment includes cave tour, nature walk, sightseeing tour, and night safari. Entertainment plays a crucial factor in motivating and stimulating tourists to revisit same destination again (Teng & Chang, 2013). A study by Lertputtarak (2012) revealed that entertainment and activities have significant positive relationship on revisit intention to influence tourists' perception and enhance tourists' visit experience towards tourism destination. Subsequently, exciting entertainment and attractive activities are essential components of successful destination marketing to create tourists' satisfaction and likelihood to recommend others as well as increase the intention to revisit (Bigne, Sanchez, & Sanjez, 2001; Yoon & Uysal, 2005; Castro, Armario, & Ruiz, 2007; Chi & Qu, 2008). Moreover, entertainment and tourism activities of destination largely influence tourist' behavioural intention in decision making of visitation in turn to create memorable experience (Harun, Obong, Kassim & Lily, 2018; Wu, Li & Li, 2018; Zhang et al., 2018). Therefore, entertainment and tourism activities are marketing tools to retain and attract tourists to revisit or visit and recommend the destination to others (Yelkur, 2000). Given the existing research findings, the researcher hypothesizes that:

H2: Entertainment and tourism activities are positively related to revisit intention.

2.10.3 Tourism Infrastructure and Revisit Intention

Tourism infrastructure refers to the convenience of transport facilities and basic amenities in a tourism destination (Mo, Howard, & Havitz, 1993). Murphy, Pritchard & Smith (2000) emphasized that the importance of infrastructure facilities in contributing towards the development of destination quality and revisit intention of tourists (Seetanah & Nunkoo, 2018). Furthermore, Moreira and Iao (2014) also indicated that tourism infrastructure is one of essential elements to attract tourists towards the destination. Additionally, enhancement of tourism infrastructure improves the accessibility and reachability of tourists to a specific tourism destination (Su & Wall, 2009) and this would lead to create favourable destination image for attracting tourists (Grytsiuk & HGryciuk, 2017). Subsequently, the efficiency of tourism infrastructure is the essential attraction for a tourism destination to attract tourists to visit the destination (Mazilu & Stancioiu, 2009; Moric, 2013; Jovanovic & Ilic, 2016; Mandić, Mrnjavac, & Kordić, 2018). Hence, the resulting hypothesis is formulated:

H3: Tourism infrastructure is positively related to revisit intention.

2.10.4 Price and Value and Revisit Intention

Price and value refer to what tourists pay for their trip which include quality of services and products that corresponding to the actual value (Ngoc & Trinh, 2015). Reasonable price and value are fundamental components to influence the satisfaction of tourists in order to determine revisit intention of tourists towards destination (Qu, 1997; Lee, 2004). Furthermore, Kim, Ng and Kim (2009) indicated that price and value are powerful predictor of revisit intention which led to increase local economic benefit (e.g. revenues, profit). Dwyer and Kim (2003) also highlighted that the price of products or services should

commensurate with the value in turn to enhance satisfaction of tourists towards quality of service. Moreover, price and value have significant impact on tourists' satisfaction and revisit intention which related with perception of tourists on evaluation of experience that gained from the trip (Murphy et al., 2000; Yan, Wang & Chau, 2015). Likewise, the price and value as an indicator of destination in influencing tourists' revisit intention (Long & Nguyen, 2018). Hence, the subsequence hypothesis is formulated:

H4: Price and value are positively related to revisit intention.

2.10.5 Destination Environment and Revisit Intention

Destination environment refers to destination appeal that can attract tourists to a destination which involve friendliness of people, cleanliness and secure environment (Tang, 2015). The secure of destination environment is the main concern of tourists before making decision to visit a destination (Rittichainuwat & Chakraborty, 2012; Khuong & Nguyen, 2017). Furthermore, a safe destination image enhances tourists' experience of travel which is reflected by the safety and security in a destination while influencing the impression of tourists about that tourism destination in turn to affect their revisit intention (Long & Nguyen, 2018). Apart from this, individuals especially local communities play a crucial role in destination environment (Dunphy, Griffiths & Benn, 2007; Cracolici, Nijkamp & Rietveld, 2008) to promote the unique cultures and attitude to tourists (Maunier & Camelis, 2013) in order to assure the successful development of destination image towards destination (Beerli and Martín, 2008). This is considered as an important factor in influencing the intention to revisit which in turn to attain the sustainability of tourism destination (Ulus & Hatipoglu, 2016). As a result, the subsequent hypothesis is formed:

H5: Destination environment is positively related to revisit intention.

2.10.6 Atmosphere and Revisit Intention

Atmosphere refers to the mood of destination in term of physical environment which stimulate the perception and emotional of tourists to influence their consumer behaviour (Ariffin, Bibon & Abdullah, 2012). The comfortable atmosphere is an influential factor in determining tourists' visitation to a particular destination which also significant related to tourists' satisfaction (Lee, 2004; Kim et al., 2009; Yan et al., 2015). Moreover, spirituality also considered as destination atmosphere that motivate people to visit a place with spiritual rejuvenation (Milan & Rok, 2011). The atmosphere associated with spirituality will significantly influencing revisit intention due to the traditional culture and local lifestyle of worship that congregate on spiritual destination (e.g. pagodas, temples) (Grayling, 2003; Long & Nguyen, 2018). The intangible atmospheric effects (lighting, music, colours, design, layout and scents) have significant influence human behaviour (pleasure, arousal) in developing a relaxing destination in turn to. increase the intention to revisit and purchase (Ramlee & Said, 2014). Hence, the subsequent hypothesis is developed:

H6: Destination environment is positively related to revisit intention.

2.10.7 Quality of Service and Revisit Intention

Quality of service refers to the overall impression of consumers to a superior service which is related to their perception and expectation (Lee et al., 2011). The importance of service quality focuses on tourists' service experience to influence the tourists' satisfaction and likelihood to revisit the same tourism destination (Baker & Crompton, 2000; Petrick & Backman, 2002; Petrick, 2004; Zabkar, Brencic, & Dmitrovic, 2010; Ranjbarian & Pool,

2015). Furthermore, Han and Hyun (2017) indicated that a favourable attitude towards the quality of service influences consumers' intentions to revisit and recommend to others. Additionally, the perception of tourists on quality of service has significant positive impact on behavioural intention in turn to form positive travel experience and share positive word of mouth (Tosun et al., 2015; Kim et al., 2016). Quality of service also reflect the interests' tourists towards the tourism destination which increase the level of satisfaction and destination loyalty (Meng et al., 2008; Eusébio & Vieira, 2013; Han et al., 2017; Tanford & Jung, 2017; Meng & Han, 2018). As the discussion of the existing research above, the following hypothesis is formulated:

H7: Quality of service are positively related to revisit intention.

2.10.8 Electronic word of mouth marketing (eWOM) moderates the relationship between natural and historic attraction and revisit intention

Electronic word of mouth marketing (eWOM) towards the tourists' travel decision and destination choice (Jalilvand, Samiei, Dini & Manzari, 2012) is vital in demonstrating natural and historic attraction and contributing to the development of destination image and tourists' behavioural intention towards tourism destination (Setiawan, Troena & Armanu, 2014). Subsequently, the positive and negative of eWOM influence the purchase intention and travel decision making (Christy & Dimple, 2012). Researchers (Mohamad, Abdullah & Mokhlis, 2012; Doosti et al., 2016) have highlighted that electronic word of mouth marketing (eWOM) positively influence the destination image (natural and historic attractions) and enhance the intention of tourists to revisit. Hence, it is hypothesized that:

H8: Electronic word of mouth marketing (eWOM) moderates the relationship between natural and historic attraction and revisit intention.

2.10.9 Electronic word of mouth marketing (eWOM) moderates the relationship between entertainment and tourism activities and revisit intention

Existing studies indicated that the endorsement of electronic word of mouth in the process of decision making can significantly influence tourists' perception towards tourism destination (Charo, et.al., 2015; Andriani, Fitri & Yusri, 2019). Generally, tourists will share their experience and positive eWOM about entertainment and tourism activities through online communication which provide useful information, opinions, and concerns (Wang, Shen & Sun, 2013; Erkan, 2015) to influence tourists' revisit intention (Phan, Rivas & Bat, 2019). Moreover, the trustworthy travel-related information from online platform especially eWOM as an essential element in determining tourists' attitude and purchase intention towards tourism destination (Kuhn & Petzer, 2018). Founded on the current literature, the following hypothesis is formulated:

H9: Electronic word of mouth marketing (eWOM) moderates the relationship between entertainment and activities and revisit intention.

2.10.10 Electronic word of mouth marketing (eWOM) moderates the relationship between tourism infrastructure and revisit intention

The development of tourism infrastructure significantly contributes to the tourism destination image (Beerlin & Martin, 2004; Tasci & Gartner, 2007; Byon & Zhang, 2009). The electronic word of mouth marketing widespread the visit experience about quality of tourism infrastructure such as accessibility of transportation system is one of predominant attractions to increase the tourists' intention to revisit (Sanz-Blas & Buzova, 2016; Li, Tung & Law, 2017). Furthermore, previous studies (Lee et al., 2008; Gümüş & Bal, 2016) highlighted that eWOM has play a crucial role to influence tourists' attitudes, behaviours, and decision. In other word, the accessibility of tourism infrastructure is taking an important

consideration in tourists' travel decision choice (Litman, 2003; Coban, 2012) due to the influence of eWOM in turn to increase tourists' satisfaction and intention to visit or revisit as well as create positive experience for tourists (Jalilvand & Heidari, 2017). Therefore, the following hypothesis is formulated:

H10: Electronic word of mouth marketing (eWOM) moderates the relationship between tourism infrastructure and revisit intention.

2.10.11 Electronic word of mouth marketing (eWOM) moderates the relationship between price and value and revisit intention

Reasonable price that tourists enjoyed at destination is a strong indicator to measure their satisfaction and intention to revisit (Murphy & Pritchard, 1997). Several studies (Riegner, 2007; Wu & Wang, 2011; Kamtarin, 2012; Themba & Mulala, 2013) revealed that electronic word of mouth marketing (eWOM) positively influence tourists' purchase decisions in order to affect revisit intention of tourists towards tourism destination (Prayogo & Kusumawardhani, 2016). In addition, price and value are a fundamental factor in affecting tourists' satisfaction and enhancing the revisit intention (Kim et al., 2009; Chen & Law, 2016). Moreover, the endorsement of positive eWOM on price and value which influence tourists' travel motive in turn to affect behavioural intention of tourists to revisit same tourism destination (Matzler, Teichmann, Strobl & Partel, 2019). Based on this discussion of the existing research, the following hypothesis is formulated:

H11: Electronic word of mouth marketing (eWOM) moderates the relationship between price and value and revisit intention.

2.10.12 Electronic word of mouth marketing (eWOM) moderates the relationship between destination environment and revisit intention

Destination environment is a key indicator in enhancing the image of destination and retain existing tourists to revisit and share positive electronic word of mouth (eWOM) through online network which increase business opportunity and profitability of destination (Chiu, Hsu, Lai & Chang, 2012; Marinkovic, Senic, Ivkov, Dimitrovski & Bjelic, 2014). Furthermore, Li et al. (2017) claimed that the evaluation of eWOM of destination environment are included humanistic characteristic, history, local and classic specialty of destination which able to create utmost experience (security and favourable attitude) to tourists. To achieve destination sustainability and loyalty, eWOM play an essential role in travel decision process which create awareness, attitudes, expectations, and intentions towards the destination (Soderlund & Rosengren, 2007; Zarrad & Debabi, 2015). Hence, the following hypothesis is formulated:

H12: Electronic word of mouth marketing (eWOM) moderates the relationship between destination environment and revisit intention.

2.10.13 Electronic word of mouth marketing (eWOM) moderates the relationship between atmosphere and revisit intention

The comfortable atmosphere is a vital character in determining satisfaction and revisit intention (Marinkovic et al., 2014). Additionally, atmosphere is an intangible experience for tourists which comprised of destination cleanliness, restful, pleasant, convenience and relaxing environment that stimulate tourists' behavioural intention (Intuluck, 2019). The influence of electronic word of mouth marketing (eWOM) create positive destination image and significantly impact on purchase intention (revisit intention) which turn to enhance the willingness of tourists to make travel decision towards tourism

destination (Kala & Chaubey, 2018). Nevertheless, Ekinici, Dawes and Massey (2008) also emphasized that the important antecedents of revisit intention are determined by quality of atmosphere (pleasant, clean) which create positive eWOM in turn to generate revenues towards destination. Therefore, it is hypothesized that:

H13: Electronic word of mouth marketing (eWOM) moderates the relationship between atmosphere and revisit intention.

2.10.14 Electronic word of mouth marketing (eWOM) moderates the relationship between quality of service and revisit intention

Quality of service is a key factor in determining revisit intention and significantly contribute to provide service outcomes for tourists in order to enhance their experience in tourism destination (Atilgan, Akinci & Aksoy, 2003; Quintal & Polczynski, 2010; Kim, Ko & Park, 2013). Furthermore, quality of service is interrelated to the electronic word of mouth marketing (eWOM) due to the tourists who are satisfied with the service quality and tend to widespread the desire travel information and experiences to others (Prayogo & Kusumawardhani, 2016). Therefore, the positive relationship between quality of service and eWOM in accordance with revisit intention which build expectation and satisfaction of tourists (Liu & Lee, 2016). As the existing discussion above, the following hypothesis is formed:

H14: Electronic word of mouth marketing (eWOM) moderates the relationship between quality of service and revisit intention.

