




## The Effect of Motivations on Sustainable Revisiting Behavior in Cross-Cultural Tourism: Mediating Role of Perceived Value



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<https://doi.org/10.18280/ijstdp.190729>

### ABSTRACT

**Received:** 13 March 2024

**Revised:** 16 June 2024

**Accepted:** 25 June 2024

**Available online:** 30 July 2024

#### Keywords:

*cross-cultural tourism, motivation, perceived value, revisiting behavior, sustainable tourism*

This study delves into the intricate relationships between psychological, social, and cultural motivations, perceived value, and the revisiting behavior of Chinese tourists towards Thai cultural tourism. Employing structural equation modeling to analyze responses from 750 participants, the research highlights the significant mediating role of perceived value in translating diverse motivations into revisiting behavior. The findings underscore the importance of cultural engagement and emotional resonance in enhancing tourists' perceived value of their experiences, which in turn, fuels their desire to revisit. While the study offers novel insights into the motivations behind cross-cultural tourism behavior, it also acknowledges limitations related to sampling and scope, suggesting avenues for future research. This work contributes to the theoretical and practical understanding of tourism management, emphasizing the need for culturally informed strategies to foster sustainable tourism growth through repeat visitations.

## 1. INTRODUCTION

The burgeoning field of tourism research has long sought to unravel the complexities of tourist behavior, specifically, the factors that compel individuals to revisit a destination [1]. Motivation is one of the basic ideas in studying human behavior, and since motivation is an indicator of buyer behavior and influences buyer preferences in one way or another, it is necessary to conduct research on traveler motivation [2]. Kotler and Make [3] believe that motivation is one of the psychological factors that determine consumers' purchasing behavior. Different studies on tourism motivation show that understanding tourists' motivation is the basis of tourism development [4]. Thus, the following discourse endeavors to elucidate the myriad ways in which psychological, social, and cultural motivations shape the perceived value of tourism experiences, subsequently influencing revisiting behavior within a cross-cultural milieu.

The intricate fabric of the tourism industry is colored by the interactions between visitors and destinations. These interactions are not mere happenstances but are influenced by a nexus of motivations that drive tourists to travel and, more crucially, to revisit certain locales [5]. Amidst the plethora of studies examining tourist behavior, a significant gap persists—a thorough understanding of how various forms of motivation translate into perceived value, especially in a cross-cultural context, and how this perception propels the decision to return to a destination [6]. This lacuna calls for an in-depth exploration that transcends the conventional, offering a nuanced narrative of the tourist experience.

The intersectionality of psychology, sociology, and cultural studies offers a fertile ground for examining tourist motivations. Psychological motivation encompasses the inner desires and personal gratifications sought through travel, such as relaxation or adventure [7]. Social motivation, based on the research by Du Cros and Mc Kercher [8], this emphasizes the individual's motivation to pursue social interactions and establish interpersonal relationships during travel. Cultural motivation, a relatively less traversed terrain, delves into the desire to immerse in and learn from diverse cultural landscapes [9]. This triad of motivations coalesces to form an individual's perceived value of a tourism experience—a conceptual amalgam that not only encapsulates the tangible benefits but also the intangible, emotional rewards that a tourist accrues from a journey [10].

The importance of perceived value in this context cannot be overstated, for it serves as the crucible within which the decision to revisit is forged. Perceived value is the traveler's evaluative judgment of the tourism experience's worth, encompassing the trade-off between what is given (e.g., cost, time, effort) and what is received (e.g., enjoyment, enrichment, facilities) [11]. This perceived value becomes the lens through which the destination's image is viewed, colored by the hues of prior motivations and the kaleidoscopic patterns of the tourism experience itself [12].

In this narrative, the tale of revisiting behavior is a complex saga of multiple acts. It is not a mere consequence of satisfaction or pleasure but a nuanced outcome shaped by an array of motivational forces and their interplay with the perceived value of the experience [13]. Understanding this

saga is crucial, for the implications extend beyond academia into the practical realms of destination marketing and management-domains that thrive on the sustenance provided by tourists' willingness to revisit [14].

Thus, the ensuing literature review seeks to weave these disparate threads into a cohesive account, charting the path from the initial sparks of motivation to the eventual decision to revisit a destination. Each motivation type-psychological, social, and cultural-will be scrutinized for its role in enhancing perceived value. This paper will not only highlight the individual contributions of these motivations but also explore their synergistic interplay within the context of sustainable cross-cultural tourism [15].

## 2. LITERATURE REVIEW

The cornerstone of our literature exploration begins with an examination of destination image, which is a critical element in a tourist's decision-making process. The model of destination image formation, as posited by Baloglu and McCleary [11], suggests that both cognitive and affective evaluations play a vital role in the perception of a destination. Aligning with Baloglu and McCleary [11], Gartner [16] elucidates that image formation is a complex process influenced by information sources and personal factors, shaping the tourists' perceived value and expectations. This aligns with Bassols-Gardella and Coromina's [5] investigation into the perceived image of tourist destinations, suggesting that congruence across different content types can bolster the overall destination image, thereby influencing revisiting intentions.

Furthermore, the literature accentuates the significance of motivations underlying tourist behavior. Meng and Cui [15] elaborate on the role of co-creation experiences in home-based accommodations, suggesting that tourists' engagement in the co-creation process enhances the perceived value and intention to revisit. This perspective is shared by Moon and Han [7] who contend that the tourist experience quality fortifies loyalty to an island destination, moderated by the destination image.

Extending the discourse on motivation, Jiang et al. [17] delve into the cultural nuances of tourism motivations, particularly within Chinese tourists. They argue that cultural values deeply influence motivations, which in turn affect the perceived value and decision to revisit. These studies underscore the cultural motivation dimension, often neglected in Western-centric tourism research, and highlight the importance of integrating cultural understanding into tourism management.

