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Relationship between Destination Image, Transport Infrastructure and Revisit Intention: Regression Analysis

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ABSTRACT

The goal of tourism has several advantages, including offering novel experiences and fostering intercultural understanding. However, tourism also has drawbacks, such as overdevelopment and ecosystem deterioration. Different factors prompt tourists to revisit a destination more frequently than others. These factors can be divided into physical and social factors. Physical elements could include a destination's image and transportation infrastructure. Social aspects may consist of how welcoming the residents are. Thus, this study explored the relationship between destination image, transport infrastructure and tourist revisit intention. A quantitative method was used for this study, and the data were collected through questionnaires from the tourists. Three hundred sixty-three respondents were used for the survey; the sample was drawn using a simple random sampling procedure. Two hypotheses were developed and tested. The researchers hypothesised that destination image positively affects revisit intention and transport infrastructure positively affects revisit intention. The data were analysed using regression analysis. The results showed that destination image significantly positively affected revisit intention. The study also found that transport infrastructure significantly positively affected revisit intention. The result of this study would inspire the government, policymakers, and tourist management to develop a customised responsiveness program. The findings will also help tourism stakeholders comprehend tourist perception and why travellers resist.

Keywords: *Destination Image, Revisit Intention, Regression Analysis, Transport Infrastructure*

1.0 INTRODUCTION

Revisit intention is the idea that people revisit tourist attractions intentionally, not because they are forced to by circumstances (Zhang et al., 2018). The tourism industry has seen a resurgence in recent years (Pai et al., 2020), with many people looking to travel again after a period of economic recession (Rasoolimanesh et al., 2021). Some tourists may revisit tourist destinations with the hope of experiencing something new and different, even if they experienced the same thing on their previous visit.

However, revisiting intention has been considered an essential factor influencing the tourism industry's success (Afshardoost & Eshaghi, 2020). The motivations for revisiting intention are manifold (Pai et al., 2020), but can be broadly classified into extrinsic and intrinsic (Soliman, 2021). Extrinsic motivations are externally driven, such as a change in circumstances or a desire to see how a destination has changed over time. On the other hand, intrinsic motivations are driven by internal factors such as a need for novelty or a desire to relive a positive experience.

As the travel industry grows, it is essential to remember that tourists do not

always have positive intentions. Some tourists may revisit tourist destinations with the hope of experiencing something new and different, even if they experienced the same thing on their previous visit. People always want to know what the best places in the world are to visit (Poon & Koay, 2021). Many tourists also want to see if they should revisit places, they have already been to. Many people are drawn to explore tourism again after a time away.

Tourists' revisit intention is one of the essential indicators to measure the success of the tourism industry, which is usually affected by many factors. Some of the elements are destination image and transport infrastructure. Thus, this study examines the effect of destination image and transport infrastructure on revisit intention.

2.0 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Destination Image

The term destination image refers to a person's overall impression or the sum of their location impressions (Chaulagain et al., 2019). Destination image in the context of tourism, an image is a notion that develops once consumers have an understanding of the goods and services that the industry offers (Bui et al., 2022). Tourists' impressions of a destination, including their assumptions, feelings, and experiences, are known as destination images (Gantina & Swantari, 2018). Kislali et al. (2020) define destination image as the tourists' perception of a certain location and the mental image associated with that location. Regarding destination marketing, image is paramount (Lu, 2021); the foundation of marketing efforts is to establish a powerful, recognisable, distinctive, and different image that fosters good notions about the location (Moon & Han, 2019). The image tourists have in their thoughts before visiting tourist places is added to their knowledge about the area.

A particular tourism market's perception of a location is known as the destination image (Ren & Sánchez-Aguilera, 2022). Active communication is the foundation of image management and production (Briciu et al., 2019). Tourists should get messages about a certain place via various communication methods (Widayati et al., 2020). The tourist starts to notice, comprehend, and form an opinion on the location. Destination image may be characterised as tourists' arbitrary perception of reality (Khan et al., 2021). Thus, consideration of the destination's image is essential when picking a destination. The perception of the destination by the tourist is more significant than the actual state of the destination.

The key to how a tourist will remember a destination should be its introduction with an image that reflects how the destination intends visitors to remember it (Rasoolimanesh et al., 2021). Because the image is a factor that distinguishes destinations from one another and influences the tourist's decision-making (Stylos & Bellou, 2019). The primary element influencing a destination's future is prospective tourists' perception of it (Kim et al., 2021). The general framework of the intended picture might be philosophical, emotional, or comprehensive. An emotional picture is a feeling about a place, whereas a conceptual image provides knowledge about the location's objective characteristics (Wu & Liang, 2020). The overall perception of a destination is shaped by both intellectual and emotional representations of that destination (Woosnam et al., 2020).

