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Article

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Cogent Business & Management

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Suggested Citation: Bang Nguyen Viet; Dang Huu Phuc; Nguyen, Ho Hai (2020) : Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact, Cogent Business & Management, ISSN 2331-1975, Taylor & Francis, Abingdon, Vol. 7, Iss. 1, pp. 1-20, <https://doi.org/10.1080/23311975.2020.1796249>

This Version is available at:

<https://hdl.handle.net/10419/244906>

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To cite this article: Bang Nguyen Viet, Huu Phuc Dang & Ho Hai Nguyen | (2020) Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact, Cogent Business & Management, 7:1, 1796249, DOI: [10.1080/23311975.2020.1796249](https://doi.org/10.1080/23311975.2020.1796249)

To link to this article: <https://doi.org/10.1080/23311975.2020.1796249>



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Received: 20 April 2020
Accepted: 10 July 2020

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Reviewing editor:
Pantea Foroudi, MBT, Middlesex University, London, United Kingdom

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MANAGEMENT | RESEARCH ARTICLE

Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact

Bang Nguyen Viet^{1*}, Huu Phuc Dang¹ and Ho Hai Nguyen²

Abstract: This paper explores the relationship between destination image, cultural contact, perceived risk, satisfaction, and the revisit intention of international tourists to Binh Thuan province in Vietnam based on data obtained from 405 international tourists. Employing Partial Least Squares Structural Equation Modeling (PLS-SEM) techniques, the study delivered two key results. The first finding is that revisit intention is directly affected by satisfaction, attractiveness, accommodation service, cultural contact, and perceived risk. Secondly, satisfaction is directly affected by attractiveness, accommodation service, cultural contact, and perceived risk. These results confirm the moderating role of both nationality and marital status on the relationships from cultural contact and attractiveness to satisfaction, but not revisit intention. However, the research has certain limitations: (i) due to the limited resources available to conduct the research, the sample size was limited to 405 international tourists in Binh Thuan province; and (ii) this study conducted sampling using direct interview methods of tourists during the peak season.

Subjects: The Business of Tourism; Tourism Behaviour; Tourism Development/Impacts

Keywords: Binh Thuan – Vietnam; cultural contact; destination image; perceived risk; revisit intention; tourist satisfaction

1. Introduction

Tourism has become an essential commercial sector in many developing countries in recent years (Aman et al., 2019) through the development of related jobs, improvements in local people's living



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PUBLIC INTEREST STATEMENT

This study provides insights into international tourist satisfaction and intention to revisit Binh Thuan province, Vietnam. Based on data obtained from interviews with 405 international tourists, the results provide evidence to tourism administrators regarding the role of image destination, perceived risk, cultural contact in international tourist satisfaction and revisit intention. The study recommends several ways in which tourist satisfaction and revisit intention can be enhanced. Tourism administrators should regularly organize and upgrade cultural activities, improve the service quality of accommodation facilities and food, have an appropriate exploitation and protection plan to develop destination attractiveness, and reduce the tourists' perceived risk.

standards, and supporting the growth of other industries (Brătucu et al., 2017; Villanueva-Álvarez et al., 2017). Developing countries are trying to enhance and diversify their tourism products to attract international tourists. Tourism therefore becomes crucial to such countries, and an increasing number of studies focus on tourism development (Gössling et al., 2008; Saufi et al., 2014). Among other factors, tourists' satisfaction and revisit intention are considered vital elements to ensure the success of any destination (Mai et al., 2019). Several previous studies have pointed out a number of these factors' antecedents related to the general construct of destination image, especially destination attractiveness and accommodation service (Chiu et al., 2016; Cong, 2016; Mai et al., 2019).

Cultural contact is emerging as a potential factor that impacts tourist satisfaction, especially among Western tourists. According to Overton (1981), Western tourists are more curious to explore cultures from developing countries and could eventually contribute to local tourism industries. The concept of cultural contact has been widely researched in various disciplines such as immigration (Contucci & Ghirlanda, 2007; O'Sullivan-Lago & De Abreu, 2010), education (Csizér & Kormos, 2009; Kamal & Maruyama, 1990), and value change (Guan & Dodder, 2001; Shelton, 1964). In the tourism field, however, this variable is quite new. Most cultural contact research in tourism has been qualitative since a quantitative scale was only introduced in 2013 by Gnoth and Zins (2013). The potential research gap therefore relates to the role and mechanism of cultural contact on tourists' revisit intention. The mechanism and conditions of the impact that this variable has on tourism outcomes remains unclear. Only a limited number of known studies explore the relationship between cultural contact and a well-known general factor—destination image—in tourism, especially as it relates to tourist satisfaction and revisit intention.

Wood (2003) pointed out that uncertainty and insecurity accompany countries' poverty status. Developing countries are perceived as less safe than developed countries. According to Ghaderi et al. (2017), concerns about destination security have the capacity to affect the flow of international travelers. In other words, such tourists consider the risks they are likely to confront during their vacations before making tourism decisions. Perceived risk is therefore also a potential antecedent for tourists' satisfaction as well as the decision to visit again.

Despite the vital role of cultural contact in attracting international tourists, some differences among international societies (such as different value and belief systems, different rules of social behavior, and communication style) will result in difficulty in fulfilling the needs of culturally diverse tourists (Kozak & Decrop, 2009), and could ultimately affect international tourists' satisfaction and revisit intention. A further attempt is therefore made to study the moderating mechanism of tourists' nationality for linkages from cultural contact to satisfaction and then to revisit intention. Moreover, compared to married tourists, single tourists are expected to be more flexible and to complete the available activities in tourist destinations, eventually enhancing their satisfaction and revisit intention. To gain insights into this mechanism, marital status was tested as a moderator for the relationship between destination attractiveness and tourists' satisfaction and revisit intention.