2.11 Summary

In short, this section has enclosed all the relevant literature of destination image constructs (functional characteristics and psychological characteristics), electronic word of mouth marketing (eWOM) and revisit intention. Generally, seven elements of destination image were discussed, for instance natural and historical attractions, entertainment and activities, tourism infrastructure, price and value, destination environment, atmosphere, and quality of service. Additionally, a moderating variable namely electronic word of mouth marketing (eWOM) and dependent variable, which is revisit intention also further explained in this research. These variables in ecotourism are integrating environmental awareness into recreation behaviours to achieve the purpose of education through entertainment (Tai, 2017). This statement is also referred to the environmental protection and environmental education, as well as regional profits for attaining the sustainable development (Mair, 2011). In this present study, all the variables encompassed with perception, imagination, expectation, decision, feeling, memory, inference, plan, notice, and problem-solving, which regarded as ecotourism cognition of tourists (Lu & Stepchenkova, 2012).

Furthermore, the description of variables, underlying theory, justification of the theoretical framework and gap in the literature have also been discussed in this chapter. The next chapter will highlight the research methodology used in this present research.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter focuses on the method and procedure which are applied in this research to obtain the results. The components that will be discussed and included in this section are site of research, design of research, research sample and procedure, procedure for collection of data, questionnaire of research, statistical analyses and the applied of measurement.

3.2 Research Site

Numerous research sites have been selected for data collection, particularly on ecotourism. Malaysia's government is increasingly concerned about the growth and creation of its tourism industry, and has recently launched the tourism promotional campaign, namely "Visit Truly Asia Malaysia 2020." Furthermore, this research focused on ecotourism sites in East Malaysia due to numbers government-led initiatives to promote ecotourism, culture and the arts (New Sarawak Tribune Online, 2019).

The sample of this research targeted both domestic and international tourists in the five selected national parks in Sarawak which namely, Gunung Mulu National Park, Gunung Gading National Park, Bako National Park, Kubah National Park and Niah National Park. There are two reasons that five of these sites were selected as follow:

(i) These destinations were listed into top 5 National Parks which situated in Sarawak, Malaysia by TripAdvisor in 2019.

(ii) The national parks are equipped an abundance of natural resources and attractions that able to increase the visit intention of tourists during peak season of travel. The supporting data from Ministry of Tourism, Arts, and Culture Sarawak (MTAC, 2019) stated that an increment in the number of tourists to all these destinations, including Gunung Gading National Park, Gunung Mulu National Park, Bako National Park, Kubah National Park and Niah National Park.

Moreover, tourists have the opportunity to experience the richness and uniqueness of ecotourism attraction. Therefore, this research was carried out to observe the tourists' perception on destination image and revisit intention. The research sites are shown in Figure 3.1 to Figure 3.6.

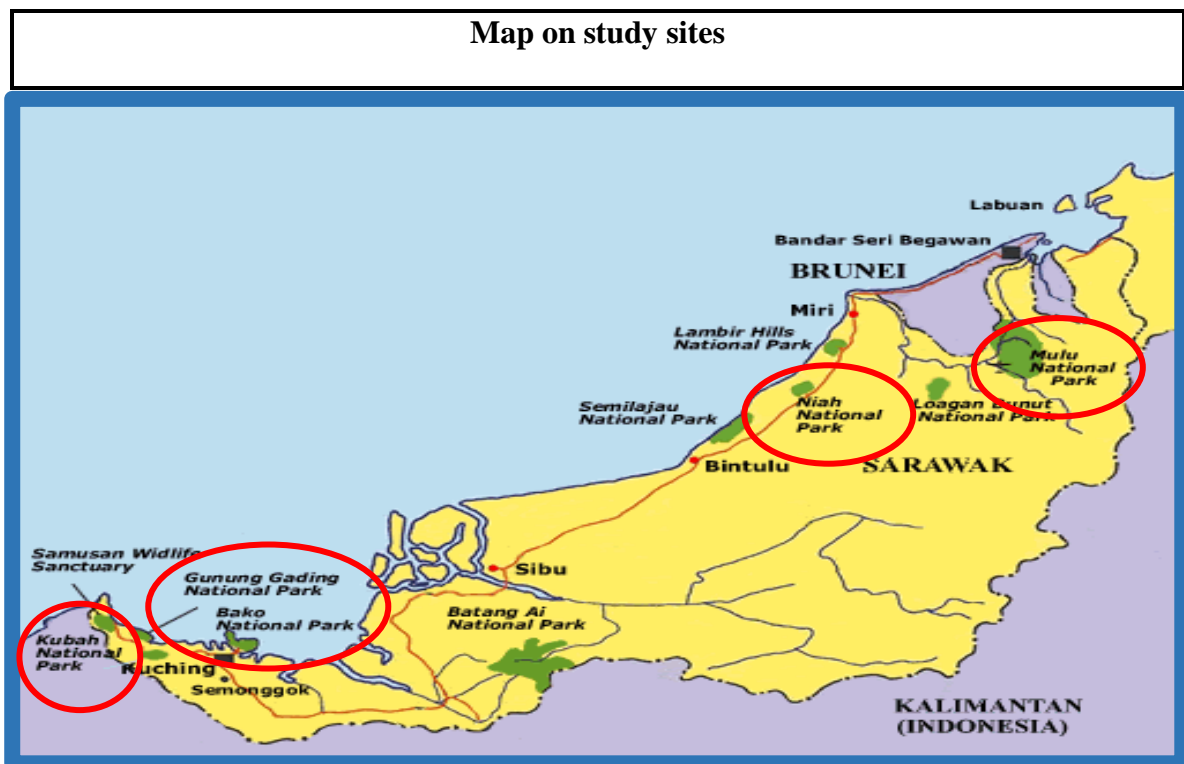


Figure 3.1: Map on study sites

Gunung Gading National Park



Figure 3.2: Research site - Gunung Gading National Park

Gunung Mulu National Park

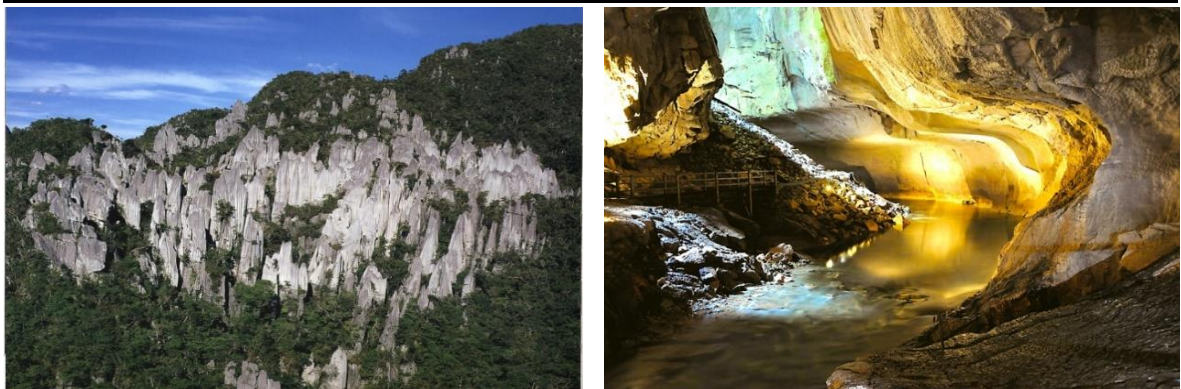


Figure 3.3: Research site - Gunung Mulu National Park

Bako National Park



Figure 3.4: Research site - Bako National Park

Kubah National Park



Figure 3.5: Research site - Kubah National Park

Niah National Park



Figure 3.6: Research site - Niah National Park

3.3 Research Design, Sample, and Procedure

Primary data source approach was applied in this research and composed by using survey questionnaire. A quantitative approach with survey questionnaires were accustomed as the survey instrument for collection of data. There are two ways of data collection which are online survey questionnaire or distribution of survey questionnaire by approaching the respondents and/or directly to the respondents.

The research population contains both domestic and international tourists who visited the top 5 National Park in Sarawak, Malaysia as listed by TripAdvisor in 2019. The non-probability sampling method, purposive sampling was used in the selection of respondents in which respondents with the age of 18 years old and above stood a chance to be selected as one of the respondents for this study. Non-probability sampling method was used to select

the sample based on the personal judgement, regardless the population size (Zikmund, Babin, Carr & Griffin, 2010; Sekaran & Bougie, 2013). The data for this research was collected from the domestic and international tourists visit to National Park, Sarawak who were keen to give their information and opinion about the destination image of National Park, Sarawak that they are visited for.

Ringle, Sarstedt, Mitchell & Gudergan (2018) proposed to use analyses of power in determining the sample size. For this research, G*Power Analysis is using G*Power 3.1.9.4 software to compute the minimum sample size. The power must be high power (>0.80) and at least 0.80 to show the relationship between constructs really does exist once the statistical tests forming concrete results (Cohen, 1988). Founded on the calculations, to achieve the statistical power of 0.80, a minimum sample size of 139 (N=139) was needed, along with an effect size of 0.15 and assuming a significance level of 5%, as depicted in the Figure 3.7.

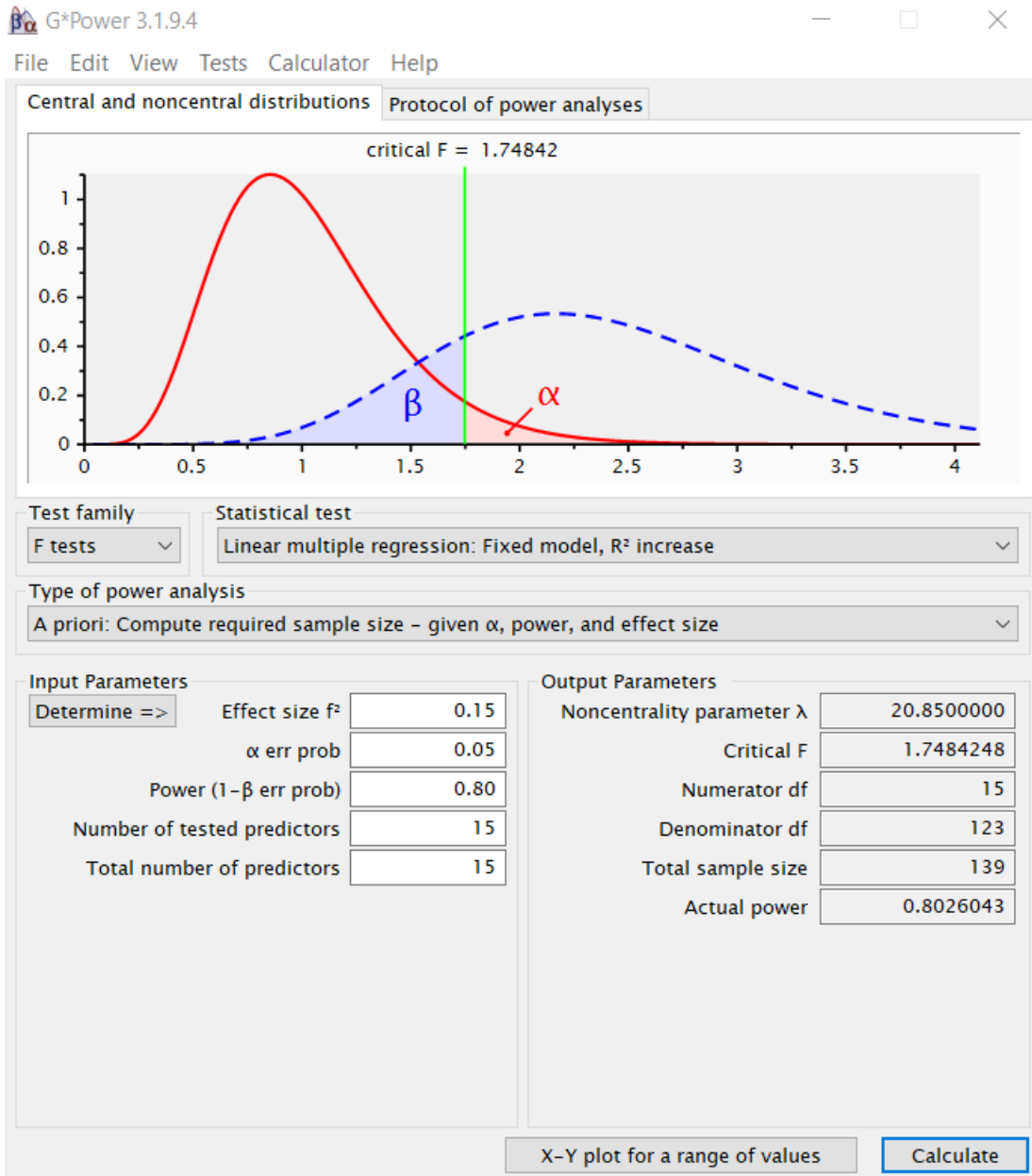


Figure 3.7: Results of G*Power Analysis

3.3.1 Data Collection Procedure

First, approval letter and permit for data collection were obtained from Sarawak Forestry Corporation. Second, park controller/management was contacted a week before for data collection. Then, the topic of research and the study purpose were explained and briefed to the respondents before the approval for distribution of the questionnaires was acquired. Subsequently, distribution of survey questionnaire to respondents was conducted.

A total of 300 sets of questionnaires was dispersed to both local & foreign tourists from November 2019 to January 2020. The huge number of questionnaires were given out to assure an adequate number of returned questionnaires. This data collection took approximately 3 months to complete. Therefore, this study managed to achieve 286 respondents and yielded 95% responses.

3.4 Research Questionnaire

A standard set of research questionnaire with total of 57 questions was scattered to the respondents. The questionnaire consists of four sections, whereby section A entails of demographic data of the respondents, where section B, C and D measure the studied variables. As shown in the Table 3.1, Section A comprises 6 questions about the respondent's background information. Section B contains 40 questions to measure the dimensions of destination image which categorized into two characteristics: functional characteristics and psychological characteristics. Functional characteristics comprise 6 items to measure the tourists' perspective on natural and historical attractions, 5 items to measure the tourists' perspective on entertainment and tourism activities, 4 items to measure the tourists' perspective on price and value, and 8 items to measure the tourists' perspective on tourism infrastructure. For psychological characteristics consist of 5 items to measure the tourists'

perspective on destination environment, 6 items to measure the tourists' perspective on atmosphere and 6 items to measure the tourists' perspective on quality of service. Section C contains 6 items regarding the effect of electronic word of mouth marketing towards revisit intention to National Park, Sarawak. Section D comprises 5 items to measure the revisit intention.