2.2 Destination Image and Revisit Intention

One of the most researched areas in tourism studies is destination image (Marine-Roig, 2019; Van Dyk et al., 2019). Loi et al. (2017) found that the destination's image significantly impacts a tourist's intention to revisit a destination. The study by Trung and Khalifa (2019) shows that Tourism revisits intention is positively influenced by destination image. Permana (2018) examined the relationship between a destination's image and both high- and low-spending tourists' intention to return to Crete. Similarly, It has been scientifically proven that visitors' intentions to revisit and

recommend the visited destination to others are significantly influenced by the destination image (Bam & Kunwar, 2020). Viet et al. (2020) suggest that if a tourist's destination image is damaged, it will impair their desire to return to that location. Thus, based on the above discussion, the following hypothesis is formulated:

H_1. Destination image positively affects revisit intention.

2.3 Transport Infrastructure

The transport infrastructure is the backbone of the economy and provides essential services for the population (Thacker et al., 2019). It includes roads, railways, ports, airports, and other modes of transport (Cigu et al., 2018). The transport infrastructure is vital for the economy and is often contentious, as different interests have their interests in how it should be used. The transport infrastructure is often the target of protests and demands better service. The transport infrastructure allows people to get to work and school and supports businesses by transporting goods (Cigu et al., 2018). Well-functioning transport infrastructure can also make a city more attractive to tourists (Abdullah & Lui, 2018). There is a need for improved transport infrastructure, especially regarding tourism; improved port facilities and road and air transport would boost the tourism industry.

According to Cidell (2021), The basic transportation infrastructure consists of structures like highways, railways, airways, rivers, canals, warehouses, and trucking terminals as well as airports, train stations, bus stops, warehouses. The transportation system related to tourism is described as the operation and interaction of transportation modes, routes, and terminals that let visitors enter and exit destinations as well as the provision of transportation services within the destination. (Yang et al., 2019). A good and appealing transportation system mostly depends on the calibre and accessibility of the transportation infrastructure, which includes air services, airports, land transportation systems, and water transportation infrastructure (Marusin et al., 2019). In reality, the transportation system is in charge of arranging travel between tourist origin and destination as well as providing transportation inside the destination, such as to parks, hotels, and retail stores.

Due to the growing demand for travel and the subsequent growth in the number of tourists, the importance of transportation infrastructure has expanded along with the growth of the tourism sector. (Kanwal et al., 2020). The travel and tourism sector uses a lot of the transportation infrastructure, and its development can be hindered by inadequate or poorly developed transport infrastructure (Polyzos & Tsiotas, 2020). Transport infrastructure plays a crucial role in the tourism sector. It connects people and places, without which tourism would not be possible. Good transport infrastructure is essential for the smooth running of the tourism industry and the economic benefits that it brings. Without it, tourists would not be able to get to their destination. Good transport infrastructure facilitates the smooth flow of tourists and enhances their travel experience. It also enhances the connectivity of tourist destinations, which is essential for the growth of tourism.

2.4 Transport Infrastructure and Revisit Intention

Researchers examined the relationship between transport infrastructure and revisit intention. Some researchers examined the transport infrastructure and revisited intention from the perspective of the development of transport infrastructure (Abdullah & Lui, 2018; Kaur & Kaur, 2020; Seetanah et al., 2020). Other researchers examined transport infrastructure as a factor influencing revisit Intention (Anshori et al., 2020; Bam & Kunwar, 2020; Kim, 2021). A study by Khalid et al. (2022) explores the determinants of tourism flows in sub-Saharan countries using regression analysis. The findings of their studies indicated that transport infrastructure is a factor that determines revisit intention. Thus, based on the empirical evidence, the following hypothesis is framed:

H_2. Transport infrastructure positively affects revisit intention.

Based on the literature, the research model was designed.

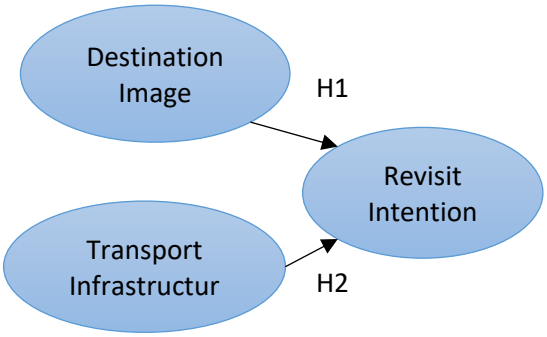

Figure 1
Research Framework

3.0 METHODOLOGY

This study used a quantitative method, with a questionnaire as the data collecting tool, to assess the research hypotheses and confirm the conceptual model. Data were gathered using a structured questionnaire using a five-point Likert scale, ranging from 1 for strongly disagree to 5 for strongly agree. The data were collected using a self-administered questionnaire. The sample consists of tourists with previous experience visiting Bangladesh's attractive areas. An online sample size calculator was utilised to determine the sample size. A total of 363 tourists was obtained from the study population using the Simple Random Sampling procedure. The sample size was increased by 10 per cent to avoid sample error and response bias, as suggested by (Hair et al., 2019). 36% were added (363+36=399). Thus, 399 questionnaires were distributed, and the data were analysed using multiple regression analysis.

