THE ANTECEDENCE OF TOURIST'S BEHAVIOR: A LITERATURE REVIEW

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ABSTRACT

This academic article aims to present the antecedence variables of tourist behavior. Tourism is an important driver of the service industry; it has a lot of benefits for the economy of any country, including the net income of related stakeholders. Positive word-of-mouth and the revisit intention of tourist result in keeping existing tourist; and result in attracting new tourists. From the relevant literature reviews, we can conclude that travel motivation, novelty seeking and image of tourist attractions at the destination have effects on tourist behavior, resulting in behavior through the good experience and tourist satisfaction, as a result travel agencies, tourism businesses and communities surrounding tourist attractions must pay attention to create the willingness to return to explore new attractions and boost the image of the destination, which will lead to positive word-of-mouth and willingness to return.
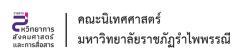
Keywords: Tourist Behavior; Memorable Experience; Tourist Satisfaction; Positive Word-of-mouth; Revisit Intention

INTRODUCTION

Tourism industry can be considered as the largest industry in the world (Pham et al., 2019). It is an industry that is connected to the concept of people traveling to different places both domestically and internationally, for recreational, social or business purposes. Tourism has closed connection to hotel industry, hospitality industry and transportation industry, much of these are based on keeping tourists happy, occupied and equipped with what they need during their times away from home (Revfine, 2022). It is the action and process of spending time away from home, in order to pursue entertainment, relaxation and enjoyment while using commercial services

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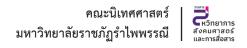
(Walton, 2022). Tourism is a social, cultural and economic phenomenon that involves the movement of people from one country to another or a place outside the normal environment for personal purposes or any businesses/ professions, these people are called visitors, (whom may be classified as tourists or excursions and residents or non-residents) and tourism involves the various activities that tourists do, which is related to tourism expenses (World Tourism Organization, 2022a).

Tourism industry has a huge impact on the world's economic development (Furkatovna & Furkatovna, 2021). It is one of the important sectors in the economy and is a driving force of the global economy as well (World Tourism Organization, 2022b). It also plays an important role in the economy and create jobs in the market (Bahromovna & Kamariddinovna, 2021). It leads to a better standard of livings for people in the tourist destination and will also improve the quality of any community in that area (Mathew & M, 2021). Tourism not only provides significant benefits to Gross Domestic Product (GDP) of the country but also it also plays an important role in term of providing employment opportunities, reduce poverty, increase income distribution, create demand for products and more services, provide tax revenue and more foreign exchange reserves for the government (Tai-zeng et al., 2019).

It can be seen that tourism plays a very important role in all sectors, including the big picture, which is the level of gross domestic product (GDP), related business includes transportation business, tour business, hotel business, accommodation, and it also affect society, community, and people of the tourism destina-tion. Therefore, tourism is one of the interesting topics for scholars in tourism research. Tourist's behavior is a key factor for the successful development of tourism services, therefore an understanding and knowledge of tourist's behavior is an indispensable element in the development of tourism (Juvan et al., 2017). This paper presents one perspective on tourist behavior to expand knowledge and further understanding of the behavior of tourists.

Tourist's Behavior

Consumer behavior in tourism is an important indicator of the quality, efficiency, and suitability of tourism related jobs (Juvan et al., 2017). Tourist behavior starts in the planning stage, execution of holidays and after returning home (Juvan et al., 2017). The behavior of tourists is an indicator or one of the most important pre-dictor of future tourist behavior (Juvan et al., 2017). When tourists have visited tourist attractions, if impressed, they will show behavior that is beneficial to that tourist attraction by returning to visit that tourist attraction again (Suttikun et al., 2018). Due to the good experience, tourists are also willing to share the good things they received from those attractions with their close friends in the hope that those listeners will receive good things like they have experienced (Stylidis & Quintero, 2022). Positive word-of-mouth, behavior of tourists and revisit intention are therefore important behavior that have a positive effect on tourist attractions, including people who are very much related to that tourist destination (Sinambela, 2021). Tourist's behavior is related to positive word-of-mouth revisit intention (Shoeb-Ur-Rahman et al., 2020). This article therefore would like to present the two behaviors of tourists respectively as follows:
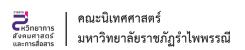
Positive Word-of-mouth