Aiming to resolve these gaps, the current research makes several contributions to the literature. This research provides a holistic picture of tourism literature by examining the role of cultural contact, perceived risk in comparison with the destination image's dimensions (particularly destination attractiveness), and accommodation service in determining tourist satisfaction and revisit intention. Because this framework also tests for contingencies, we further deepen our comprehension, provide better insight, and contribute to tourism literature. Finally, the findings of our study provide empirical support to our recommendations for tourism authorities.

2. Theoretical framework and hypothesis development

2.1. Tourist satisfaction

Satisfaction is considered a vital component of the tourist experience (Zhang et al., 2018) and may be one of the most thoroughly researched variables in tourism literature (Chiu et al., 2016).

Customer satisfaction is generally defined as the consumer's fulfillment response (Oliver, 1997) or an evaluation of how well a product addresses a need (Bitner & Zeithaml, 2003). In the context of tourism, satisfaction is the aggregated feelings (Cole & Scott, 2004) and the extent of overall pleasure (Quintal & Polczynski, 2010) that one derives from visiting a tourist attraction. Tourist satisfaction can be measured by the emotional response that follows from cognitive responses to service experience (Cong, 2016) or the difference between pre-travel expectations and post-travel experiences (Chen & Chen, 2010). In other words, tourists are satisfied when their comparison of prior expectations and post-travel experiences results in pleasant feelings, and they will be unsatisfied when the result is feelings of displeasure (Chen & Chen, 2010; Cong, 2016).

2.2. Intention to revisit

Revisit intention has been identified as a key research topic in tourism literature (Li et al., 2018). Many researchers agree that repeat visitors tend to stay longer at a destination, participate more intensively in consumptive activities, are more satisfied, and spread positive word of mouth, whilst requiring much lower marketing costs than first-time visitors (Lehto et al., 2004; Zhang et al., 2014, 2018).

The intention to revisit a tourism destination can be seen as a type of post-consumption behavior (Cole & Scott, 2004) and has been defined as a visitor repeating an activity or revisiting a destination (Baker & Crompton, 2000). It also relates to the visitor's judgment about the likelihood or plans to revisit the same destination (Khasawneh & Alfandi, 2019; Stylos et al., 2016) or the willingness to recommend the destination to others (Chen & Tsai, 2007; Khasawneh & Alfandi, 2019).

It is generally agreed that customer satisfaction is significant to achieve loyalty; not only in physical products, but also in the context of tourism (Som & Badarneh, 2011). According to Um et al. (2006) revisit intention is regarded as an extension of satisfaction. When tourists derive pleasant feelings from a tourism destination, they will probably be satisfied with that place, leading to an increased intention to revisit. The literature offers several studies confirming the positive impact of tourist satisfaction on revisit intention (Assaker & Hallak, 2013; Chen & Chen, 2010; Khasawneh & Alfandi, 2019). Therefore, the authors have proposed H_1 as follows:

H₁: Tourists satisfaction positively impacts on tourist revisit intention (+)

2.3. Destination image

Since the foundational research conducted by Gunn (1972), the concept of destination image has drawn wide attention in tourism marketing literature. Researchers have defined destination image in a variety of ways, but generally as a sophisticated construct (Akgün et al., 2019). The definitions of destination image focus on an individual's overall perception of a place (Chiu et al., 2016). Destination image can be defined as a set of impressions, ideas, expectations, and emotional thoughts about a place (Assaker & Hallak, 2013; Iordanova, 2017; Tasci & Gartner, 2007). It also represents associations and pieces of information connected with a destination (Iordanova, 2017; Stylos et al., 2017).

Destination image is considered a vital influential factor in various conceptual frameworks elucidating tourists' decision-making process. According to Iordanova (2017), tourists make their buying decisions based on the mental images that they have of places.

The attributes of destination image are considered to consist of three elements, namely: cognitive, affective, and conative (Sharma & Nayak, 2018; Stylos et al., 2017, 2016). Cognitive appraisals of a destination comprise beliefs and associated knowledge that reflect tourists' evaluations of the perceived attributes of the destination (Sharma & Nayak, 2018; Stylos et al., 2017, 2016). The affective image component represents tourists' emotional responses or appraisals of the destination (Sharma & Nayak, 2018; Stylos et al., 2017, 2016). The conative image component

describes tourists' active consideration of a place as a potential travel destination, outlining a desired future state that tourists want to experience for themselves (Sharma & Nayak, 2018).

This study, therefore, conceptualizes destination image as the beliefs and knowledge about a travel destination's attributes. Various components have been proposed to describe destination image, as illustrated in Table 1.

Based on a literature review combined with two focus group sessions, the results find that destination image in Binh Thuan involves two key components: destination attractiveness and accommodation service. Moreover, revisit intention and satisfaction are also expected to be influenced by cultural contact and perceived risk. Hence, the current study examined both post-consumption factors under the impact of destination attractiveness, accommodation service, cultural contact, and perceived risk.