Measurement of Items

The questionnaire items used for this study were adapted from prior research in tourism. Destination Image was measured using six items adapted from (Al-Ansi & Han, 2019; Woosnam et al., 2020). Transport Infrastructure was measured using seven items adapted from (Kanwal et al., 2020; Wendt et al., 2021) and Revisit intention was measured using seven items adapted from (Md et al., 2019).

Demographic Profile of Respondents

The demographic distribution of the respondents is shown in Table 1. Females comprised 42.1% of the sample, while men comprised 57.9% of the respondents. 121% of respondents were aged between 20 to 30 years, followed by 23.1% between the ages of 30 to 39. This shows that the majority of the visitors are youth. For the educational level, most participants were university graduates with 41.9 and 38.6 per cent, whereas the remaining 9.6 per cent had primary and secondary education. Moreover, 50.7 % of respondents are single while 35.8% are married; this shows that most tourists are single and most likely engaged in travelling activities because of their marital status. For the visit experience, the majority of the respondents, 54.5%, visit once, while 40.5% visit twice and 5.0% have experienced more than twice.

TABLE I
Profile of the Respondents

Characteristics		Frequency	Percent %
Gender	Male	210	57.9
	Female	153	42.1
	Total	**363**	**100.0**
Age	Under 20	48	13.2
	20-29	121	33.3
	30-39	84	23.1
	40-49	74	20.4
	50 and above	36	9.9
	Total	**363**	**100.0**
Education	Primary	35	9.6
	Secondary	36	9.9
	University	152	41.9
	Graduate	140	38.6
	Total	**363**	**100.0**
Marital Status	Single	184	50.7
	Married	130	35.8
	Divorced	31	8.5
	Widow	18	5.0
	Total	**363**	**100.0**

Visit Experience	Once	198	54.5
	Twice	147	40.5
	More than two	18	5.0
	Total	**363**	**100.0**

Normality

Hair, Sarstedt, Ringle, and Mena (2012) suggest using skewness, grand mean and trimmed mean to check the normality of data distribution, while a boxplot was suggested for detecting outliers. If the difference between the grand mean and the trimmed mean is < 0.05 for all the variables (Pallant, 2011a), and the kurtosis is between ±7, while skewness is between ±2, normal univariate distribution is achieved (George & Mallery, 2010; Hair et al., 2010). Table 2 displays the normality test results using the 5% Trimmed Mean, Skewness, and Kurtosis values for both the explained and explanatory variables. The values of Skewness range from -0.564 to 0.230, which are within the threshold in a social science study. The difference between the Grand Mean and the Trimmed Mean is less than 0.05 for all the variables. Kurtosis levels also range from -.484 to 0.200. In line with Babikir et al. (2019), boxplot and Malhanobis distance results for univariate and multivariate outliers show no evidence of extreme outliers.

TABLE 2
Normality Test for Variables

Variables	Mean	Trimmed Mean	Skew-ness	Std. Error	Kurtosis	Std. Error
Destination Image	3.4954	3.5306	.230	.128	-.268	.255
Transport Infrast.	3.7576	3.8067	-.564	.128	.200	.255
Revisit Intention	3.6769	3.6951	-.232	.128	-.484	.255

Exploratory Factor Analysis (EFA)

Exploratory factor analysis (EFA) was conducted with IBM SPSS V.20. Correlation Matrix, Keiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity, percentage of Total Variance Explained and Factor Loadings of the variables were conducted. The result of the tests shows that all the items are correlated and significant at 0.01. No singularity or multicollinearity was detected as the correlation between variables was above 0.3 and below 0.85.

The factor analysis for the variables DI, TI and RI shows that all the items of the variable are correlated and significant at 0.01, with values ranging from 0.363** to 0.639**. The values are acceptable within the range of ±3 and ≤ 85. The KMO value of 0.598, above the threshold of 0.5, and BTS is significant (P=.000) for all the variables. The total Variance Explained (TVE) percentage is 62.137, while factor loadings for all the items are above the threshold of 0.5 (Hair et al., 2010; Pallant, 2011b; Tabachnick & Fidell, 2001).