Understanding what makes positive word-of-mouth a powerful persuasive communication tool is essential for today's organizations to build strong relationships with consumers (Gildin, 2022). Many scholars have given many definitions of positive word-of-mouth, for example: Torabi et al. (2021) give the meaning of the word, positive word-of-mouth as the result of satisfaction and loyalty by saying nice things about the place, persuading, and recommending the place to friends or relatives to visit that place. Whereas Almohaimmeed (2021) says that it means opinions are shared between people through social media. From the literature above, it can be concluded that positive word-of-mouth of tourists means recommending or persuading prospect tourists about tourist attractions that they have visited and feel impressed to close people around their circle of close friends and relatives.

Positive word-of-mouth is a form of communication between consumers based on personal experiences and impressions of any products or services (Gildin, 2022). This process can be the most powerful source of information because it relates to friends and family members who are often seen as a reliable person. In the past, organizations tend to focus on seeking new customers from advertisements to promote products and businesses, which is no longer effective. Positive word-of-mouth is one of the most powerful forms of communication in marketing today, if businesses or organizations can control and manage by encouraging positive word-of-mouth and avoiding negative word-of-mouth will adversely affects the business(Gildin, 2022). Positive tourist word-of-mouth is essential in attracting new visitors (Matzler et al., 2019). It is very important and can be regarded as the main element of tourism management (Matzler et al., 2019).

Revisit Intention

The intention to revisit can be considered as a very important factor for the survival of tourist attractions (Isa et al., 2020), therefore, understanding the intention to return to travel is necessary and is considered valuable. There are scholars who have given the meaning of intention of revisit in various ways, Park et al. (2019) say the revisit intention means the willingness of tourists to travel to the tourist destination or travel to a country that has previously been again. Liu et al. (2020) say that the revisit intention means the willingness, joy or enthusiasm of tourists to return to travel to the same attractions that they have visited. In line with Cheng et al. (2019) who defined meaning of the revisit intention as the willingness of tourists to travel to the tourist destination or travel to a country that has been previously visited. From the above literatures, the meaning of the intention of tourists to revisit can be said to mean the joy and impression of tourists on the tourist attractions that they have previously been to and have set their intention to visit again.

The ability to retain repeat visitors is a key concept for the survival plan of many destinations (Wardi et al., 2021). Especially in a highly competitive environment, encouraging tourists to revisit is becoming more important (Zhang et al., 2018). The revisit intention of tourists is critical to success in the highly competitive traveling market (Singh & Singh, 2019). Retention of old customers is better, it is much cheaper than acquiring new customers (Mamirkulova & Mi, 2022). Therefore, in the context of tourism, persuading tourists who have visited

the same attractions to return is a better strategy (Mamirkulova & Mi, 2022). Revisit tourists generate 10 times more tourism revenue than the cost of acquiring new tourists (Bandara & Ranasinghe, 2019). Also, sustainable tourism stimulates long-term economic growth, which provides a lot financial benefits and the social aspect to the local community (Cevik, 2020).