2.4. Destination attractiveness

The concept of destination attractiveness has a long history in tourism literature (Kim & Perdue, 2011) which includes elements of unique attractiveness, supporting infrastructure and tourism facilities, as well as the atmosphere of the destination (Vigolo, 2015). According to Smith & Warburton (2012), the attractiveness of a destination reflects the feelings and opinions of visitors regarding the destination's ability to satisfy their needs.

Destination attractiveness can be considered as a mental image that reflects the feelings, beliefs, and opinions that an individual has about the destination's perceived ability to satisfy their special vacation needs (Hu & Ritchie, 1993) or to deliver individual benefits (Mayo & Jarvis, 1981). This mental image is normally based on the physical attractiveness of the destination (Krešić & Prebežac, 2011) which can attract visitors (Cong, 2016). Therefore, destination attractiveness becomes one of the key factors to attract (Krešić & Prebežac, 2011), motivate (Beerli & Martin, 2004), and encourage visitors to lengthen their vacation time in a particular destination.

Table 1. Destination image components

	Components of destination image
Kozak and Rimmington (1998)	Attractions, facilities and services, infrastructure, hospitality, and cost.
Kozak and Kozak (2001)	Accommodation services, local transport services, hygiene—sanitation—leanliness, hospitality and customer care, facilities and activities, level of prices, language communication, destination airport services.
Martin and Bosque (2008)	Infrastructures and socioeconomic environment, atmosphere, natural environment, affective image, cultural environment.
Tosun et al. (2015)	Accommodation, local transport, cleanliness, hospitality, activities, language communication, airport services.
Cong (2016)	Transport, destination brand, attractions, hospitality, entertainment.
Stylos et al. (2016)	Attractive conditions, essential conditions, appealing activities, natural environment.
Cong and Dam (2017)	Attractions, accommodation and food service, retail and souvenir shops, transportation, local people.
Chaulagain et al. (2019)	Local attractions, hospitality and entertainment services, perceived value.
Bang (2019)	Attractions, accommodation and food service, transportation, and hospitality.

The topography of a destination is a key element that defines its attractiveness (Reitsamer et al., 2016). Some desirable features of attractive destinations exist in tourism literature and include: weather, temperature, rainfall, hours of sunshine, beaches (length, overcrowding), quality of seawater, wealth of countryside, protected natural reserves, lakes, mountains, deserts and the variety and uniqueness of flora and fauna (Beerli & Martin, 2004). Numerous studies which have dealt with the relationship between landscape elements and human perception, consistently reported human preferences for natural environments over constructed environments (Lee et al., 2008). Some tourist destinations which are famous for their natural environments (such as Binh Thuan) therefore have many advantages to satisfy and retain tourists. Moreover, the results of previous studies show that destination attractiveness impacts tourists' satisfaction (Chi & Qu, 2008; Bang, 2019; Cong, 2016), and tourist revisits (Chi & Qu, 2008; Akgün et al., 2019; Cong, 2016). Therefore, the authors have proposed H_2 , and H_3 as follows:

H₂: Destination attractiveness positively impacts tourist satisfaction (+)

H₃: Destination attractiveness positively impacts tourist revisit intention (+)

2.5. Accommodation and food service

Accommodation acts as both a tourism product and an infrastructure condition to develop tourism (Cong, 2016). It is necessary to develop a system of accommodation not only to meet the basic needs (sleep/rest) of tourists during their stay (Truong & King, 2009), but also to service their need for enjoyment. In other words, accommodation products include all the goods and services that are offered to meet customers' needs from the time they first contact a hotel/motel/resort until the needed services have been used and the customers leave the hotel/motel/resort (Cong, 2016). Food and beverages are seen as a vital element for enlightening and attracting international tourists at any destination (Cong & Dam, 2017) since they tend to seek different local foods that are not available in their home country (Mai et al., 2019). Accommodation and food services are, therefore, key factors in travelers' destination selection (Mai et al., 2019) and some authors (Kozak & Kozak, 2001) rank them as the most important aspect of a tourist's stay. Customer satisfaction with the accommodation and food services also enhances their intention to return and the likelihood that they will make a recommendation (Mai et al., 2019). The results of Mai et al. (2019), Cong (2016), Chi and Qu (2008) show that accommodation and food service impact on tourist satisfaction and tourist revisit. Therefore, the authors have proposed H_4 , and H_5 as follows:

H₄: Accommodation and food service positively impact on tourist satisfaction (+)

H₅: Accommodation and food service positively impact on tourist revisit intention (+)

2.6. Perceived risk

Tourists' perceptions of risk and safety emerge as one of the key factors in their decision process to travel to a destination (Çetinsöz & Ege, 2013; Chew & Jahari, 2014). Tourists may perceive risk issues differently due to variances in geography, culture, psychology, and travel experiences which may affect their behavioral intention in a different way (Hasan et al., 2017). Generally, tourist risk can be defined as consumer's perception of whether a tourism event is beyond the acceptable level for his or her travel behavior (Reichel et al., 2007) or the probability of misfortune to a group of tourists during a trip or at a destination (Sohn et al., 2016). More specifically, perceived risks in tourism associated with crime, natural disasters, hygiene problems, transportation, time and communication (Emami & Ranjbarian, 2019; Reisinger & Mavondo, 2005) have become a central issue in visitors' decision-making evaluations (Kozak et al., 2007). Many researchers agree that perceived risk influences behavior (Brug et al., 2004; Sjöberg, 2000; Weinstein, 1988). Kozak et al. (2007) found that countries' tourism and travel industries are impacted by poor safety and security. Based on Maslow's theory, Rindrasih (2018) concluded that higher needs such as self-fulfillment through travel cannot be satisfied when safety and security

remains unfulfilled. Hence, risk and satisfaction are significant variables that enable the prediction of future behavioral intentions of consumers (Chen et al., 2017; Sohn et al., 2016).