Table 3.1: Destination Image, Electronic Word of Mouth Marketing and Revisit Intention Items and Sources

Variables	Items No.	Sources
Section B: Functional Characteristics		
Natural and Historical Attractions		
1. Scenic mountain and valleys.	NHA	Chi, C.G-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. <i>Tourism Management</i> 29, 624–636.
2. Breath-taking scenery and natural attractions.	NHA 1	
3. Picturesque parks, lakes, rivers, beaches and spectacular caves.	NHA 2	
4. Unspoiled wilderness, fascinating wildlife and great variety of fauna and flora.	NHA 3	
5. Distinctive historical and cultural heritage.	NHA 4	
6. Distinct characteristics of architecture and buildings.	NHA 5	
Entertainment and Tourism Activities		
1. Tempting cultural events and festivals	EA	Chi, C.G-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. <i>Tourism Management</i> 29, 624–636.
2. Excellent traditional music.	EA 1	
3. Exciting water sports/activities (boating, fishing, etc)	EA 2	
4. Terrific place for hiking/picnicking/camping/hunting.	EA 3	
5. Enormous opportunities for outdoor recreation.	EA 4	
	EA 5	

Table 3.1 continued

<p>Price and Value</p> <ol style="list-style-type: none"> 1. Low travelling expenditure. 2. Reasonable prices for food and accommodation. 3. Good value for money. 4. Reasonable prices for sightseeing, events and activities. 	<p>PV</p> <p>PV 1 PV 2</p> <p>PV 3 PV 4</p>	<p>Chi, C.G-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. <i>Tourism Management</i> 29, 624–636.</p> <p>Chen, Chun-Chu; Lai, Ying-Hsiao; and Petrick, James F. (2016). The Discriminant Effect of Perceived Value on Travel Intention: Visitor vs. on-Visitors" <i>Travel and Tourism Research Association: Advancing Tourism Research Globally</i>. 19</p>
<p>Tourism Infrastructure</p> <ol style="list-style-type: none"> 1. Good public and private transportation available. 2. Good quality infrastructure (roads, airport and/or utilities). 3. Convenient airline schedules linking Sarawak and other destinations. 4. Accessibility to city centre. 5. Appropriate signposting 6. Good infrastructure of accommodations (hotels/apartments/resorts). 7. Good communication systems. (Ex: Information centers, telecom) 8. Adequate and convenient local transportation. 	<p>LI</p> <p>LI 1</p> <p>LI 2</p> <p>LI 3</p> <p>LI 4</p> <p>LI 5</p> <p>LI 6</p> <p>LI 7</p> <p>LI 8</p>	<p>Basaran, U. (2016). Examining the Relationships of Cognitive, Affective, and Conative Destination Image: A Research on Safranbolu, Turkey. <i>International Business Research</i>, 9(5).</p> <p>Phillip, W., & Jang, S. (2007). Destination image and visit intention: Examining the moderating role of motivation. <i>Tourism Analysis</i>, 12, 319–326.</p>

Table 3.1 continued

<p>Section B: Psychological Characteristics</p> <p>Destination Environment</p> <ol style="list-style-type: none"> 1. This is a safe and secure destination. 2. This is a safe place to travel without any fear of being robbed, theft and sexual harassment. 3. There are low crime rates, a stability political place. 4. People are friendly and helpful. 5. This destination has a great public security. 	<p>DE DE 1</p> <p>DE 2</p> <p>DE 3</p> <p>DE 4</p> <p>DE 5</p>	<p>Sharma, S. (2012). Socio Cultural Impacts of Tourism: A study of Jaisalmer.</p> <p>Wang, C., & Hsu, M. K. (2010). The Relationships of Destination Image, Satisfaction, and Behavioral Intentions: An Integrated Model. <i>Journal of Travel & Tourism Marketing</i>, 27(8), 829–843. doi:10.1080/10548408.2010.527249</p>
<p>Atmosphere</p> <ol style="list-style-type: none"> 1. A place with a good reputation. 2. Family-oriented destination. 3. A pleasant place to travel. 4. Attractive and interesting destination. 5. A fun, enjoyable and exciting place to travel. 6. Tranquil and restful atmosphere. 	<p>A A1 A2 A3 A4 A5 A6</p>	<p>Chi, C.G-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. <i>Tourism Management</i> 29, 624–636.</p> <p>Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. <i>Annals of Tourism Research</i>, 31(3), 657-681.</p>
<p>Quality of Service</p> <ol style="list-style-type: none"> 1. Good standard of hygiene and cleanliness. 2. Easy to communicate with locals and employees. 3. Service at accommodation are friendly and efficient. 4. Good quality of service at tourist facilities. 5. Good quality and availability of entertainment and activities. 6. Good quality and availability of restaurants. (Availability of preferred dishes and traditional food.) 	<p>QS QS 1</p> <p>QS 2</p> <p>QS 3</p> <p>QS 4</p> <p>QS 5</p> <p>QS 6</p>	<p>Latiff, K., & Ng, S. I. (2015). The Impact of Tourism Service Quality on Satisfaction. <i>Journal of Economics and Management</i>, 9, 67-94.</p>

Table 3.1 continued

<p>Section C: Electronic Word of Mouth (eWOM)</p> <ol style="list-style-type: none"> 1. I rely on online travel reviews to know what destinations make good impressions on others. 2. I often read other tourists' online reviews in choosing a destination. 3. I often consult other tourists' online travel reviews to help choose an attractive destination. 4. I frequently gather information from tourists' online travel reviews before I travel to a certain destination. 5. I will read tourists' online travel reviews when I travel to a destination. 6. When I travel to a destination, tourists' online travel reviews make me confident in travelling to the destination. 	<p>EWOM 1</p> <p>EWOM 2</p> <p>EWOM 3</p> <p>EWOM 4</p> <p>EWOM 5</p> <p>EWOM 6</p>	<p>Jalilvand, M. Z., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). <i>Internet Research</i>, 22 (5), 591-612, https://doi.org/10.1108/10662241211271563</p>
<p>Section D: Revisit Intention</p> <ol style="list-style-type: none"> 1. I will revisit the destination in future. 2. There are high chances that I will return to destination for holiday. 3. I never regret visiting this destination. 4. I feel at ease when I am travelling in this destination. 5. I anticipated the sense of joy that made me to come. 	<p>ITR</p> <p>ITR 1</p> <p>ITR 2</p> <p>ITR 3</p> <p>ITR 4</p> <p>ITR 5</p>	<p>Som, A. P. M., Marzuki, A., Yousefi, M., & AbuKhalifeh, A. A. N. (2012). Factors influencing visitors' revisit behavioral intentions: A case study of Sabah, Malaysia. <i>International Journal of marketing studies</i>, 4(4), 39.</p> <p>Haneef, S. K. (2017). A model to explore the impact of Tourism infrastructure on destination image for effective tourism marketing. 286 - 293.</p>

3.5 Measure

The Likert scale was used in this research study to measure the level of agreement in each given variable. This method was used to administer summated ratings based on respondent's opinion or attitude. Therefore, Likert scale is a mechanism of measurement that allows respondent to rate on whether how strongly they agree or disagree with the statements. As illustrated in Table 3.2, this research uses the 7-point Likert scale. The measurement items of the research were ranged from "1-Strongly Disagree", "2-Disagree", "3-Slightly Disagree", "4-Neutral", "5-Slightly Agree", "6-Agree", and "7-Strongly Agree".

Table 3.2: 7-point Likert Scale

Strongly Disagree		Neutral			Strongly Agree	
1	2	3	4	5	6	7

3.5.1 Respondent's Profiles

Section A of the questionnaire consists of six items that composed demographic profile of the respondents such as gender, age, country of residence/nationality education level, occupation, and monthly income.

3.5.2 Destination Image Constructs, Electronic Word of Mouth Marketing, and Revisit Intention

Section B, C and D of the survey comprise 51 statements that measured the seven dimensions of destination image constructs (functional characteristics and psychological characteristics), one dimension of electronic word of mouth marketing as well as one dimension of revisit intention. Concurrently, electronic word of mouth marketing was

implemented as the moderator to examine the moderating relationship between both destination image and revisit intention in this research.

Collectively, the items used to measure destination image components were mainly adapted from Beerli and Martin (2004), Philips and Jang (2007), Chi and Qu (2008), Wang and Hsu (2010), Sharma (2012), Latiff and Ng (2015), Zhang, Xu, Leung and Cai (2015), Basaran (2016) and Chen, Lai and Petrick (2016). In addition, items adapted to measure revisit intention were from the studies of Som, Marzuki, Yousefi and AbuKhalifeh (2012) and Haneef (2017). Lastly, items adapted to measure electronic word of mouth marketing were mainly from Jalilvand and Samiei (2012). Respondents were asked to respond to each statement using a seven-point Likert scale (ranging from 1 = strongly disagree to 7 = strongly agree) for each statement. Maddox (1985) recommended the use of Likert type scale in tourism research to get a better validity (Ko & Stewart, 2002). Table 3.1 shows the items and sources of destination image constructs, electronic word of mouth marketing, and revisit intention in detail.

3.6 Pre-Test

Pre-testing is defined as an administrative technique which is an initial run of study to ensure the reliability, validity, and understandability of questionnaire (Wu & Zhu, 2012). Pre-test was conducted involving a small group of respondents before conducting a large scale of study. This enables the evaluation of questions to be used. A pre-test was conducted with 20 respondents who had travelled to Gunung Gading National Park. From this pre-test, some of questions were needed to refine the wording so that can ease the understanding among respondents. Besides, the items of questionnaire were modified and finalized to

develop the final version of questionnaire and used in data collection procedure. The outcomes from pre-testing questionnaire are as listed in Table 3.2.

Table 3.3: Outcomes of Pretesting Questionnaire

Section (Items No.)	Respondent 1	Respondent 2	Comments / Change Made
B (NHA) B (EA) B (PV) B (LI)	What is the statement? The sentences are not complete.	The statements are not clear.	Added the statement in the column of variables. “In this destination, the following are available:”
B (A)	The sentences are not complete.	The sentences are not clear.	Added the statement in the column of variable. “Sarawak is:”
B (QS)	No statement stated.	The sentences are not complete.	Added the statement in the column of variable. “In Sarawak, the following statement are true:”
B (NHA 4) Picturesque parks/lakes/rivers/beaches. Spectacular caves and underground formations.	The question is ambiguous.	Too specific maybe can be combined. The sentence disjointed.	Picturesque parks, lakes, rivers, beaches and spectacular caves.

Table 3.3 continued

B (EA 3) Excellent quality and fun country/western music.	The question is ambiguous.	The question may not be applicable to Sarawak.	Excellent traditional music.
B (PV 1) Low spending destination.	The sentence is ambiguous.	The sentence is ambiguous.	Low travelling expenditure.
B (LI 3) Convenient airline schedules available to Sarawak.	This sentence is not clear.	The sentence is ambiguous. Only available to Sarawak?	Convenient airline schedules linking Sarawak and other destinations.
B (DE 4) People of Sarawak are peace lover and cooperative in nature.	What does it mean for cooperative in nature?	If will be easily understand if this sentence can be simplified.	The People of Sarawak are friendly and helpful.

3.7 Statistical Analysis

This study applied quantitative approach to test the hypotheses proposed from the data obtained through the questionnaire distribution. The version 26.0 of Statistical Package for Social Science (SPSS) was used to analyse the demographic data of background information of tourists. It was also conducted to identify the issues of missing values and straight lining prior to measurement analysis. Next, the confirmatory reliability analysis (CFA) and factor analysis were used to examine the goodness of measure. Finally, WarpPLS (version 7.0) was used as an analysis tool used in this study to find the relationship among the variables.

3.7.1 Descriptive Statistics

In this study, the descriptive statistic is used to evaluate the demographic characteristics data such as age, gender, country of residence/nationality, education level, working experience and monthly income of the respondents. In this analysis, the data of demographic characteristics were analysed in the term of frequencies and percentages.

3.7.2 Partial Least Square

Partial Least Square (PLS) is a technique or method in modelling, predicting, and classifying the relationship among the variables. It helps to handle and predict a set of dependent variables from a large set of independent variables (Garson, 2016). In this study, PLS is used to explain and examine the complicated relationship between dimensions of destination image, revisit intention and moderating effect of electronic word of mouth marketing (eWOM). It is a useful tool to clarify the underlying highly correlated relationship between the variables and to reduce the variables. There are two stages involved in PLS method. First stage was to estimate and observe each of latent variables values. Second stage involved the estimation of parameters for measurement model and structural equations.

PLS is an evolving approach to structural equation modelling (SEM), PLS-SEM enables researcher to handle and evaluate highly complex models and unusual data characteristics. There are two level involved in SEM which are observation level and structural model. Observation level was used to evaluate the latent variables in this study whereas structural model helped to examine the relationship among the latent variables (Hair, Black, Babin, & Anderson, 2014). PLS-SEM is a predictive method used to confirm and reject the hypotheses development. Therefore, this method is suitable to this study as research objective is about prediction and development of theory.

There are two measurement models in PLS method which are formative and reflective measurement model. Formative measurement model is an assessment model in measuring the reliability but discriminating the validity whereas reflective measurement model helps to measure the reliability and validity of construct. Thus, reflective measurement model was used in this study because the independent variables were expected to have high inter-correlated relationship with the dependent variable. WarpPLS 7.0 was employed as an analytical tool in this study.