After reviewing the literature in the area of positive word-of-mouth and the willingness to revisit, we can see many contributions, which lead to some interesting findings. The question here is how we can improve and develop more tourist's engagement in both behaviors. As a result, this article will come up with the factors that influence positive word-of-mouth and the willingness to revisit. The result of the literary review found that there are many studies that indicate the factors directly affecting positive word-of-mouth and the willingness to revisit again consists of satisfaction of tourists (Phi et al., 2022) and memorable experiences, (Torabi et al., 2022) which will present the details of both variables as follows:

Tourist Satisfaction

Tourist satisfaction when traveling is critical to the success of any tourism business (Castro et al., 2017). It is a comparison between the expectations and the ongoing experience during the trip at the destination, taking into account the services received during the trip (Castro et al., 2017). Also, the level of consistency between expectations and the real gains expressed by tourists after the travel experience (Nair & Sathiyabamavathy, 2020). It is the overall satisfaction of tourists with their experience of visiting a tourist attraction (Huete-Alcocer et al., 2019). Tourist satisfaction is the ratio of a tourist's true feelings after their trip versus their expectations before they travel (Binti et al., 2022). It also refers to the quality of experience achieved or desired benefits from tourism (Rajakumari, 2019). From the literature review above, it can be concluded that tourist satisfaction is defined as the level of expectations before traveling compared to the actual experience during the trip.

Tourist satisfaction is an important factor in predicting future behavioral intentions of tourists (Binti et al., 2022). It is a factor that lead to certain tourist behavior, including positive word-of-mouth and the intention to revisit, there is a lot of research on how satisfaction lead to positive word-of-mouth and the willingness to revisit of tourists, for instance, Phi et al. (2022) studied tourists staying in Ho Chi Minh City, Vietnam, which has many tourist attractions. The result showed that satisfaction leads to positive word-of-mouth and the willingness to revisit of tourists. In line with Chin et al. (2022) studied cultural tourists in Sarawak, Malaysia. The result showed that satisfaction of tourists leads to repeat travels. Therefore, when considering in the context of cultural tourism, it can be concluded that satisfaction has a positive influence on positive word-of-mouth and the willingness to revisit.

Memorable Experience

Travel's memory encompasses the most important outcomes after a tourist visited a destination. The travel's memory is one of the variables that influence tourist behavior Ye et al. (2020). Scholars have given a number of definitions of memorable experiences, for instance, Wei et al. (2019) say that memorable experience refers to a state of mind that comes from feeling and personal emotions in traveling. The tourism experience is closely related to each tourist's perception of the activity and travel-related products, similar to Horng and Hsu

(2021) who say that it means a memorable travel experience and remember positively after the trip. This makes it possible to summarize the meaning of a memorable experience as an experience that can be remembered while traveling and can also recall those experiences after completing a long trip.

Memorable experiences influence tourist behavior when reminiscing after travels, which often lead to sharing experiences with people they are closed to (Horng & Hsu, 2021), also considering the impressions that have received during the trip (Wei et al., 2019), resulting in revisit to that attraction again (Javed & Awan, 2022). Furthermore, a large number of research have found out that memorable experiences for tourists such as Leung et al. (2022) studied the memorable experiences of Chinese tourists with travel experiences and virtual tourism, the results showed that memorable experiences lead to positive word-of-mouth and the willingness to revisit (Leung et al., 2022). At the same time Yang and Zhang (2022) studied the memorable experiences of tourists visiting the Louvre Museum in France, the Palace Museum in the People's Republic of China, British Museum in England and the National Archaeological Museum in Spain. The results showed that memorable experiences lead to satisfaction and the willingness to return.

New research trends are always investigating the role of mediating role, which this article will be using the same method. It was found that there are variables that affect memorable experiences and tourist satisfaction is travel motivation (Gómez-Rico et al., 2022), novelty seeking (Kitin et al., 2020) and tourism destination Image (Soveini & Gaspar, 2022) The details are as follows:
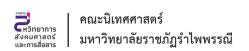
Travel Motivation

Travel motivation can stimulate and change travel (Lin & Zhang, 2021). Scholars have defined the term in various motivation for traveling such as Chang et al. (2020) defined as the impetus for the development of activities during the journey, whereas Bhattacharya and Kumar (2017) defined travel motivation as the internal state of a person or specific needs and tourist preferences, which is regarded as one of the most important psychological influences on tourist behavior. This article summarizes the meaning of travel motivation as the internal state of need or a person's psychological desire that drives travel decisions.