According to Kozak et al. (2007) visitors who perceived certain destinations to be “at risk” are likely to avoid them in their future travel plans. Once tourists confront problems during their travels or tours, such people immediately generate a risk perception related to that tourist destination. Ultimately, dissatisfaction will emerge (Rindrasih, 2018) and lead to a decrease in the demand that can significantly affect the rate of revisit intention.

Moreover, the results of several studies show that perceived risk impacts on tourists’ satisfaction (Chen et al., 2017; Khasawneh & Alfandi, 2019; Sohn et al., 2016) and tourists’ revisit intention (Çetinsöz & Ege, 2013; Chew & Jahari, 2014; Khasawneh & Alfandi, 2019). Therefore, the authors have proposed H_6 , and H_7 as follows:

H₆: Perceived risk negatively impacts on tourist satisfaction (-)

H₇: Perceived risk negatively impacts on tourist revisit (-)

2.7. Cultural contact

According to Gnoth and Zins (2013), culture consists of values, symbolic capital, a set of integrated processes and rituals with artifacts, physical manifestations, and behavior governed by a distinct world view. Based on this definition of culture, cultural contact is defined as any case of direct interaction among people who do not share the same cultural identity (Schortman & Urban, 1998). It normally occurs when a group interacts with outsiders or when groups of tourists come into or stay in contact in a particular cultural tourist destination for days (H. Chen & Rahman, 2018). Since an isolated culture does not exist, all cultural forms are necessary in connecting with others, and cultural contact is, therefore, a basic human element (Gosden, 2004).

Cultural contact involves not only habits, behavior, rites, and customs, but also cultural manifestations and people’s ways of using natural and economic resources (Steiner & Reisinger, 2004). Cultural contact is considered an emerging concept in the tourism industry which measures the purpose and depth of experience that tourists seek when traveling for the purpose of experiencing a different culture (Gnoth & Zins, 2013). It also includes any case of protracted, direct interchanges among members of social units who do not share the same identity (Schortman & Urban, 1998), a predisposition for groups to interact with outsiders (a necessity-driven human requirement for diversity, patterns, and exchange), and the desire to control that interaction (Cusick et al., 2015).

Cultural contact, therefore, accentuates tourists’ willingness to involve themselves in a local/particular culture (H. Chen & Rahman, 2018), or the extent of tourists’ desire for an authentic experience (Wang, 2000). Cultural contact deals with both the “what” and the “how” of culture since it concerns both tourists’s way of using cultural tourism resources and their specific behaviors related to cultural tourism sites (H. Chen & Rahman, 2018). The “what” of culture describes cultural manifestations and people’s ways of using the natural and economic resources while the “how” of culture considers the habits, behaviors, rites, and customs (Steiner & Reisinger, 2004).

Through interactions with local culture and residents, tourists are expected to gain higher knowledge and deeper understanding of the culture of such tourist destinations (H. Chen & Rahman, 2018). Zeng (2017) infers that a destination’s culture appears more enchanting and alluring for long-distance visitors. Such tourists will therefore be thrilled and delighted about having the new experience, and derive more joy from it, thereby enhancing their satisfaction. Moreover, previous findings confirmed the key influence of cultural contact on tourist satisfaction (Romao et al., 2015; Valle et al., 2001; Vu et al., 2020). Therefore, the authors are proposing H_8 as follows:

H₈: Cultural contact positively impact on tourist satisfaction (+)

It is possible that a higher level of cultural contact is associated with revisit intention (H. Chen & Rahman, 2018; Romao et al., 2015; Vu et al., 2020). When tourists recognize the attractiveness and the beauty of a new culture, they will exhibit an active interest in the activities the destination/site has to offer, partake in more activities, and enjoy their time more (H. Chen & Rahman, 2018). Through deeper understanding and active involvement in local culture and local peoples' way of life, moreover, tourists are able to have an authentic and memorable experience (Tung & Ritchie, 2011), that eventually leads to an increase in their revisit intention (H. Chen & Rahman, 2018; Romao et al., 2015; Vu et al., 2020). Therefore, the authors propose H₉ as follows:

H₉: Cultural contact positively impact on revisit intention (+)

2.8. Moderator variable

Tourists are heterogeneous in their perception of travel attributes. In spite of rapid globalization, some differences still exist between Western and Non-Western countries (Troy et al., 2008). Whilst Western countries are portrayed as individualist and short-term oriented, non-Western countries are considered collectivist and long-term oriented (Rubera & Kirca, 2012; Troy et al., 2008). Prior research has shown that individualism and long-term orientation dimensions of national culture influence peoples' dispositions to innovativeness (Dwyer et al., 2005; Steenkamp et al., 1999). It is argued that people in individualist (i.e., Western) countries are more favorably disposed to innovations than those in collectivist (i.e., non-Western) countries (Dwyer et al., 2005; Steenkamp et al., 1999). Therefore, Western tourists are thought to be more curious and eager to try new experiences. When such people travel to destinations which provide them with new experiences such as new culture, they are likely to feel satisfied and want to visit those destinations again.