3.7.2.1 Composite Reliability (CR)

Composite reliability (CR) measures the internal consistency of latent variables. To achieve the composite reliability of constructs, the acceptable value of CR should be above 0.6 (Nunnally, 1978) and ideal value is 0.7 (Churchill, 1979; Fornell & Larcker, 1981; Hair, Anderson, Tatham, & Black, 1992; Gefen et al., 2000; Chin, 2010). The value of CR can vary between 0 and 1 (Gotz, Liehr, & Kraff, 2010), but the value from 0.7 to 0.9 is considered as acceptable and satisfiable in research (Nunnally, 1978; Nunnally & Bernstein, 1994).

The calculation formula of Composite Reliability (CR) is stated as below (Fornell & Larcker, 1981):

$$\text{Composite reliability} = \frac{(\sum \lambda_i)^2}{[(\sum \lambda_i)^2 + \sum \text{Var}(\epsilon_i)]}$$

Note:

λ_i indicates the loading of indicator variable i of a latent variable

ϵ_i indicates the measurement error of indicator variable i

j represents the flow index across all reflective measurement models

3.7.2.2 Internal Reliability (IR)

Internal reliability is used to measure and evaluate the internal consistency based on the correlation between different items in the study. In reliability analysis, Cronbach's Alpha (α) is most commonly applied in accessing the internal consistency of multi-item scales (Zikmund et al., 2013). For instance, the sample size will influence the value of alpha (Gotz et al., 2010), the result of data appeared multidimensional structural if the value of alpha is low (Cronbach, 1951; Vinzi et al., 2008; Gotz et al., 2010). Therefore, Cronbach's alpha cut off value should be greater than 0.7 to achieve internal reliability (Cronbach, 1951; Nunally, 1978; Barclay et al., 1995; Vinzi et al., 2008).

3.7.2.3 Convergent Validity

Convergent validity is an analysis tool to measure the reliability of indicator and construct (Bagozzi & Philips, 1982). It is referred to a parameter that used to measure the degree of two variables which is correlated in the same construct (Lee & Chen, 2010). The convergent validity is tested by Average Variance Extracted (AVE) (Fornell & Larcker, 1981), AVE measures the variance of indicators in relation to the measurement errors (Barclay, Thompson & Higgins, 1995). The value less than 0.5 causes more error variance. Thus, the extracted value should exceed 0.5 to achieve convergent validity (Bagozzi & Yi, 1988; Barclay et al., 1995; Henseler et al., 2009).

The calculation of Average Variance Extracted (AVE) is stated as below (Fornell & Larcker, 1981):

$$A V E = \frac{(\sum \lambda_i^2)}{[\sum \lambda_i^2 + \sum V a r(\varepsilon_i)]}$$

Note:

λ_i indicates the loading of indicator variable i of a latent variable

ε_i indicates the measurement error of indicator variable i

3.7.2.4 Discriminant Validity

Discriminant validity is used to measure the degree of constructs and differentiate which items are not related or overlapping (Fornell, Tellis & Zinkhan, 1982; Thompson, Barclay & Higgins, 1995). It plays an important role in testing and evaluating the validity of variables or indicators to ensure the measurement procedure. In attaining the discriminant validity, the square roots of the AVEs should be greater than the off-diagonal elements in the corresponding rows and columns (Barclay et al., 1995; Chin, 2010).

3.8 Structural Model

The structural model represents the relationships between the constructs in the research model. The objective of the structural model assessment is to examine the hypothesized relationships between the constructs and the predictive competences of the research model. The structural model assessment encompasses the evaluation of the path coefficients, the effect size f^2 , the coefficient of determination R^2 , and the predictive relevance Q^2 . In the subsequent sections, these criteria will be discussed further.

3.8.1 Path Coefficients

Path coefficients elucidated the estimated path relationships between the constructs (Hair et al., 2014). The path coefficient ranges from -1 to +1 with negative value refer to the negative relationship, while the positive value pertains to a positive relationship. Besides, path coefficients near to -1 show strong negative relationships between the constructs; 0 stipulate no relationship between the constructs; near to +1 indicate positive significance relationships between the constructs.

3.8.2 Effect Size (f^2)

Effect Size (f^2) is used to evaluate the significant impact of an exogenous construct on an endogenous construct. It represents the strength of the inter-construct relationships. The importance of reporting effect size is used to state the relationship between an exogenous construct and endogenous construct is statistically significant, but its show small effect to attract the managerial attention (Kock, 2014). Generally, the effect size values of 0.02, 0.15 and 0.35 are considered as respectively small, medium and large (Cohen, 1988; Hair et al., 2017).

3.8.3 Coefficients of Determination (R^2)

Determination coefficients (R^2) are a determinant of the predictive accuracy of the model and show the cumulative impact of all exogenous constructs on the endogenous constructs (Hair et al., 2017). This reflects the proportion of total variance in an endogenous construct that has been clarified by all the related exogenous constructs (Hair et al., 2018; Ringle et al., 2018). As suggested by Falk and Miller (1992), R^2 value should be at least 0.10 for data interpretation to be accurate. Moreover, the R^2 value below 0.02 implies that the combined effects of the exogenous constructs on the endogenous constructs are too weak,

hence the model should be considered for reconsideration (Cohen, 1988; Kock, 2014). According to Chin (1998), the R^2 value of 0.19 is considered as weak, 0.33 is considered as moderate, and 0.67 is considered as substantial. Subsequently, Hair et al. (2017) proposed that R^2 values of 0.25, 0.50, and 0.75 are classified as weak, moderate and substantial.

3.8.4 Predictive Relevance (Q^2)

Predictive relevance, Q^2 value is used to study the predictive relevance of the research model which can achieved by using the PLS blindfolding procedure (Geisser, 1974; Kock & Gaskins, 2014; Kock, 2015d; Stone, 1974). As proposed by Hair et al. (2017), a model with a Q^2 value greater than zero ($Q^2 > 0$) is known as having predictive relevance. The greater Q^2 value shows the model with higher predictive relevance. The Q^2 values of 0.02, 0.15 and 0.35 specifically indicate weak, moderate and strong predictive relevance respectively (Chin, 1998; Cohen, 1988; Hair et al., 2017; Henseler et al., 2009).

3.9 Summary

This chapter has justified all the procedures and methods used in this present study, which include research site, sample, data collection method, instrument design, the measures of the study and pre-test. Several statistical analysis methods (SPSS and WarpPLS) had been identified to test and verify the proposed hypotheses. The results of data analysis and the hypotheses testing were further analysed and discussed in the next chapter.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

In this chapter, the findings of statistical data analysis are presented by using Statistical Package for Social Sciences (SPSS) 26.0 and WarpPLS 7.0 to test the constructs and their measures by conducted preliminary data analysis. The demographic profile of the respondents as stated below table which comprises gender, age, residency, education level, occupation level and monthly income. Next, the results of the hypotheses testing, measurement model and structural model through path modelling and bootstrapping are concluded in this chapter.

4.2 Preliminary Data Analysis

Preliminary data analysis is a method of screening data which can detect and adjust the errors in the data. The data was screened by using SPSS version 26.0 to analyse the missing value, the normality of data, suspicious response patterns, and common method bias testing. First step of preliminary data analysis was detecting the missing data. In this research, a total of 300 response have been received but 14 of responses are considered invalid as they comprise excessive missing data. Therefore, a sample of 286 respondents was collected and found usable. Besides that, the data analysis for Little's Missing Completely at Random (MCAR) test was conducted and the results shows that the missing data were completely random and not statistically significant ($\chi^2 = 951.531$, $df = 687$, $sig = 0.000$). Expected Maximisation (EM) method is also used to attribute the missing values in this research. Previous studies (Enders, 2001; Scheffer, 2002; Argyrous, 2011) have found that this method

enables accurate prediction of parameter estimates and enhancement of analyses statistical power while compared to other methods.

The second step of preliminary data analysis was the detection of suspicious data patterns. Based on the investigation, there are three cases (case 79, case 156 & case 231) detected as a straight-lining response. The respondents used the same response scale (7s) to answer all the questions. Kaminska, McCutcheon and Billiet (2010) have revealed that data quality may be reduced by straight-lining response, hence case 156 was removed from data analysis, giving an overall 283 responses for further data analysis.

Subsequently, the normal distribution of data was examined by data skewness and kurtosis. Based on the recommendation by Hair et al. (2017), the value of skewness and kurtosis should be in the ideal range between -1 and 1 or it will indicate an issue for normal distribution of data.

Last but not least, the presence of common method bias was tested by Harman's single-factor test. Common method bias happens when the total variance of result identified a single factor that explains more than 50% (Podsakoff et al., 2003; Podsakoff et al., 2012). In this research, no common method bias issue was identified. The result of common method variance bias showed that 51 items are used to yield seven factors and only 22.533 of the total variances was accounted for the first factor. The interpretation of full collinearity variance inflation factor (VIF) can provide a measure of common method bias (Kock & Lynn, 2012). If the full collinearity VIF value is more than 5 indicates the presence of common method bias and multicollinearity (Kock, 2017).

4.3 Profile of Respondents

First and foremost, 300 questionnaires were distributed at the top 5 National Park which located in Sarawak, Malaysia. The selected national park are Gunung Mulu National Park, Gunung Gading National Park, Bako National Park, Kubah National Park and Niah National Park. As shown in Table 4.1, 144 respondents were male (50.9%), and 139 respondents were female (49.1%). In term of age, most respondents were aged between 21-30 years old with 125 (44.2%), followed by age between 31-40 years old which is 80 (28.3%), 41 respondents (14.5%) aged between 41-50 years old and 31 respondents (11.0%) were aged between 51-60 years old. The least of age group is 61 years old and above which shows only 6 respondents (2.1%). The residency of tourists comprises local and foreigner. 62 local respondents (21.9%) and 221 foreigner respondents (78.1%) are involved in this research.

In term of education level, most respondents hold degree or professional qualification which account for 197 respondents and 69.9%, followed by those holding Diploma with 36 respondents and 12.7%, Postgraduate holder with 33 respondents (11.7%) and only 17 respondents (6.0%) with high school or below holder. Based on data collection, most of the respondents work in private sector with 106 and 37.5% while 56 respondents (19.8%) were self-employed, followed by 53 respondents (18.7%) were student and 48 respondents (17.0%) work in government sector. There are only 8 respondents (2.8%) were unemployed and 12 respondents (4.2%) were retiree.

The respondent's monthly income ranged from less than RM2000 and more than RM8000. Most respondents with 167 and 59.0% earned more than RM8000 per month. Following, 57 respondents (20.1%) earned less than RM2000 per month. Furthermore, 32

respondents (11.3%) earned between RM6001-RM8000, 15 respondents (5.3%) had earned between RM2001-RM4000 and 12 respondents (4.2%) earned between RM4001-RM6000.

Table 4.1: Demographic Profile of Respondents

Demographic Profile	Category	Respondents (N=283)	Percentage (%)
Gender	Male	144	50.9
	Female	139	49.1
Age	21-30 years old	125	44.2
	31-40 years old	80	28.3
	41-50 years old	41	14.5
	51-60 years old	31	11.0
	61 & above years old	6	2.1
Residency	Local	62	21.9
	Foreign	221	78.1
Education level	High School or below	17	6.0
	Diploma	36	12.7
	Degree or Professional qualification	197	69.6
	Postgraduate	33	11.7
Occupation Level	Government Sector	48	17.0
	Private Sector	106	37.5
	Self-employed	56	19.8
	Student	53	18.7
	Unemployed	8	2.8
	Retiree	12	4.2
Monthly Income	Less than RM2000	57	20.1
	RM2001-RM4000	15	5.3
	RM4001-RM6000	12	4.2
	RM6001-RM8000	32	11.3
	More than RM8000	167	59.0

4.4 Descriptive Statistics of Variables

As explained in the Chapter 3 (Methodology), the respondents are required to indicate their level of agreement or disagreement with statements regarding the items stated as natural and historical attraction, entertainment and activities, price and value, tourism infrastructure, destination environment, atmosphere, and quality of service, electronic word

of mouth and revisit intention. The summary of mean and standard deviation (SD) for the main variables were analysed using 283 valid responses as shown in Table 4.2. In summary, standard deviations for the main variables are close to 1 and more than 1. The lowest score recorded is 0.65 (entertainment and activities) and the highest score are 1.22 (natural and historical attractions). The statistical result also revealed that the mean level of tourism infrastructure scored the highest value, 5.15, mean that tourism infrastructure shows the huge impact. However, the standard deviation for tourism infrastructure is 0.68, demonstrated that few respondents had different perception on tourism infrastructure. In addition, the lowest mean value is natural and historical attractions, 4.45 with the standard deviation 1.22.

Table 4.2: Summary of the Mean and Standard Deviation (SD) of Main Variables

Main Variables	Mean	Standard Deviation (SD)
Natural and Historical Attractions	4.45	1.22
Entertainment and Activities	4.97	0.65
Price and Value	4.81	0.66
Tourism Infrastructure	5.15	0.68
Destination Environment	4.84	0.88
Atmosphere	4.53	0.92
Quality of Service	4.63	0.78
Electronic Word of Mouth Marketing (eWOM)	4.72	0.98
Revisit Intention	4.81	0.72

Note: Scale used 1 = Strongly Disagree, 7 = Strongly Agree

4.4.1 Assessment of Measurement Model

Confirmatory factor analysis (CFA) was used to examine reliability and validity of the measures and constructs. Nevertheless, the indicator reliability, internal consistency reliability, convergent validity and discriminant validity were evaluated in this measurement model assessment. As can be seen, the results of indicator reliability, internal consistency, and convergent validity summarise in Table 4.3, whereas the results of the discriminant validity present in Table 4.4. In the following sections, explanations regarding these assessment criteria are presented.