There is a research study on travel motivation that influences satisfaction and memorable experiences such as Cajiao et al. (2022) studied tourists coming to Antarctica, the results showed that Travel motivation affect tourist satisfaction, and Gómez-Rico et al. (2022) studied tourists who visit creative restaurant the research result showed that motivation has a positive influence on memorable tourist experiences.

Novelty Seeking

Novelty seeking encourages tourists to explore new destinations (Tsaur et al., 2019). Scholars have given various definitions of the term novelty seeking such as Minassian et al. (2022) defined novelty seeking as the characteristic of the inclination to approach the stimuli or unfamiliar situations as a result, the ability to control their own behavior is reduced, while Tsaur et al. (2019) gave the meaning of the difference perceived when present feelings are compared to previous experiences, this paper concludes that the novelty seeking refers to the search for new travel experiences or new excitement, new risks and new environments.

A research study that explores the influence of tourists' novelty seeking on their satisfaction and many memorable experiences such as Nguyen et al. (2020) studied the novelty seeking of foreign tourists visiting Vietnam, the results found that the search for something unique creates a sense of satisfaction for tourists, while Kitin et al. (2020) studied the search for new things that affect the satisfaction of tourists, the results showed that the search for something unique has a positive impact on tourists' memorable experiences.

Tourism Destination Image

The image of a destination is important because it conveys what the destination attractions have to offer. It has impact on the competitive position of destination attractions and plays an important role in the tourism market (Al-Ansi & Han, 2019). There are many scholars who have given the meaning of the image of tourist destination such as Lojo et al. (2020) give a definition of the word the image of a destination as to the sum of beliefs, ideas and impressions that a person has about a particular place, while Wang et al. (2018) defined destination image as expressing knowledge (beliefs), feelings and collective perceptions of each tourist destination. This article summarizes the meaning of the image of a tourist destination as beliefs, emotions, feelings, expectations and impressions of tourists towards the destination.
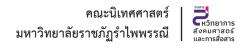
There are many studies that study the image of a tourist destination, which affects tourist satisfaction and many memorable experiences. Melón et al. (2021) studied tourists in Spain, the results showed that destination image creates a memorable experience for tourists while Soveini and Gaspar (2022) studied sports tourists, the study found that destination image has a positive effect on tourist satisfaction.

CONCLUSION

Tourism is the largest service industry, there are many benefits to the country's economy, including the income of all sectors from the foundation, such as the community surrounding tourist attractions to travel-related businesses. Tourist behavior, especially positive word-of-mouth behavior and the revisit intention again affects the retention of the same tourists and the acquisition of new tourists affecting all sectors related to tourism. Therefore, finding out the factors that influence both behaviors is very important. The results of the literature review concluded that travel motivation, novelty seeking and the image of a destination influences both behaviors through memorable experiences and satisfaction of tourists. In conclusion, all agencies related to tourism sector and communities surrounding tourist attractions must pay attention to encourage tourists to create motivation to travel, novelty seeking and enhance the image of the tourist destination to be higher. This will lead to positive word-of-mouth behavior and revisit intention to travel repeatedly and continuously.
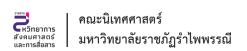
NEW KNOWLEDGE

Tourist behavior is another important indicator of the quality, efficiency and suitability of tourists. It is the most important predictor of expected behavior of tourists, who spread positive word-of-mouth that leads to more new tourists and the revisit intention, which will be able to maintain the number of old tourists. It is

beneficial to tourist destinations and stakeholders with tourist attractions. When tourists visit, it will result in employment, selling and spending, which will have positive effects on the country's gross domestic product. As a result of the synthesis of this paper, a new knowledge was found that factors effect tourist behavior include: tourist satisfaction, memorable experience, travel motivation, novelty seeking and destination image.
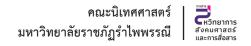
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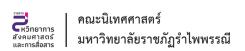
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