Marital status has been indicated as playing a moderating role in consumer behavior (Ragavan et al., 2014). In the tourism field it is argued that, compared to married tourists who need to spend time with their families, single tourists are more flexible to experience activities in tourist destinations. It is therefore expected that, in tourist destinations which are famous for many attractions (e.g., sandy hills, impressive mountains, lovely beaches), single tourists can fully explore such beautiful scenery, eventually realizing higher satisfaction and revisit intention compared to married tourists. In contrast, married tourists are more likely to express concern about personal safety at destinations and felt uncomfortable on long coach rides (Batra, 2009) which probably prevented them from discovering more attractive areas of a tourist destination. Therefore, the authors have proposed H_{10a}, H_{10b}, H_{11a}, H_{11b} as follows:

H_{10a}: The relationship between Attractiveness and Satisfaction is stronger for tourists who are single than married

H_{10b}: The relationship between Attractiveness and Revisit intention is stronger for tourists who are single than married

H_{11a}: The relationship between Cultural contact and Satisfaction is stronger for tourist from Western countries than from Non-Western countries

H_{11b}: The relationship between Cultural contact and Revisit intention is stronger for tourist from Western countries than from Non-Western countries

3. Research method

3.1. Research process

This study combines both qualitative and quantitative research methods. The qualitative method consisted of research conducted in two phases by means of focus group discussions. The first focus group discussion involved 10 European tourists (3 Russian, 4 British, and 3 French) and was held in September 2019 at the meeting room of the Binh Thuan Tourism Department. The aim was to define the components of destination attractiveness, to explore other factors that affect tourist satisfaction, and to gauge revisit intention. In preparation for the focus group discussion, the age of the respondents, who were recruited from convenient samples of tourists in Binh Thuan, was verified to assure their understanding of interview contents. Only tourists 18 years of age and older were selected to participate. The participants in the first focus group were required to list and explain all specific components of destination image, other factors that affect tourist satisfaction, and revisit intention, according to their recent experiences. These participants were then requested to categorize the listed components of destination image, the factors that affect tourist satisfaction, and revisit intention. These focus group interviews allowed the researchers to identify that: (i) components of destination image is made up of destination attractiveness, accommodation and food service and, (ii) satisfaction and revisit intention is affected by destination attractiveness, accommodation and food service, cultural contact, and perceived risk.

The second focus group discussion was conducted with another 10 tourists (4 Russian, 3 British, and 3 French) in October 2019 at the meeting room of the Cliff Resort and Residences (Mui Ne) to refine the observational variables of research concepts (based on the findings of the first focus group). After confirming their age, the participants were requested to discuss a set of observational variables that could be used in quantitative research. Based on the discussion, the researchers identified 35 items that could be used to measure the research concepts. Then, we followed the same approach as Carroll and Ahuvia (2006) by conducting several preliminary tests with international tourists to identify relevant items for research constructs. Through several steps, we narrowed the items down from 35 to 25. These include destination attractiveness (4 items), Accommodation and food service (4 items) were taken from Cong and Dam (2017), Cultural contact (4 items) were modified from H. Chen and Rahman (2018), Perceived risk (4 items) were modified from (Khan et al., 2017), tourist satisfaction (5 items) modified from Cong (2016), and revisit intention (4 items) were adapted from Stylos et al. (2016).

Employing a convenient method for sampling, the quantitative data was collected through face-to-face interviews. The interviews happened during morning and afternoon sessions in Binh Thuan province, located on Vietnam's South-Central coast. This area is considered the best tourist destination of the South-Central region due to its charming, lovely beaches and scenery. Interviewers collected data from tourists at several famous destinations in the Binh Thuan area, such as: Phu Quy island, Ta Cu mountain, Mui Ne dunes, Mui Ne beach, Cham Royal Family Collection, Hon Rom, Ong Dia rocky zone, Po Sha Inu tower, and Bau Trang. To avoid potential bias due to the tourists' countries of origin, interviewers were instructed not to interview more than 10 visitors from the same tour group. Each interview took approximately 30 minutes to complete. During this process, 450 questionnaires were collected over the 2 months from 12/2019 to 01/2020 (peak season in Vietnam) under the standard quality control process of the Binh Thuan Statistical Office. After eliminating invalid questionnaires due to incompleteness, a total of 405 valid questionnaires were ultimately collected for further analysis.

3.2. Data analysis

The partial least squares (PLS) technique was applied in this study. To obtain and assess the key reliability and validity indices and the direct and the moderating effects, Partial Least Squares (PLS) was employed, using the *SmartPLS 3* software (Ringle et al., 2005).

4. Empirical results

4.1. Demographic profile of respondents

A descriptive overview (Table 2) of the collected sample reveals that more than half of the sample (57.8%), were males and females represented 42.2%. In terms of marital status, the majority of respondents (65.7 %) were married and 34.3% were single. The youth (under 22-year-old) and adult (from 22 years to 35 years) age groups represented the highest distribution with almost 70% of the total sample. The majority of the respondents (59.8%) were in full-time employment, with a college/university education (67.2%) and were first-time visitors to Binh Thuan province (85.9%).