Table 4.3: Summary of Construct Reliability and Validity

Construct	No of Item	Items Deleted	Items	Loadings	AVE	CR	Cronbach's Alpha
Natural and Historical Attractions	6	None	NHA1	0.802	0.759	0.950	0.936
			NHA2	0.863			
			NHA3	0.901			
			NHA4	0.882			
			NHA5	0.879			
			NHA6	0.897			
Entertainment and Activities	5	None	EA1	0.623	0.662	0.906	0.868
			EA2	0.774			
			EA3	0.853			
			EA4	0.899			
			EA5	0.888			
Price and Value	4	1	PV1	0.723	0.586	0.809	0.746
			PV2	0.782			
			PV3	0.789			
Tourism Infrastructure	8	3	TI 1	0.820	0.666	0.909	0.874
			TI 2	0.825			
			TI 3	0.837			
			TI 4	0.822			
			TI 5	0.774			

Table 4.3 continued

Destination Environment	5	None	DE1	0.778	0.640	0.899	0.858
			DE2	0.821			
			DE3	0.862			
			DE4	0.793			
			DE5	0.740			
Atmosphere	6	2	ATM1	0.835	0.645	0.875	0.804
			ATM2	0.887			
			ATM3	0.898			
			ATM6	0.536			
Quality of Service	6	1	QS1	0.746	0.508	0.836	0.753
			QS2	0.735			
			QS3	0.831			
			QS5	0.628			
			QS6	0.598			
Electronic Word of Mouth (eWOM)	6	1	EWOM1	0.828	0.729	0.931	0.907
			EWOM2	0.851			
			EWOM3	0.866			
			EWOM4	0.860			
			EWOM5	0.865			
Revisit Intention	5	None	RI 1	0.702	0.513	0.840	0.761
			RI 2	0.643			
			RI 3	0.784			
			RI 4	0.678			
			RI 5	0.765			

Notes: *AVE* = Average Variance Extracted, *CR* = Composite Reliability

4.4.2 Indicator Reliability

The indicator reliability was examined using items loading. The minimum cut off point of 0.5 and above must be achieved to ensure internal consistency (Bagozzi, Yi & Philipps, 1991; Chin, 1998; Hair et al., 2010). Table 4.3 revealed that the minimum cut off point for items loadings value are far exceed 0.5, however, 8 items were removed due to low loading. Therefore, the results of the items loadings are considered good for further analysis.

4.4.3 Internal Consistency Reliability

Composite reliability (CR) and Cronbach's Alpha were used to measure internal consistency reliability. According to Gefen, Straub & Boudreau (2000) have suggested that the value of CR should be higher than the minimum cut off point of 0.7 whereas the Cronbach's alpha values for all variables exceeded threshold of 0.7 (Nunally, 1978). The results of internal consistency reliability are shown in Table 4.3. Evidently, all CR values for all variables exceed the threshold point of 0.7, ranged from 0.809 to 0.950 and the reasonable threshold values for Cronbach's Alpha were also found that greater than 0.7, ranged from 0.746 to 0.936. Hence, the results based on constructs have achieved satisfactory level and the reliability of internal consistency.

4.4.4 Convergent Validity

In term of convergent validity, average variance extracted (AVE) was used to test the validity of all variables. Bagozzi and Yi (1988) suggested all average variance extracted (AVE) values should surpass the minimum criteria of 0.5 (Fornell & Larcker, 1981; Chin, 2010; Hair et al., 2017) to show that the construct can explain at least 50% of its item's variance (Chin, 1998). As represented in Table 4.3, all AVE values exceed the threshold value of 0.50 and ranged from 0.508 to 0.759.

4.4.5 Discriminant Validity

Discriminant validity was examined the values of AVE were square rooted and tested against the intercorrelations of the construct with other constructs in the research model (Fornell & Larcker, 1981; Chin, 1998, 2010). As detailed shown in Table 4.4, all the square root of the AVE for each variable (represented by the bold values) in the model were

found that greater than each of the construct's correlations. The results of discriminant analysis are using Fornell-Larcker criterion to indicate the discriminant validity.

Table 4.4: Discriminant Validity of Constructs

	NHA	EA	PV	TI	DE	ATM	QS	EWOM	RI
NHA	0.871								
EA	0.005	0.814							
PV	0.342	0.104	0.765						
TI	0.281	0.059	0.363	0.816					
DE	0.458	0.078	0.645	0.423	0.800				
ATM	0.555	0.011	0.323	0.134	0.469	0.803			
QS	0.686	0.006	0.332	0.214	0.409	0.639	0.713		
EWOM	0.129	0.028	0.046	0.098	0.051	0.181	0.152	0.854	
RI	0.490	0.038	0.510	0.271	0.539	0.502	0.630	0.062	0.717

Notes: *Diagonals (in bold) represent the square root of the average variance extracted while the other entries represent the correlations. NHA represents natural and historical attractions, EA represents entertainment and tourism activities, PV represents price and value, TI represents tourism infrastructure, DE represents destination environment, ATM represents atmosphere, QS represents quality of service, EWOM represents electronic word of mouth and RI represents revisit intention.*

4.4.6 Full Collinearity

Prior to the assessment of the structural model, full collinearity (also identified as multicollinearity issues) was suggested to test the intercorrelation between independent variables. Average block variance inflation factor (AVIF) and average full collinearity VIF (AFVIF) have been advocated for evaluating full collinearity in the model (Kock, 2011; Kock & Lynn, 2012). Kock (2017) advised that a way to detect there is no full collinearity issue in the model which are both AVIF and AFVIF values should be equal to or lower than 3.3. In this research, the value of AVIF is 1.674 while the value of AFVIF is 1.804. This can

be confirmed there are no multicollinearity exists among the constructs (Bock, Zmud, Kim, & Lee, 2005).

4.5 Assessment of Structural Model

As depicted in section 4.4, a variety of assessment criteria were used to attain the satisfactory measurement model. The following step was the structural model assessment which comprises of hypotheses testing and evaluation of the model's predictive capabilities. Additionally, the significance of the path coefficients, the effect size f^2 , the coefficient of determination R^2 , and the predictive relevance Q^2 were measured. Thus, the assessment criteria is further explained in the following sections.

4.5.1 Effect Size (f^2)

Following guidelines provided by Cohen (1988), the impact of natural and historical attractions ($f^2=0.001$) on revisit intention was found to be weak. The impact of entertainment and activities ($f^2=0.048$) on revisit intention was found to be small. The moderating effect of eWOM on the relationship between atmosphere and revisit intention was found to be medium. As shown in Table 4.6, the effect sizes of all other constructs ranging from weak (0.001) to medium (0.166).

Table 4.5: Effect Size

Hypotheses	Relationship	f^2	Inference
H1	Natural and Historical Attractions-> Revisit Intention	0.007	Weak
H2	Entertainment and Tourism Activities-> Revisit Intention	0.003	Weak
H3	Price and Value-> Revisit Intention	0.064	Small
H4	Tourism Infrastructure-> Revisit Intention	0.022	Small
H5	Destination Environment-> Revisit Intention	0.093	Small
H6	Atmosphere-> Revisit Intention	0.044	Small
H7	Quality of Service-> Revisit Intention	0.367	Medium
H8	Electronic Word of Mouth* Natural and Historical Attractions-> Revisit Intention	0.006	Weak
H9	Electronic Word of Mouth* Entertainment and Activities-> Revisit Intention	0.000	Weak
H10	Electronic Word of Mouth* Price and Value-> Revisit Intention	0.040	Small
H11	Electronic Word of Mouth* Tourism Infrastructure-> Revisit Intention	0.001	Weak
H12	Electronic Word of Mouth* Destination Environment-> Revisit Intention	0.008	Weak
H13	Electronic Word of Mouth* Atmosphere-> Revisit Intention	0.036	Small
H14	Electronic Word of Mouth* Quality of Service-> Revisit Intention	0.003	Weak

4.5.2 Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to measure the predictive accuracy of the model. As shown in Figure 4.1, the model showed the variations in revisit intention, explained by the seven exogenous constructs, namely, natural, and historical attraction, entertainment and activities, price and values, tourism infrastructure, destination environment, atmosphere and quality of service. As recommended by Falk and Miller (1992), the R^2 values were substantially greater than 0.10 and thus further to interpret the data can be considered as meaningful. According to the rule of thumb suggested by Hair et al. (2017), endogenous construct namely revisit intention ($R^2=0.67$) was found to have moderating effect R^2 in this research.

4.5.3 Predictive Relevance (Q^2)

Stone-Geisser's Q^2 value was referred to test the predictive relevance of the model (Geisser, 1974; Stone, 1974). In this research, the endogenous construct namely revisit intention was found to have a Q^2 value of 0.646. According to Hair et al. (2017) have explained if the Q^2 values were considerably more than zero then it was verified as the model has predictive relevance. Specifically, according to the rule of thumb (Chin, 1998; Henseler et al., 2009; Hair et al., 2017), the model was found to have large predictive relevance.

4.5.4 Hypotheses Testing

Fourteen hypotheses were proposed in this research to support the research questions in Chapter 1. Out of the fourteen hypotheses, seven hypotheses (H1-H7) are examining the direct relationships between destination image and revisit intention whereas another seven hypotheses (H8-H14) are investigating the moderating effects of electronic word of mouth on the destination image and revisit intention. All proposed hypotheses were tested using the WarpPLS 7.0 software. The results of hypotheses testing include the path coefficients and p-value were presented in Figure 4.1 and Table 4.5. As can be seen, five hypotheses were found significant at a significance level of 0.05, which are H3, H5, H6, H10 and H13. One hypothesis was found significant at a significance level of 0.001, which is H7. Additional details about the findings are discovered in the subsequent sections.

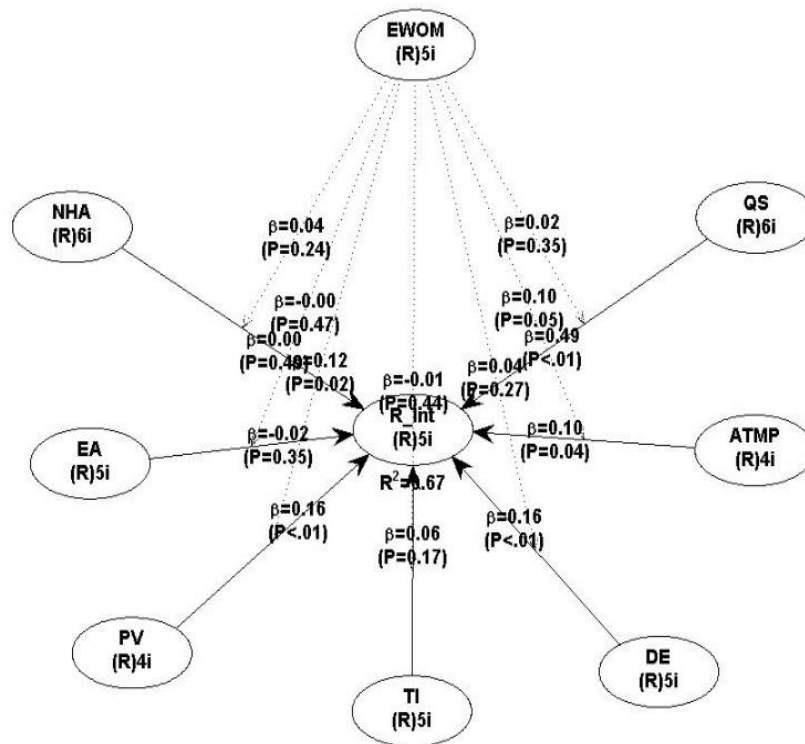


Figure 4.1: Results of the Path Analysis

Table 4.6: Summary of Path Coefficients and Hypotheses Testing

Hypothesis	Relationship	Standard Error	β	p-value	Decision
Direct Relationships					
H1	NHA-> RI	0.059	0.002	0.487	Not Supported
H2	EA-> RI	0.059	-0.022	0.353	Not Supported
H3	PV-> RI	0.058	0.157	0.004*	Supported
H4	TI-> RI	0.059	0.057	0.169	Not Supported
H5	DE-> RI	0.058	0.160	0.003*	Supported
H6	ATM-> RI	0.058	0.101	0.042*	Supported
H7	QS-> RI	0.055	0.487	<0.001**	Supported
Moderating Effects of Electronic Word of Mouth (eWOM)					
H8	eWOM*NHA-> RI	0.059	0.042	0.241	Not Supported
H9	eWOM* EA-> RI	0.059	-0.005	0.468	Not Supported
H10	eWOM* PV-> RI	0.058	0.123	0.018*	Supported
H11	eWOM* TI-> RI	0.059	-0.009	0.439	Not Supported
H12	eWOM* DE-> RI	0.059	0.037	0.267	Not Supported
H13	eWOM* ATM-> RI	0.059	0.097	0.049*	Supported
H14	eWOM* QS-> RI	0.059	0.022	0.353	Not Supported

Note: * $p < .05$, ** $p < .001$

NHA represents natural and historical attractions, EA represents entertainment and tourism activities, PV represents price and value, TI represents tourism infrastructure, DE represents destination environment, ATM represents atmosphere, QS represents quality of service, EWOM represents electronic word of mouth and RI represents revisit intention.

4.5.4.1 Direct Relationships

In this section, seven hypotheses were proposed to examine the direct relationships between destination image and revisit intention. There are seven dimensions of destination image will be highlighted. The seven dimensions of destination image include natural and historical attraction, entertainment and tourism activities, price and value, tourism infrastructure, destination environment, atmosphere, and quality of service.

H1: Natural and historical attraction are positively related to revisit intention

Hypothesis 1 (H1) suggests that natural and historical attraction are positively related to revisit intention. Surprisingly, the results showed that the relationship between natural and historical attraction and revisit intention were negative and not significant, with a path coefficient of 0.002 ($p=0.487$). Thus, H1 was not supported.

H2: Entertainment and tourism activities are positively related to revisit intention

Hypothesis 2 (H2) suggests entertainment and tourism activities are positively related to revisit intention. Contrary to expectations, the results indicated that the relationship between entertainment and activities and revisit intention were negative and not significant, with a path coefficient of -0.022 ($p= 0.353$). Hence, H2 was not supported.

H3: Price and value are positively related to revisit intention

Hypothesis 3 (H3) suggests that price and value are positively related to revisit intention. The results showed that the relationship between price and value and revisit intention were positive and significant, at the significance level of $p < .05$, with a path coefficient of 0.157 ($p=0.004$). Thus, H3 was supported.