Reliability

According to Shkeer and Awang (2019), Cronbach's Alpha value can be used to assess internal reliability. A coefficient of reliability of less than 0.60 is weak, a coefficient of 0.70 is satisfactory, and a coefficient of reliability of more than 0.80 is excellent (Flora, 2020). Table 3 demonstrates Cronbach's Alpha value for all the variables. The three constructs in this study were eligible for further examination and had good reliability coefficient values.

TABLE 3
Reliability

Constructs	No. of Items	Alpha
Destination Image (DI)	6	.929
Transport Infrastructures (TI)	7	.879
Revisit Intention (RI)	7	.779

Multicollinearity Test

Table 4 for collinearity statistics reveals no multicollinearity, as indicated by the Tolerance and VIF values. The results demonstrate that the tolerance level for the destination image is.932, while the tolerance level for the transport infrastructures is.861. The result implied no evidence of multicollinearity because the Variance Inflation Factor (VIF) for the Destination image and transport infrastructures are 1.073 and 1.161, all within the threshold of tolerance above 0.1 and VIF values of less than 10 (Pallant, 2011a).

TABLE 4
Collinearity Statistics of the Variables

Variables	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Destination Image	.932	1.073
Transport Infrastructures	.861	1.161

Hypothesis Testing

Table 5 presents the result of multiple regression analysis, which shows that the two explanatory variables (DI and TI) are significant determinants of revisit intention in the study area. The R-squared value represents the percentage variation in the dependent variable(s) that can be explained by one or more predictor variables (Elliott & Woodward, 2007). Falk and Miller (1992) proposed an acceptable level of R-squared of 0.10, and R^2 of 0.108 (10.8%) is accepted in this study. The t-value of the regression model is found to be significantly above the threshold of 1.96 at 5%. Overall, the hypotheses of the study were tested using the results of multiple regression analysis presented in table 4. The result shows that the explanatory variables (DI and TI) accounted for 10.8% (R^2 = 0.108) of the variation of the explained variable (revisit intention). The R^2 for the model is therefore found to be positive and significant, with a P value of 0.000 (Tabachnick & Fidell, 2007). The Durbin-Watson test value of 1.690 is within the range of 1.50 and 2.50, indicating the absence of autocorrelation among the variables.

TABLE 5
Result of Multiple Regression Analysis

	Unstandardised Coefficients		Standardised Coefficients		
	Beta	Std. Error	Beta	t	Sig.
(Constant)	2.456	.192		12.782	.000
Destination Image	.100	.041	.126	2.435	.015
Transport_I	.232	.044	.272	5.283	.000
R	.328[a]				
R^2	.108				
Adj. R^2	.103				
Sig.	.000				
Durbin-Watson	1.690				

4.0 DISCUSSION

The study examined the relationship between destination image, transport infrastructure and tourist revisit intention. The hypothesised relationship was tested using Multiple Regression Analysis (MRA), and the results revealed a statistically significant relationship between destination image and revisit intention of the respondents in the study area. This relationship is seen from the standardised beta value of (β = 0.126) and a P value of 0.015, indicating a significant effect at 5%. Thus, hypothesis 1 is supported. The result is consistent with past literature (Kim et al., 2012; Nam et al., 2022; Pratminingsih et al., 2014; Primananda et al., 2022). Pratminingsih et al. (2014) claimed that destination image is essential and plays various roles in the personal decision process since all decision-making considerations, including money, time, and family, depend on each destination's image in order to satisfy the decision maker. It affects the decision to travel to a place for the first time or to revisit.

The result further shows that transport infrastructure exerted a significant positive effect on the revisit intention of the respondents (β = 0.272, t = 5.283) at 1%. This result corresponds to the findings of Llodrà-Riera et al. (2015), Loi et al. (2017) and Phi et al. (2022) in their studies. For example, in a survey by Llodrà-Riera et al. (2015) and Loi et al. (2017), transportation is frequently seen to be a component that may impact a destination's image and potential for revisit intention. Consequently, the hypothesised relationship between transportation and revisit intention is supported. Although transportation is typically thought of as a way to get people to and from their destinations and to allow them to move around while they are there, it may also impact how tourists perceive a place by influencing their travel habits and destination preferences.

5.0 CONCLUSION AND IMPLICATIONS

This study examines the relationship between destination image, transport infrastructure

and revisits intention. Two hypotheses were developed and tested. The researchers hypothesised that destination image positively affects revisit intention and transport infrastructure positively affects revisit intention. The study's findings indicated that destination image significantly positively affected revisit intention. The study also found that transport infrastructure significantly positively affected revisit intention. The findings of this study would inspire the government, policymakers, and tourist management to develop a customised responsiveness program. The results will also help tourism stakeholders comprehend tourist perception and why travellers resist. When destination image and transport infrastructures are considered, it enhances tourists' intention to revisit.

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