Table 2. Demographic profile of respondents

Measure	Items	Frequency	%
Gender	Male	234	57.8
	Female	171	42.2
Marital status	Single	139	34.3
	Married	266	65.7
Age	Under 22 years	105	25.9
	From 22 years to 35 years	170	41.9
	From 36 years to 60 years	101	24.8
	Over 60 years	29	7.2
Education	Primary	28	6.9
	Secondary	105	25.9
	College/University	272	67.2
Professional Status	Full-time employed	242	59.8
	Part-time employed	65	16.0
	Students	46	11.3
	Retired	29	7.2
	Others	23	5.7
Frequency of visiting Binh Thuan	First visit	348	85.9
	Have visited Binh Thuan before	57	14.1
Nationality	Western	158	61
	Non-Western	247	39

4.2. Scale accuracy analysis

The accuracy statistics of the research scales are presented in Tables 3 and 4. Scale reliability was assessed in three ways: using an Alpha coefficient (α), Composite reliability (CR) and Average variance extracted (AVE) indices, the cut-off values of which were 0.7, 0.7, and 0.5, respectively (Hair et al., 2016). Since all the estimates of α , CR and AVE were above their respective thresholds, the results demonstrated adequate scale reliability.

The factor loadings of scale items on their corresponding constructs were examined to assess convergent validity. All the item loadings were above the threshold value of 0.5. The Fornell and Larcker criterion and the Heterotrait-Monotrait (HTMT) ratios were also employed to test the discriminant validity of the research scales. The square roots of AVE values were all higher than the correlation values of constructs compared to all other constructs. The HTMT ratios for all the

Table 3. Scale accuracy analysis

Research Constructs	Distribution		Standard Deviation	Mean value*	α test/ ρ -A/CR value/AVE	Highest HTMT ratios	Factor loading
	Kurtosis	Skewness					
Cultural Contact	Cul1	-0.325	-0.022	0.724	3.368	0.473	0.853
	Cul2	-0.097	-0.131	0.756	3.378		0.857
	Cul3	-0.16	0.131	0.702	3.328		0.675
	Cul4	0.182	0.149	0.735	3.326		0.799
Destination attractions	Att1	0.443	-0.067	0.665	2.672	0.542	0.801
	Att2	-0.252	-0.078	0.676	2.837		0.825
	Att3	-0.142	0.191	0.719	3.304		0.829
	Att4	-0.275	0.011	0.718	3.395		0.805
Accommodation and food	Acc1	0.004	0.018	0.751	3.353	0.479	0.792
	Acc2	0.041	0.034	0.718	2.923		0.821
	Acc3	0.38	0.343	0.688	3.304		0.838
	Acc4	0.342	-0.063	0.67	3.41		0.817
Perceived Risk	Rik1	-0.225	-0.03	0.773	2.585	0.512	0.801
	Rik2	-0.318	0.024	0.714	2.647		0.825
	Rik3	-0.315	-0.239	0.788	2.64		0.805
	Rik4	-0.344	0.094	0.692	2.652		0.864
Satisfaction	Sat1	-0.041	-0.358	0.737	3.348	0.692	0.759
	Sat2	-0.232	0.054	0.774	3.37		0.762
	Sat3	-0.172	-0.253	0.769	3.331		0.881
	Sat4	0.345	-0.494	0.778	3.277		0.897
	Sat5	0.379	-0.586	0.812	3.257		0.872

(Continued)

Table 3. (Continued)

Research Constructs	Distribution		Standard Deviation	Mean value*	α test/rho-A/CR value/AVE	Highest HTMT ratios	Factor loading
	Kurtosis	Skewness					
Rev1	-0.171	0.229	0.74	3.346	0.863/0.864/ 0.907/0.709	0.692	0.819
Rev2	-0.118	-0.128	0.769	3.407			
Rev3	-0.017	-0.068	0.742	3.358			
Rev4	-0.058	0.03	0.723	3.38			

(*) Based on a 5-point Likert scale

CR: Composite reliability; AVE: average variance explained; HTMT: Heterotrait-Monotrait

Table 4. Correlation matrix for model variables

	Accommodation	Attraction	Cultural	Risk	Satisfaction	Revisit
Accommodation	0.817					
Attractions	0.150	0.815				
Cultural contact	0.136	0.152	0.799			
Risk	-0.258	-0.242	-0.231	0.824		
Satisfaction	0.316	0.426	0.316	-0.451	0.836	
Revisit	0.409	0.460	0.399	-0.484	0.608	0.842

Inter-construct correlations are presented in the lower matrix triangle; AVE square roots are depicted in bold on the diagonal.

constructs were less than the threshold value of 0.85 (Henseler et al., 2016). Together, the results provided evidence for convergent and discriminant validity.