H4: Tourism infrastructure is positively related to revisit intention

Hypothesis 4 (H4) suggests that tourism infrastructure is positively related to revisit intention. However, the empirical results indicated that the relationship between tourism infrastructure and revisit intention was negative and not significant, with a path coefficient of 0.057 ($p=0.169$). Therefore, H4 was not supported.

H5: Destination environment is positively related to revisit intention

Hypothesis 5 (H5) suggests that destination environment is positively related to revisit intention. The results showed that the relationship between destination environment and revisit intention was positive and significant, with a path coefficient of 0.160 ($p=0.003$). Thus, H5 was supported.

H6: Atmosphere is positively related to revisit intention

Hypothesis 6 (H6) suggests that atmosphere is positively related to revisit intention. As expected, the results demonstrated that the relationship between atmosphere and revisit intention was positive and significant, with a path coefficient of 0.101 ($p=0.042$, $p < .05$). Hence, H6 was supported.

H7: Quality of service is positively related to revisit intention

Hypothesis 7 (H7) suggests that quality of services is positively related to revisit intention. As predicted, the results showed that the relationship between quality of service and revisit intention was positive and significant, with a path coefficient of 0.487 ($p < .001$). Thus, H7 was supported.

4.5.1.2 The Moderating Effect of Electronic Word of Mouth (eWOM)

Seven hypotheses were proposed to study the moderating effects of electronic word of mouth (eWOM). eWOM was hypothesized to moderate the relationships between the seven dimensions of destination image and revisit intention.

H8: eWOM moderates the relationship between natural and historical attraction and revisit intention

Specifically, Hypothesis 8 (H8) suggests that eWOM positively moderates the relationship between natural and historical attraction and revisit intention. Contrary to expectations, the results showed that the moderating effect of eWOM in this relationship was not significant, with a path coefficient of 0.042 ($p = 0.241$). Thus, H8 was not supported.

H9: eWOM moderates the relationship between entertainment and tourism activities and revisit intention.

Hypothesis 9 (H9) suggests that eWOM positively moderates the relationship between entertainment and activities and revisit intention. Unpredictably, the results found that the moderating effect of eWOM in this relationship was not significant, with a path coefficient of -0.005 ($p = 0.468$). Hence, H9 was not supported.

H10: eWOM moderates the relationship between price and value and revisit intention.

Hypothesis 10 (H10) suggests that eWOM positively moderates the relationship between price and value and revisit intention. As expected, the results indicated the moderating effect of eWOM in the relationship between price and value and revisit intention were significant, with a path coefficient of 0.123 ($p = 0.018$, $p < .05$). Therefore, H10 was supported. The moderating effect of eWOM on the relationship between price and value and revisit intention is shown in Figure 4.2.

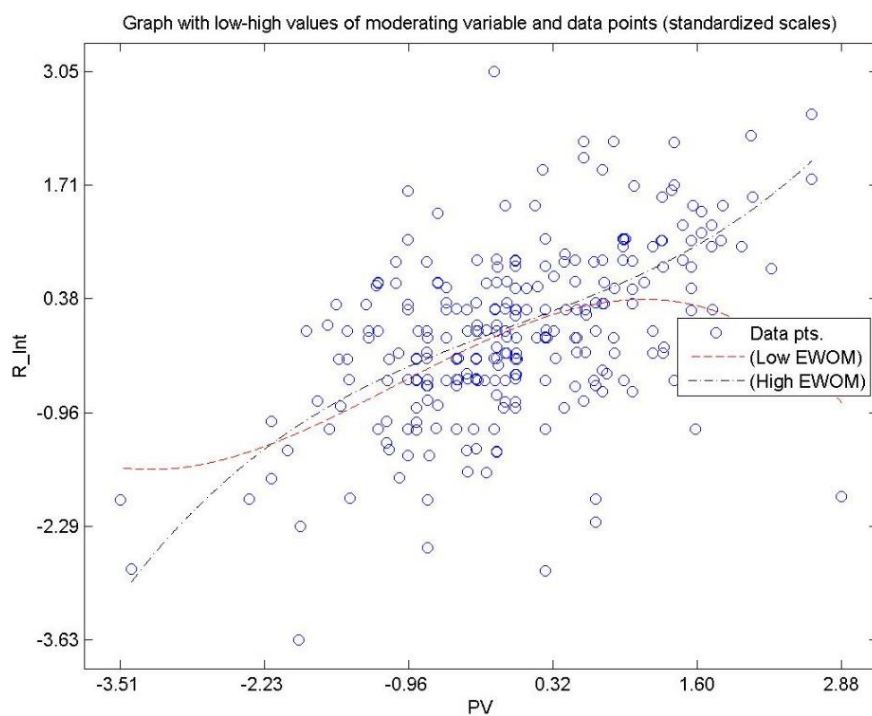


Figure 4.2: Moderating effect of eWOM on the relationship between price and value and revisit intention

H11: eWOM moderates the relationship between tourism infrastructure and revisit intention.

Hypothesis 11 (H11) suggests that eWOM positively moderates the relationship between tourism infrastructure and revisit intention. Unexpectedly, the results found that the moderating effect of eWOM in the relationship between tourism infrastructure and revisit intention was positive and significant, with a path coefficient of -0.009 ($p=0.439$). Therefore, H11 was not supported.

H12: eWOM moderates the relationship between destination environment and revisit intention.

Hypothesis 12 (H12) suggests that eWOM positively moderates the relationship between destination environment and revisit intention. However, the results found that the

moderating effect of eWOM in this relationship was not significant, with a path coefficient of 0.037 ($p = 0.267$). Thus, H12 was not supported.

H13: eWOM moderates the relationship between atmosphere and revisit intention.

Hypothesis 13 (H13) suggests that eWOM positively moderates the relationship between atmosphere and revisit intention. As hypothesized, the empirical results showed that the moderating effect of eWOM in the relationship between atmosphere and revisit intention was significant, with a path coefficient of 0.097 ($p=0.049$, $p < .05$). Hence, H13 was supported and the moderating effect of eWOM on the relationship between atmosphere and revisit intention is shown in Figure 4.3.

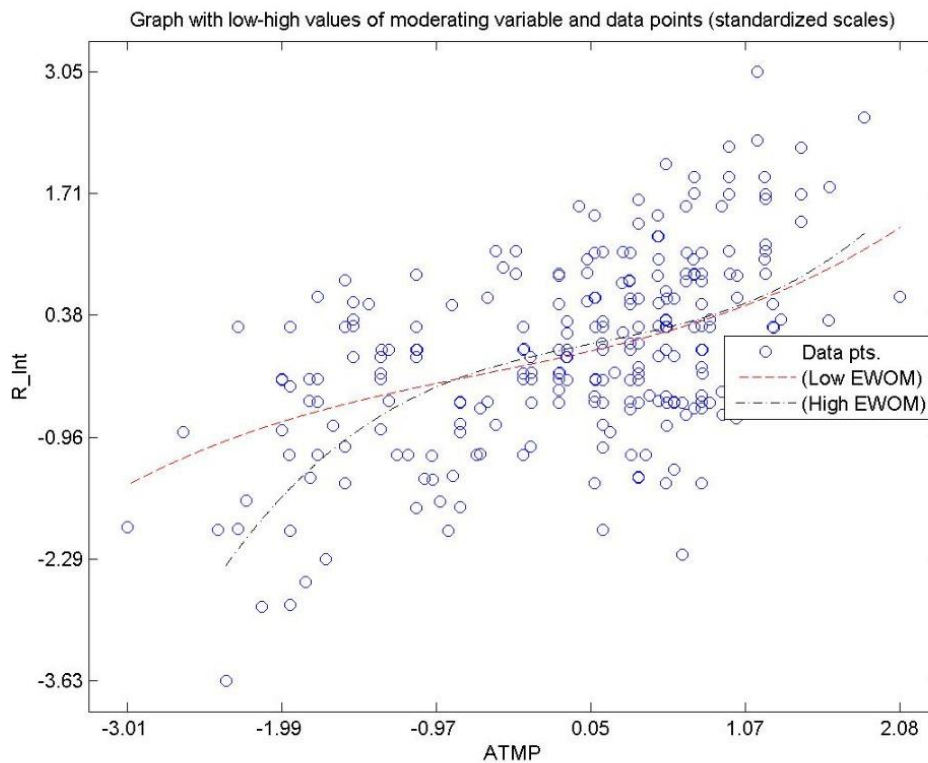


Figure 4.3: Moderating effect of eWOM on the relationship between atmosphere and revisit intention

H14: eWOM moderates the relationship between quality of service and revisit intention.

Hypothesis 14 (H14) suggests that eWOM positively moderates the relationship between quality of service and revisit intention. Surprisingly, the results showed that the relationship between quality of service and revisit intention was not significant, with a path coefficient of 0.022 ($p=0.353$). Therefore, H14 was not supported.

4.6 Summary of Hypothesis Testing

As summarised in table 4.7, four out of seven destination image constructs (price and value, destination environment, atmosphere, and quality of services) have a significance and positive relationship on revisit intention. The findings of this research also shown that eWOM moderates the relationship of price and value, and atmosphere towards revisit intention.

Table 4.7: Summary of Hypothesis Testing

No	Hypothesis	Results
H1	There is a positive relationship between natural and historical attractions, and revisit intention.	Not Supported
H2	There is a positive relationship between entertainment and tourism activities, and revisit intention.	Not Supported
H3	There is a positive relationship between price and value, and revisit intention.	Supported
H4	There is a positive relationship between tourism infrastructure and revisit intention.	Not Supported
H5	There is a positive relationship between destination environment and revisit intention.	Supported
H6	There is a positive relationship between atmosphere and revisit intention.	Supported
H7	There is a positive relationship between quality of service and revisit intention.	Supported

Table 4.7 continued

H8	Electronic word of mouth marketing (eWOM) moderates the relationship between natural and historical attractions, and revisit intention.	Not Supported
H9	Electronic word of mouth marketing (eWOM) moderates the relationship between entertainment and tourism activities, and revisit intention.	Not Supported
H10	Electronic word of mouth marketing (eWOM) moderates the relationship between price and value, and revisit intention.	Supported
H11	Electronic word of mouth marketing (eWOM) moderates the relationship between tourism infrastructure and revisit intention.	Not Supported
H12	Electronic word of mouth marketing (eWOM) moderates the relationship between destination environment and revisit intention.	Not Supported
H13	Electronic word of mouth marketing (eWOM) moderates the relationship between atmosphere and revisit intention.	Supported
H14	Electronic word of mouth marketing (eWOM) moderates the relationship between quality of services and revisit intention.	Not Supported

4.7 Conclusion

This chapter reported the data analyses and the findings of the research. The data was screened and revised by using preliminary data analyses. Following, a two-step PLS SEM analysis was using WarpPLS 7.0 to analyse the data. In the measurement model, indicator reliability, internal consistency reliability, convergent validity, and discriminant validity of the constructs were evaluated. The proposed hypotheses were verified, and the model was assessed according to the predictive power in the structural model.

CHAPTER 5

CONCLUSION

5.1 Introduction

This chapter focused on the summary of the research objectives, research questions and justification on the hypotheses. Next, the theoretical and practical implications of this research will be discussed. In addition, the limitation of this research and the recommendations for the future research will be addressed. Lastly, this chapter ended up with the conclusion of the research.

5.2 Discussion

By assimilating theory of planned behaviour (TPB) and theory of technology adoptions, this research has proposed fourteen hypotheses with seven direct relationship between dimensions of destination image and revisit intention while another seven hypotheses examined the moderating effect of electronic word of mouth marketing (eWOM) on these relationships. Nevertheless, not all the proposed hypotheses were supported by the results of PLS-SEM analysis. Three of the seven hypotheses that were proposed to examine the direct relationships, which were supported. Additionally, three of the seven hypotheses that were proposed to determine the moderating effect of electronic word of mouth marketing (eWOM), were supported. The subsequent sub-sections will be discussing these main findings in detail.

5.2.1 Natural and Historical Attractions and Revisit Intention (H1)

The results of data analysis indicated that there is no significance relationship between natural and historical attractions and revisit intention, thus H1 is not supported. This result contradicts to previous studies (Lobato et al., 2006; Packer, Ritchie & Ballantyne, 2011; Xu, Cui & Ballantyne 2013; Khuong & Ngyen, 2017; Su et al., 2018; Karim, Setarnawat & Viriyasuebphong, 2019) which highlighted that natural and historical attraction have significance impact on revisit intention. This unpredicted result may be elucidated by past studies (Zaiton et al., 2013; Kaffashi, Radam, Shamsudin, Yacob, & Nordin, 2015) that national parks do not have well-maintained development of natural and historical attractions as well as poor park management such as environmental degradation, poor facilities and hygiene condition. The insufficient maintenance and operations of visitor management in national park cause the congestion problem and erosion of walking trail (Cochrane, 2007) which pose higher risk to the protected natural and historical resources. Based on the feedback received from both local and foreign tourists consider that the damage of natural and historical attractions such as trash on the beach and destruction of heritage trail reduces their behavioural intention.

5.2.2 Entertainment and Tourism Activities and Revisit Intention (H2)

Inconsistent with past studies, the result of statistical analysis revealed that there is insignificance relationship between entertainment and tourism activities and revisit intention, hence H2 is not supported. This unexpected result contradicts with past study (Lertputtarak, 2012) which indicated that the positive relationship between entertainment and activities and revisit intention in turn to increase the willingness of tourists to recommend to others. Moreover, this result is also incongruent with the previous studies of (Harun, Obong, Kassim & Lily, 2018; Wu, Li & Li, 2018; Zhang et al., 2018) which emphasized entertainment and

activities create memorable destination experience to tourists and tend to strengthen the revisit intention. The supporting reason can be explained by the study of Nallathiga (2006), entertainment is an important tool to attract tourists for long term visitation but entertainment provided by national parks to their visitors is rather limited. Moreover, distinction of this result also does exist in previous studies (Law & Lo, 2016; Lo, Chin & Law, 2017) indicated that a range of activities in a destination play as a dynamic character in attracting tourists who are seeking experiences rather than formal visitations. Additionally, these outdoor recreational activities need higher cost and expert labour to create a safety procedure in development of the ecotourism (Markus, Perovic, Pekovic & Popovic, 2019). Consequently, foreign tourists have offered a possible reason that it might be related to the risk of reduction in environmental assets and quality of residents in a tourism destination. The local tourists have also enlightened that if extensive development without adequate planning and management of tourism activities may disintegrate the tourism hotspots.