4.3. Common method bias

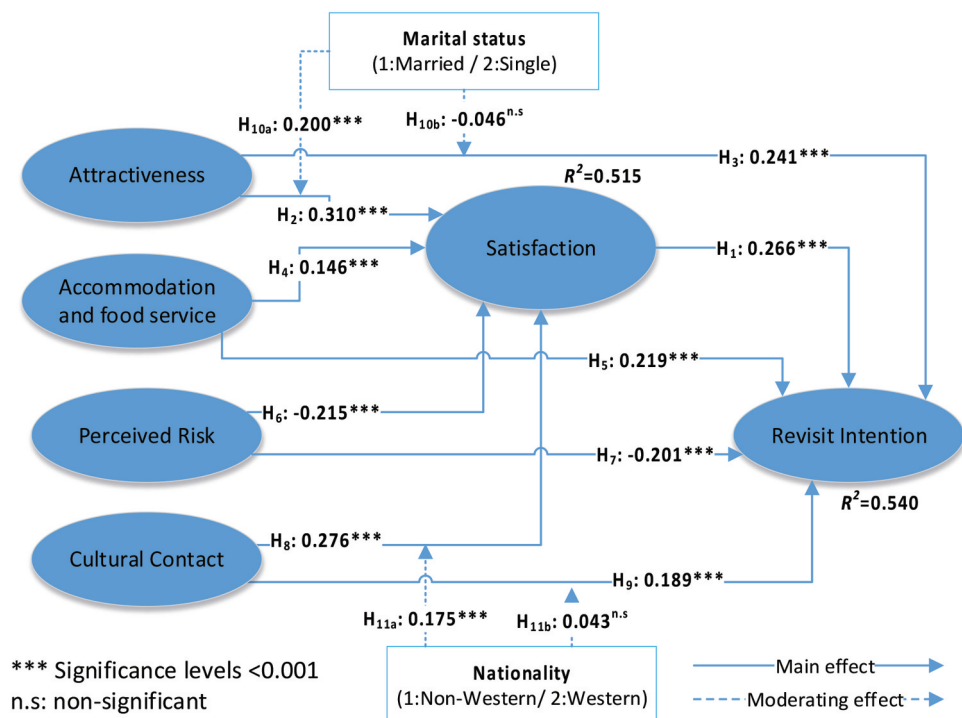
Several procedural remedies were employed during the design and administration of the questionnaire to ensure that common method bias (CMB) does not affect the interpretation of results. We designed the questionnaire with due care. For example, the measures of the dependent constructs followed, rather than preceded, those of the independent constructs. Additionally, we protected respondent anonymity, reduced evaluation apprehension, used verbal midpoints for measures, and reversed coded questions (Podsakoff et al., 2003). In addition to these remedies, we applied Harman’s Single Factor Test to check for CMB. The first unrotated factor captured only 32.28% of the variance in the data (not capturing most of the variance), and no single factor emerged. Therefore, these results suggested that CMB is not an issue in this study.

4.4. Proposed structural model, and direct and moderating effect testing

We modelled and analyzed the direct and the moderating effects in an integrated framework. We employed the standardized root mean squared residuals (SRMR), structural variance inflation factor (VIF) coefficients, predictive relevance (Q^2), and explanatory power/coefficient of determination (R^2) to evaluate the model fit. The value of SRMR was calculated to be 0.054, which met the threshold of 0.08 (Henseler et al., 2014). All inner VIF values were between 1.040–2.023, lower than the threshold of 3.3 (Hair et al., 2016). The values of Q^2 were between 0.308–0.401, all above the required value of zero (Henseler et al., 2009). As observed, the R^2 values (0.515 and 0.540) were all above the threshold of 0.5, which implied a moderate model (Hair et al., 2016). All these measures indicated a good model fit of the research framework.

The bootstrapping re-sampling analysis (500 samples) result indicated that all nine direct effect coefficients were statistically significant in the proposed direction (see Figure 1), supporting H_1 – H_9 . In terms of moderating effects, the variable of marital status did not show a moderating role in the Attractiveness-Revisit intention link (H_{10b}), while it significantly moderated ($\beta = 0.2$) the link from

Figure 1. Model and hypotheses.



Attractiveness to Satisfaction (H_{10a}). Particularly, the magnitude of the relationship from Attractiveness to Satisfaction was higher for single tourists than for married tourists. Nationality positively ($\beta = 0.175$) moderated the cultural contact—satisfaction link (H_{11a}). This result implies that Western tourists experience this link more strongly than Non-Western tourists. However, nationality did not statistically support the relationship from cultural contact to revisit intention (H_{11b}).

5. Conclusions and discussion

This study provided a holistic picture of the tourism industry by proposing and testing the antecedents of revisit intention under various contingencies. To this end, the relationships among components of destination image (attractiveness, and accommodation/food service), cultural contact, perceived risk, satisfaction, and revisit intention of tourists were verified. More specifically, within the proposed contingent effects, nationality and marital status were also tested as potential contingent variables for the links from cultural contact and attractiveness to tourism outcomes (include tourists' satisfaction and revisit intention), respectively. The patterns of the relations are largely consistent with our general expectation that international tourists' revisit intention is directly affected by satisfaction ($\beta = 0.266$), attractiveness ($\beta = 0.241$), accommodation and food service ($\beta = 0.219$), cultural contact ($\beta = 0.189$), and perceived risk ($\beta = -0.201$). These figures indicate that satisfaction has the strongest impact on the revisit intention of international tourists to Binh Thuan. Furthermore, we found that international tourists' satisfaction is directly affected by attractiveness ($\beta = 0.310$), accommodation and food service ($\beta = 0.146$), cultural contact ($\beta = 0.276$), and perceived risk ($\beta = -0.215$). The current research contributes to tourism literature by confirming the vital role of cultural contact to satisfy customers. Regarding the intention to revisit, however, this variable shows the least importance compared to other factors such as satisfaction, attractiveness, accommodation, as well as perceived risk.

The findings indicate that, to enhance tourists' satisfaction and revisit intention, the service quality of accommodation facilities and food needs to be improved. Moreover, since most of the tourists (61%) are Westerners who like to explore natural beauty and new cultural experiences, tourism management agencies and local governments should have appropriate exploitation and protection plans. These plans should develop not only access to natural sceneries such as sand hills and mountains, but also sites of archaeological significance, historical relics, and cultural experiences. The tourism management agencies and local government, therefore, should regularly organize and upgrade cultural activities and facilitate the interaction of international tourists with the local culture to enhance tourists' satisfaction and revisit intention. In line with the findings of Chen et al. (2017), this study confirms the negative impact of perceived risk (such as food safety problems, crime, traffic accidents, and price increases of foods and accommodation in peak season) on tourists' satisfaction and intention to return. Therefore, official regulations with strict penalties regarding the safety in food and price stability should be established. Any accommodation business in frequent violation of such regulations may be suspended or have their business license revoked. Also, the local government should set up a quick response team to help travelers in difficult circumstances (e.g., crime, overcharging, food safety problems, etc.).