5.2.3 Price and Value and Revisit Intention (H3)

The finding shows the price and value are positively related to revisit intention, thus H3 is supported. This finding is congruent with the previous studies (Murphy et al., 2000; Yan, Wang & Chau, 2015) which found that price and value have positive impact on revisit intention in turn to relate the tourists' satisfaction in the trip. Price and value are fundamental indicators of destination to influence tourists' intention to revisit a destination (Long & Nguyen, 2018). According to the past studies (Petrick, 2004; Liu & Lee, 2016), it was found that the perception of price and value increase the probability of tourists' purchase intention of tourism product and repeatedly revisit same destination because the insight of price and value reflect tourists' actual experience in tourism destination. The plausible reason could be due to the fact that national park can fulfil and equitably for tourists' daily necessity

although it is located far away from city. A positive tourism experience is linked with the satisfaction and fulfilment of tourists' lives (Jung, 2015; Shen, 2016). Hence, price and value are crucial factors to influence willingness of tourists to pay and revisit a same destination in future.

5.2.4 Tourism Infrastructure and Revisit Intention (H4)

Contrary to expectation, the result of the statistical analysis shows that there is no significance relationship between tourism infrastructure and revisit intention, therefore H4 is not supported. This result is inconsistent with previous studies (Moreira & Iao, 2014; Seetanah & Nunkoo, 2018) which indicated that development of tourism infrastructure is a key feature to attract tourists to revisit the tourism destination. Furthermore, this result is contradicting with past researches (Su & Wall, 2009; Grytsiuk & HGryciuk, 2017) which highlighted on the accessibility and reachability of destination can be a prominent tourism destination to attract tourists visit or revisit the same destination in future time. In this research, the reasons for this unpredicted result could be the infrastructure and transportation facilities were negligible in their impact on satisfaction especially among foreign tourists (Arasli & Baradarani, 2014). This finding could be based on the fact that tourists preferred exciting adventure journey. The poor park facilities and transportation infrastructure that without electricity, water, road and airport cause the destination to become not competitive (Harun, Obong, Kassim & Lily, 2018) but did not reduce the intention of tourists to revisit. Based on the feedback from both local and foreign tourists at Gunung Mulu National Park, they are willing to revisit although tourism infrastructure in a tourism destination was limited and not effectively conducted.

5.2.5 Destination Environment and Revisit Intention (H5)

The finding shows that destination environment is positively related to revisit intention, hence H5 is supported. The finding is consistent with the past studies (Rittichainuwat & Chakraborty, 2012; Khuong & Nguyen, 2017; Long & Nguyen, 2018) which found that destination environment is one of the main components of destination image that can influence tourists' impression about the destination in turn to affect the behavioural intention of tourists. Destination environment as a physical environmental characteristic comprising safety and secure environment as well as friendliness of people to enhance tourists' travel experience and revisit intention towards destination (Chi & Qu, 2008; Govers, Hecke & Cabus, 2008; Tang 2015). Therefore, a good destination environment is taking travel decision into account when tourists decide to revisit same destination.

5.2.6 Atmosphere and Revisit Intention (H6)

As expected, the finding of this research illustrates that atmosphere is positively related to revisit intention, therefore H6 is supported. This finding is in line with previous studies (Grayling, 2003; Lee, 2004; Kim et al., 2009; Yan et al., 2015; Long & Nguyen, 2018) which underlined the atmosphere has significant impact on revisit intention. This is also supported by the past studies (Ramlee & Said, 2014; Boit & Doh, 2014) which indicated that atmosphere dimensions (fame, reputation, exotic, relaxing & restful atmosphere) impacted tourists' behavioural intention. Subsequently, it is suggested that atmosphere used as a stimuli for behaviour of tourists in enhancing the travel experience and revisit intention towards the same destination. Nevertheless, a comfortable atmosphere for travelling also becomes one of the main indicators of destination image to measure the revisit intention of tourists (Liu, Li & Kim, 2015; Nurazizah & Marhanah, 2020).

5.2.7 Quality of Service and Revisit Intention (H7)

As predicted, the result of the analysis is in line with previous studies which demonstrate that quality of service is significance positively related to revisit intention, thus H7 is supported. According to Tosun et al. (2015) and Kim et al. (2016) highlighted that a positive linkage between the quality of services and revisit intention. Quality of service is an intangible destination attribute to measure the loyalty of tourists on destination and tourists' behavioural intention towards tourism destination (Chen, Lee, Chen & Huang, 2010). Tourist intention behaviour is one of the important factors in determining the satisfaction of the tourist as it affects the choice of destination and the intention to revisit (Maruthaiah & Rashid, 2014). As explained by Han and Hyun (2017), good quality of services able to influence the willingness of tourists to revisit a same destination and tend to share positive word of mouth to others. Similarly, a desirable service quality is an evaluation to ensure tourists' satisfaction in destination and their willingness to revisit again (Nurul & Rosmalina, 2018).

5.2.8 Electronic word of mouth marketing (eWOM) moderates the relationship between natural and historical attraction and revisit intention (H8)

Surprisingly, the result of statistical analysis shows that electronic word of mouth marketing (eWOM) does not moderate the relationship between natural and historical attraction and revisit intention, thereby H8 is not supported. This is incongruent with previous studies (Mohamad, Abdullah & Mokhlis, 2012; Doosti et al., 2016) which emphasized that electronic word of mouth marketing (eWOM) has positive impact on moderating the relationship between natural and historical attractions and revisit intention. Furthermore, the effect of electronic word of mouth may influence tourists' decision in choosing destination and travel intention of tourists (Fakharyan, Jalilvand, Elyasi &

Mohammadi, 2012; Filieri & McLeay, 2014; Filieri, 2015; Abubakar, Ilkan, Al-Tal, & Eluwole (2017). The reason for this contradictory result could be due to natural and historical attraction as a tangible destination uniqueness (Bonn, Cho, Lee & Kim, 2016) to attract tourists' visitation and an element that destination enables to develop the destination sustainability (Baniya, Ghimire & Phuyal, 2017). Therefore, the results in the present research showed that the natural and historical attractions enhance revisit intention even without the existence of electronic word of mouth marketing.

5.2.9 Electronic word of mouth marketing (eWOM) moderates the relationship between entertainment and tourism activities and revisit intention (H9)

Based on the result, electronic word of mouth marketing (eWOM) does not have moderating impact on the relationship between entertainment and tourism activities and revisit intention, thus H9 is not supported. The result of this research is inconsistent with past studies (Wang, Shen & Sun, 2013; Erkan, 2015; Phan, Rivas & Bat, 2019) which found that positive electronic word of mouth show impact on entertainment and activities in turn to affect tourists' revisit intention. The possible explanation for this non-supportive moderating effect of electronic word of mouth marketing on this relationship, as the involvement of electronic word of mouth brings uncertainties to the tourism management (Ishida, Slevitch & Siamionava, 2016). As explained by Ólafsdóttir, Tuulentie, Hovgaard, Zinglensen, Svartá, Holt, and Søndergaard (2020), promoting the exciting tourism activities tend to increase visitors, which may lead to overtourism in various tourism destination. Subsequently, eWOM may cause protected areas to become more crowded, which also carrying environmental and socio-economic effects that can pose risks to protected area values (Leung, Spenceley, Hvenegaard, Buckley & Groves, 2018). The feedback from local

and foreign tourists have claimed that they are just seeking for travel experience and did not consider to repeatedly visit same destination.

5.2.10 Electronic word of mouth marketing (eWOM) moderates the relationship between tourism infrastructure and revisit intention (H10)

As predicted, the finding of this research indicated that electronic word of mouth marketing (eWOM) does not have moderating effect on the relationship between tourism infrastructure and revisit intention, thus H10 is not supported. This finding is not in line with past studies (Sanz-Blas & Buzova, 2016; Li, Tung & Law, 2017) which highlighted that tourists wisely use electronic word of mouth (eWOM) to share their visit experience such as accessibility of tourism infrastructure in turn to influence the intention to revisit. However, electronic word of mouth (eWOM) shows insignificance influence on travel experience which moderating the relationship between tourism infrastructure and revisit intention. Additionally, this contradictory finding is dissimilar with previous studies (Ye, Zhang & Law, 2009; Kanwel, Lingqiang, Asif, Hwang, Hussain, & Jameel, 2019) which found that tourists are likely to express their satisfaction and share their pleasant experience through eWOM to influence travel intention and revisit intention (Abubakar et al., 2017). The reasonable explanation for this finding may be due to tourists' satisfaction on tourism infrastructure which in turn to affect revisit intention (Kanwel et al., 2019). The tourism infrastructure consists of transportation, accommodation, catering, communication facilities, health services, safety amenities, water and electricity which built to alter the condition and location of tourism destination in order to affect tourists' intention to revisit. However, based on the feedback from foreign tourists, as nature lover, they are satisfied with the tourism infrastructure although the infrastructure was not properly implemented. They tend to experience the culture and lifestyle in the destination. Consequently, tourism infrastructure

can easily affect revisit intention without the presence of electronic word of mouth marketing (eWOM).

5.2.11 Electronic word of mouth marketing (eWOM) moderates the relationship between price and value and revisit intention (H11)

The results of this research show that eWOM has a positive and significant direct impact on the relationship between price and value and revisit intention, hence H11 is supported. This finding is consistent with previous studies (Riegner, 2007; Wu & Wang, 2011; Kamtarin, 2012; Themba & Mulala, 2013; Prayogo & Kusumawardhani, 2016) which indicated that electronic word of mouth marketing (eWOM) may influence tourists' purchase decision towards products or services in order to affect tourists' intention to revisit same tourism destination. According to a study of Matzler et al. (2019) also support this argument which elucidated that positive electronic word of mouth (eWOM) messages on price and value have an integral impact on consumers' behavioural intention and travel motive towards revisiting same tourism destination. Therefore, eWOM can stimulate the future consumption behaviour and strengthen behavioural intention towards the destination.

5.2.12 Electronic word of mouth marketing (eWOM) moderates the relationship between destination environment and revisit intention (H12)

Surprisingly, the finding of statistical analysis indicated that electronic word of mouth marketing (eWOM) is insignificantly moderating the relationship between destination environment and revisit intention, thus H12 is not supported. This finding is incongruent with past studies (Chiu et al., 2012; Marinkovic, Senic, Ivkov, Dimitrovski & Bjelic, 2014; Li et al., 2017) which found that eWOM have a significance relationship between pleasant destination environment and revisit intention with sustainable tourism destination. In the other word, this finding is slightly different from previous study by

(Soderlund & Rosengren, 2007; Zarrad & Debabi, 2015) which highlighted that eWOM plays an important role in destination choice to achieve destination loyalty and sustainability as well as enhance revisit intention. One possible reason for this non-supportive moderating effect of eWOM on this relationship may be due to tourists' attitude towards destination environment and has a significant influence on revisit intention (Jalilvand & Heidary, 2017). According to Soliman (2019), revealed that eWOM as a discredit aspect towards destination image and tourists' revisit intention. Based on the feedback from local and foreign tourists, eWOM did not show much impact on destination to influence destination choices and revisit intention because the reviews and opinions from online considered as reference only.

5.2.13 Electronic word of mouth marketing (eWOM) moderates the relationship between atmosphere and revisit intention (H13)

As expected, the results of statistical analysis show electronic word of mouth (eWOM) positively moderates the relationship between atmosphere and revisit intention, thus H13 is supported. This result is in line with past studies ((Kala & Chaubey, 2018; Chen, Chen & Xue, 2019) which found that eWOM can influence destination image and revisit intention, as well as the credible information of eWOM has a positive and significance impact on willingness of tourists to make travel decision. Moreover, this result is also compatible with previous studies (Jeong & Jang, 2011; Chen & Law, 2016; Fesenmaier & Xiang, 2016) which claimed that eWOM has a positive relationship with atmosphere, it is a key factor contributing to consumer experience in order to enhance the ecotourists' satisfaction and behavioural intention.

5.2.14 Electronic word of mouth marketing (eWOM) moderates the relationship between quality of service and revisit intention (H14)

As hypothesized, the finding of research indicated that electronic word of mouth (eWOM) did not moderate the relationship between quality of service and revisit intention, hence H14 is not supported. This finding is in contrast with previous studies conducted by Prayogo and Kusumawardhani (2016) and Liu and Lee (2016) which emphasized that quality of services has a positive relationship with electronic word of mouth (eWOM), as the high level satisfaction of tourists reflected their enjoyable experiences and reviews to others in order to develop revisit intention towards tourism destination. The reason for this non-supportive moderating relationship could be the perceptions of tourists on quality of service in order to influence tourists' travel and revisit intention (Nurul & Rosmalina, 2018). Although the previous studies (Jalilvand and Samiei, 2012; Jalilvand et al., 2015) have supported the argument, eWOM have directly influence on tourists' revisit intention. To further explanation for the argument, negative eWOM has larger impact compare with positive eWOM, negative eWOM is very harmful which can influence the profitability and reputation of destination image (Hussain, Al Nasser & Hussain, 2015). However, the low quality of service has always been seen as the negative influence on the tourists' visit and revisit intention in the future as well as affect tourists' satisfaction (Nurul & Rosmalina, 2018; Gholipour Soleimani & Einolahzadeh, 2018). Based on the feedback from both local and foreign tourists, the assessment on quality of service is important to ensure the tourist's satisfaction and their willingness to revisit and it is without the involvement of eWOM.