In this study, we also examined the boundaries of the research framework, in particular the relationships between attractiveness and cultural contact to satisfaction and revisit intention, using the moderating variables of nationality and marital status. The partially confirmed contingent roles of both moderators reveal how the investigated linkages vary and provides some hints for tourism authorities. Our results particularly confirmed the moderating role of both nationality/marital status on the relationships between Cultural contact/Attractiveness and satisfaction, respectively. Single tourists seem to be more satisfied with attractive destinations than married tourists. As a result, we call on local governments to diversify their tourism products and services to suit the demands of each tourism segment (such as adventure tourism for single tourists and leisure or homestay tourism options for family tourists). Moreover, the opportunity to explore and interact with new local cultures may increase satisfaction in Western people. Therefore, tourism authorities should pay more attention to the exposure of tourists from Western countries to

attractive cultural experiences. Specific cultural tourism experiences can be tailored specifically to Western tourists. However, neither moderators showed significant impacts on links from antecedents to revisit intention. It is possible that, compared to married tourists, the single counterparts may be more satisfied when they visit attractive destinations. However, regarding revisit decisions in the future, married tourists may be more familiar with tourism issues in those destinations (such as transportation, direction, weather, and so on). Such tourists may know how to deal with obstacles and more fully explore the beauty of the destination to the same level as single tourists. Eventually, their revisit intention approaches the levels observed for their single counterparts. Considering that Western tourists seem to be more curious to explore new experiences (Overton, 1981), compared to non-Western tourists, Western tourists are more satisfied with a place where they can gain new experiences and knowledge regarding new cultures. However, the novelty and interest of such experiences will reduce for revisits. This point of view was confirmed by Gitelson and Crompton (1984), when they discovered that many satisfied tourists were less likely to return because they seek new experiences in their future potential trips. Eventually, the difference in revisit intention between Western and non-Western tourists reduces.

6. Limitation and future research

In spite of the significant contributions that it makes, this research has several inherent limitations which provide avenues for future research. First, the study's scope is limited by its focus on tourism in developing countries, especially in Binh Thuan, Vietnam. Future research conducted in other nations will probably be valuable for validating these research results and generalizing the application of the proposed framework. Second, this study adopts a cross-sectional design conducted in Vietnam only which may limit the findings' general application. To fully understand complicated tourist behaviors will require additional observations and analyses. Accordingly, future research should consider longitudinal studies and comparisons between countries with diverse cultures. Third, in terms of moderating lenses, other potential moderators such as tourists' income or education may also enrich our detailed understanding and provide better insight into the application of the proposed framework since such variables may impact tourists' behaviors. Fourth, the results did not confirm the moderating role of nationality/marital status on the relationships from Cultural contact/Attractiveness to revisit intention, respectively. Although some possible explanations have been provided, future studies with other samples are needed to confirm this phenomenon. Last, but not least, this study was conducted in the peak tourist season only, which may limit the general applicability of the findings. Tourists who travel in different seasons may have different points of view regarding destinations. Therefore, the replication of this study in different seasons could be valuable to gain a more general understanding of behavioral changes over time and to achieve sufficient levels of in-depth and detailed research. The two sets of survey findings could be compared to identify similarities and differences across seasons./.

Funding

The authors received no direct funding for this research.

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Citation information

Cite this article as: Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact, Bang Nguyen Viet, Huu Phuc Dang & Ho Hai

Nguyen, *Cogent Business & Management* (2020), 7: 1796249.

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Constructs Measurement and Items

Attractions destination

Att1: Beauty of scenery: Beach, islands, sand hill, et.

Att2: Environment.

Att3: Entertainment and events.

Att4: Historical relics (Po Sha Nu Tower, Ta Cu Mountain Pagoda, Hang Pagoda, Cham Royal Family Collection)

Accommodation and Food service

Acc1: Quality room.

Acc2: Room price.

Acc3: Taste and quality of food.

Acc4: Food price.

Cultural contact

Cul1: I like to learn about different customs, rituals and ways of life

Cul2: The more I see, hear, and sense about this culture, the more I want to experience it

Cul3: I would like to get involved in cultural activities

Cul4: Contact with this culture forms a very important part of my experience in this visit

Perceived risk

Rik1: Food safety problems in Binh Thuan Province

Rik2: Crime (theft, robbery, pickpockets) in Binh Thuan province

Rik3: Traffic accidents in Binh Thuan province

Rik4: Increase price of foods and accommodation in peak season

Satisfaction

Sat1: I have really enjoyed the visit.

Sat2: I am satisfied with my decision to visit Binh Thuan province.

Sat3: I prefer this destination to others.

Sat4: I have positive feelings regarding Binh Thuan province.

Sat5: This was a pleasant visit.

Revisit intention

Rev1: I intend to travel to Binh Thuan sometime within the next two years.

Rev2: I want to visit Binh Thuan within the next two years.

Rev3: The possibility for me to travel to Binh Thuan within the next two years.

Rev4: Binh Thuan could be the next vacations place.



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