5.3 Theoretical and Practical Implications

This research provides some important theoretical and practical implications for future researchers, scholar, and practitioners especially in the domain of ecotourism. The implications would be discussed further in the following sections.

5.3.1 Theoretical Implications

The findings of this research contribute to the body of knowledge of destination image on revisit intention with the moderating effect of electronic word of mouth marketing (eWOM) in the literature of national park such as tourism destination.

From the theoretical viewpoint, this research attempts to study destination image in relation to revisit intention by integrating two different theories: Theory of Planned Behaviour (TPB) and theory of technology adoptions. The incorporation of these two different and corresponding theories lead to the development of a theoretical model that comprises of destination image, electronic word of mouth marketing (eWOM) and revisit intention. The findings of this research illustrate the utility of the theory of planned behaviour (TPB) which contribute to show the destination image is a key factor for predicting the intention to revisit national park which affected by online social media (eWOM) among local and international tourists. Besides the TPB model, this research also found that theory of technology adoptions is associated with electronic word of mouth marketing (eWOM) by demonstrating destination image and revisit intention to develop the sustainability of tourism destination.

Furthermore, this research examines the dimensions of destination image in relation to revisit intention. Four out of seven destination image constructs (price and value,

destination environment, atmosphere, and quality of services) have a significant and positive relationship on revisit intention. This research also provides the evidence relating to the moderating effect of electronic word of mouth marketing (eWOM). The results indicated that eWOM as a moderating effect between destination image dimensions and revisit intention. Interestingly, the findings of this research revealed that eWOM do not moderate the relationship of natural and historical attractions, entertainment and activities, tourism infrastructure, destination environment and quality of services towards revisit intention. Consequently, these findings are believed that the research has added the valuable insights to the context on tourists' perspective towards tourism destination, especially at national park.

Last but not least, this research contributes significantly to the literature on revisit intention by testing the theoretical model in the context of ecotourism. As mentioned in Chapter 2, there is no known empirical studies to examine the relationship between destination image and revisit intention with moderating effect of eWOM in ecotourism. In other words, most of the literature and studies in Western context, lack of studies in Malaysian context. Therefore, this research can be used for future research in ecotourism setting or different settings and cultures.

5.3.2 Practical Implications

From the practical standpoint, the findings of research serve as recommendations to tourism planners, business operator and policy makers to manipulate and develop an eco-friendly destination with valuable information about the importance of destination image towards revisit intention with using electronic word of mouth marketing (eWOM) for local and foreign tourists' perception.

Additionally, this research attempts to further understand tourists' perspectives and attitudes towards the destination image dimensions on revisit intention from the top 5 National Parks in Sarawak, Malaysia. In other words, the local planner, tourism practitioners, tourism stakeholders and policy implementers can utilize destination image constructs as an ultimate element for successful development of ecotourism destination in national parks. The empirical results have indicated that there are four significance and positive direct relationships between destination image and revisit intention. The essential attractors are strongly dependent on price and value, destination environment, atmosphere, and quality of services. However, the results also revealed that the impact of electronic word of mouth marketing (eWOM) in moderating the relationship between price and value, atmosphere, and revisit intention. Therefore, the present research provides extensive visions and suggestions to build a positive destination image in turn to enhance intention to revisit and recommend a destination to others.

Besides that, Sarawak government has taken numbers of digital economy initiatives in promoting Sarawak through digital media platform. In Sarawak Digital Economy Strategy 2018-2022, it was stated that digital technology enables the positioning of Sarawak as a major tourism destination and to enhance tourist experience. Moreover, the present study concluded that electronic word of mouth marketing (eWOM) brings a huge impact to promote and transact the destination image of national park to influence the behavioural intention of tourists. Therefore, Sarawak government can employ electronic word of mouth marketing (eWOM) to encourage tourists personalising their own tourism experience in order to increase the visitation of tourists and the long-term profit to Sarawak tourism industry.

Furthermore, this research also expected to assist decision-makers and tourism policy implementers in ecotourism industry. Thus, the destination image and behavioural intention of tourists are influenced by the variety of destination core resources and supportive factors. Therefore, further study into functional and psychological characteristics of destination image dimensions with electronic word of mouth marketing (eWOM) are strongly suggested.

In short, today's marketplace is strongly influenced by the Covid-19 which has changed the life of consumers in making decisions. In the management of this marketplace phenomenon, electronic word of mouth marketing (eWOM) is a powerful market force to remain relevant in the competitive tourism market. In other word, in this era of social media, innovation is the key to generate the positive viral through this pandemic. Positive buzz has been called the pinnacle of marketing through electronic word of mouth (eWOM). This powerful tool provides the truthful insight to influence consumers behavioural intention and decision. Moreover, in recent years, consumers mostly depend on social media platforms such as Facebook, Instagram and Twitter. To sustain the visibility of tourism sector, Ministry of Tourism, Arts and Culture Sarawak continue focus on strengthening the “Sarawak More To Discover” through digital marketing such as virtual tours, online promotion, social media promotion (e.g., Content live streaming, digital webinar with local talents, FB ads and google ads) as well as electronic word of mouth marketing (storytelling articles about destination attractions). During the low seasons of Covid-19, electronic word of mouth marketing is a way to push and accelerate the recovery in the tourism sector. Lastly, this research gives motivation and support to travel agents, tour operator and tourism industry player in the economic crisis (Covid-19) situations.

5.4 Limitations of Study

The findings of present research are subjected to several limitations which need to further assess and highlight. The first limitation of this research is the limited of sample size may district the results in ecotourism context. Nevertheless, target of sampling at different destinations and the use of different groups of target respondents such as tourism operators, travel agents, lodge owners, destination marketers and bloggers (travellers) should be approached to study whether there is any difference in term of attitudes and perception towards this research.

The second limitation of this research is the destination of study. The research context concerns ecotourism especially in Top 5 National Park, Sarawak Malaysia. The results may be different when applied to other destinations. Therefore, this result of research might not be generalized to other eco-destination in different countries or different places.

Thirdly, this research uses a cross-sectional method means that data collection at one point in time not a longitudinal approach (collecting data at different point in time). The data collection period for this research is only three months (November 2019 - January 2020). Thus, the directions of causality cannot be confirmed and determined from this research.

5.5 Directions for Future Research

As discussed in previous section, this research has numerous limitations which offer opportunities for future research, practitioners, and scholars to develop a more comprehensive understanding of the interrelationships between the constructs that implemented in this research. By addressing the limitations, future research could make contributions to the extension of the body of knowledge relating to destination image, electronic word of mouth marketing (eWOM) and revisit intention.

Firstly, for the future research, it is advised that the sample size of this research can be further improved and targeted different group of respondents to get the different insights and perspectives. Secondly, the future research can assess this conceptual model in different contexts, settings and cultures. Different contexts might be having a different finding in research. Hence, it is encouraged that future researchers focus on different destinations such as tourism attractions. Thirdly, it is also suggested that further study be conducted to examine the same areas of tourism development and their effects on the destination or community, to comprehend the changing of attitudes and behaviours of tourists. Lastly, future research is recommended into same factors of destination image to investigate the behavioural intentions (visit intention), thus the finding may be linked with different image visions.

5.6 Conclusion

In short, this research has provided empirical evidence on the impact of destination image dimensions on revisit intention from tourists' perspective. The moderating effect of electronic word of mouth marketing (eWOM) as a speciality in this research to investigate the relationship between destination image and revisit intention.

The empirical findings have revealed that price and value, destination environment, atmosphere and quality of services are shown to be supported to influence revisit intention. Surprisingly, natural and historical attractions, entertainment and tourism activities, and tourism infrastructure are negatively related to revisit intention. Moreover, the electronic word of mouth marketing (eWOM) has moderating impact between price and value as well as atmosphere and revisit intention. This research has provided a valuable information and guideline for tourism players to focus on marketing and promotional efforts (eg. eWOM) on

using the destination image of national park as a unique selling point in order to enhance intention for revisiting and intention to recommend.

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APPENDICES: QUESTIONNAIRES



Survey Questionnaire

Dear Sir / Madam:

This survey is carried out as part of project by University Malaysia Sarawak. The questionnaire attempts to obtain respondents' view of the destination image toward revisit intention.

I would be very grateful if you could spare a few minutes of your time to answer this questionnaire. Please kindly answer ALL questions in the questionnaire. It should not take you more than 10 minutes to complete this questionnaire.

Please note that all responses are confidential and data is only used for research purposes. Your confidentiality and anonymity are assured. Thank you for your assistance in this matter.

Your sincerely,

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Section A: Demography

Background Information

Instruction: The following questions are meant only for the purpose of analysis (Answer by writing or marking a tick (✓) whichever is required).

(1) Gender

Male

Female

(2) Age

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

21-30 years

31-40 years

41-50 years

51-60 years

61 and above

(3) Country of residence/nationality: _____

(4) Education level (please tick one):

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

High school or below

Diploma

Degree or Professional qualification

Postgraduate

Others (please specify) _____

(5) Occupation (please tick one):

	Government Sector
	Private Sector
	Self-employed
	Student
	Unemployed
	Retiree
	Others

(6) Monthly Income (in Ringgit Malaysia or equivalent) [please tick one]:

	Less than RM2,000
	RM2,001 – RM4,000
	RM4,001 – RM6,000
	RM6,001 – RM8,000
	More than RM8,000

Section B

This section is designed to describe the characteristics of destination image in National Park, Sarawak. Please read each statement and choose the most answers that is true to you.

Responses are based on a 7-point Likert scale ranged from 1 (Strongly Disagree) to 7 (Strongly Agree)

Strongly Disagree	Disagree	Slightly Disagree	Average	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Please tick (✓) one answer for each statement.

Functional Characteristics:

Natural and Historical Attractions								
In this destination, the following are available:		1	2	3	4	5	6	7
1.	Scenic mountain and valleys.							
2.	Breath-taking scenery and natural attractions.							
3.	Picturesque parks, lakes, rivers, beaches and spectacular caves.							
4.	Unspoiled wilderness, fascinating wildlife and great variety of fauna and flora.							
5.	Distinctive historical and cultural heritage.							
6.	Distinct characteristics of architecture and buildings.							

Entertainment and Activities								
In this destination, the following are available:		1	2	3	4	5	6	7
1.	Tempting cultural events and festivals.							
2.	Excellent traditional music.							
3.	Colourful and vibrant nightlife.							
4.	Exciting water sports/activities (boating, fishing, etc).							
5.	Terrific place for hiking/picnicking/camping/hunting.							
6.	Enormous opportunities for outdoor recreation.							

Price and Value								
In this destination, the following are available:		1	2	3	4	5	6	7
1.	Low travelling expenditure.							
2.	Reasonable prices for food and accommodation.							
3.	Good value for money.							
4.	Reasonable prices for sightseeing, events and activities.							

Tourism Infrastructure								
In this destination, the following are available:		1	2	3	4	5	6	7
1.	Good public and private transportation available.							
2.	Good quality infrastructure (roads, airport and/or utilities).							
3.	Convenient airline schedules linking Sarawak and other destinations.							
4.	Accessibility to city centre.							
5.	Appropriate signposting.							
6.	Good infrastructure of accommodations (hotels/ apartments/resorts).							
7.	Good communication systems. (Ex: Information centers, telecom)							
8.	Adequate and convenient local transportation.							

Psychological Characteristics:

Destination Environment		1	2	3	4	5	6	7
1.	This is a safe and secure destination.							
2.	This is a safe place to travel without any fear of being robbed, theft and sexual harassment.							
3.	There are low crime rates, a stability political in this place.							
4.	People are friendly and helpful.							
5.	This destination has a great public security.							

Atmosphere								
This destination is:		1	2	3	4	5	6	7
1.	A place with a good reputation.							
2.	Family-oriented destination.							
3.	A pleasant place to travel.							
4.	Attractive and interesting destination.							
5.	A fun, enjoyable and exciting place to travel.							
6.	Tranquil and restful atmosphere.							

Quality of Services								
The following statement are true:		1	2	3	4	5	6	7
1.	Good standard of hygiene and cleanliness.							
2.	Easy to communicate with locals and employees.							
3.	Service at accommodation are friendly and efficient.							
4.	Good quality of service at tourist facilities.							
5.	Good quality and availability of entertainment.							
6.	Good quality and availability of restaurants. (Availability of preferred dishes and traditional food.)							

Section C

This section is designed to find out about the electronic word of mouth toward the revisit intention. Please read each statement and choose the most answers that is true to you.

Responses are based on a 7-point Likert scale ranged from 1 (Strongly Disagree) to 7 (Strongly Agree)

Strongly Disagree	Disagree	Slightly Disagree	Average	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

	Electronic Word of Mouth (eWOM)	1	2	3	4	5	6	7
1.	I rely on online travel reviews to know what destinations make good impressions on others.							
2.	I often read other tourists' online reviews in choosing a destination.							
3.	I often consult other tourists' online travel reviews to help choose an attractive destination.							
4.	I frequently gather information from tourists' online travel reviews before I travel to a certain destination.							
5.	I will read tourists' online travel reviews when I travel to a destination.							
6.	When I travel to a destination, tourists' online travel reviews make me confident in travelling to the destination.							

Section D

This section is designed to find out about the intention to revisit. Please read each statement and choose the most answers that is true to you.

Responses are based on a 7-point Likert scale ranged from 1 (Strongly Disagree) to 7 (Strongly Agree)

Strongly Disagree	Disagree	Slightly Disagree	Average	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

	Revisit Intention	1	2	3	4	5	6	7
1.	I will revisit the destination in future.							
2.	There are high chances that I will return to destination for holiday.							
3.	I never regret visiting this destination.							
4.	I feel at ease when I am travelling in this destination.							
5.	I anticipated the sense of joy that made me to come.							