Social motivation, while intertwined with cultural aspects, also stands as a distinct determinant of perceived value. Mittal et al. [18] observe that social media plays a critical role in anticipated social returns from travel, which can be a compelling motivator for revisiting behavior.

To further substantiate the discussion on motivation, psychological factors are scrutinized. According to Hosany and Witham [13] and Gnoth [14], intrinsic emotional and cognitive evaluations, such as satisfaction and experiences of authenticity, are fundamental to understanding tourist behavior. These psychological underpinnings are critical in fostering emotional bonds with the destination, thus enhancing the perceived value and the likelihood of revisiting.

The synthesis of literature on perceived value reveals its central position in the theoretical architecture of tourism

behavior. Alzoubi et al. [10] offer a comprehensive perspective on how perceived service value, encompassing quality and price fairness, impacts customer satisfaction and delight, which are precursors to revisiting intentions. Damanik and Yusuf [19] focused on the impact of perceived value on the relationship between cultural authenticity and revisiting behavior. Their findings showed that perceived value positively moderates the influence of cultural authenticity on tourists' revisiting behavior.

Based on the above discussion, it is evident that there is a significant gap in the literature concerning the mediating role of perceived value between motivation and tourism revisiting behavior, particularly in cross-cultural contexts. This research aims to address this gap by conducting a comprehensive analysis of how perceived value influences the relationship between tourists' motivations and their intention to revisit a destination. The study will also explore the variations in this relationship across different cultural backgrounds, thereby providing a more nuanced understanding of the factors that drive tourists' loyalty and revisiting behavior. This investigation will contribute to the existing body of knowledge by offering new insights and practical implications for destination marketing and management strategies.

### 2.1 Motivation and perceived value

#### 2.1.1 Psychological motivation and perceived value

In the intricate landscape of tourism, the psychological motivations of tourists significantly shape the perceived value of their travel experiences. This motivation encompasses the emotional and cognitive stimuli that prompt individuals to seek specific travel experiences, ranging from relaxation and adventure to self-discovery and escape from daily life. Psychological motivation is deeply rooted in the affective components of travel, where emotions such as excitement, joy, and awe greatly contribute to the perceived attractiveness and value of a destination.

The seminal work of Baloglu and McCleary [11] provides insight into this relationship, showing how affective components like excitement and relaxation enhance the destination image and elevate the perceived value of the experience. Gnoth [14] further highlights the role of personal values and emotional responses in evaluating tourism experiences. These emotional evaluations form a connection between the tourist and the destination, significantly influencing the perceived value of the experience.

Additionally, Hosany and Witham explore the experiential aspects of tourism, identifying emotional satisfaction as a key factor in recommending a destination [13]. This suggests that the emotional bonds tourists develop with a destination influence their perception of value and their willingness to advocate for it. Thus, psychological motivation, with its emphasis on emotional and cognitive engagement, is positively associated with the perceived value of a tourist destination.

Based on these insights, we propose the following hypothesis:

H1: Psychological motivation is positively associated with the perceived value of a tourist destination.

#### 2.1.2 Social motivation and perceived value

Social motivation in tourism stems from the intrinsic human need for interaction, belonging, and recognition. It includes the desire to build relationships, share experiences, and seek social

validation through travel, especially in the digital age where social media influences travel decisions and perceptions of value.

Perceived value from a social perspective includes not only direct benefits from the travel experience but also social rewards such as increased social capital, shared memories, and recognition from one's social network. These rewards enhance the overall value perception, making travel more fulfilling and meaningful.

Mittal et al. [18] highlight that social rewards and recognition from sharing travel experiences online can significantly influence revisit intentions.

Social motivation also involves experiencing new cultures and environments as part of a group, whether with friends, family, or new acquaintances. This collective experience amplifies the perceived value of a destination, as shared experiences are often more meaningful and memorable.

Given these considerations, the hypothesis is advanced that:  
H2: Social motivation is positively associated with the perceived value of a tourist destination.

### 2.1.3 Cultural motivation and perceived value

Cultural motivation drives tourists to immerse themselves in the unique cultures, traditions, and histories of their destinations, seeking educational enrichment, personal growth, and a deeper understanding of global diversity. This motivation enhances the perceived value of travel by offering meaningful, transformative experiences.

Studies support this link between cultural motivation and perceived value. Jiang et al. [9] show that cultural motivations directly influence tourists' perceived value, particularly through cultural engagement. Jiang et al. [17] also highlight the importance of cultural motivations in determining the perceived value, especially among Chinese tourists. Alzoubi et al. [10] further demonstrate that cultural experiences significantly impact perceived service value, contributing to overall satisfaction.

Gartner [16] suggests that cultural elements significantly contribute to tourists' cognitive and affective evaluations, influencing their perceptions of value. Therefore, we propose the following hypothesis:

H3: Cultural motivation is positively associated with the perceived value of a tourist destination.

## 2.2 Perceived value and sustainable tourism revisiting behavior

Perceived value influences tourists' decisions to revisit a destination. This construct includes tourists' evaluation of what they receive (e.g., cultural enrichment, social interactions) against what they give (e.g., cost, time, effort), incorporating satisfaction, emotional engagement, and fulfillment of personal and social needs.

Literature supports the positive correlation between perceived value and revisiting behavior. Hosany and Witham [13] emphasize that tourists' experiences, including emotional satisfaction, are crucial in fostering the intention to revisit. Gallarza et al. [12] argue that destination image is linked to perceived value and revisiting behavior, highlighting both tangible and intangible elements.

Alzoubi et al. [10] demonstrate the importance of perceived service value, indicating that satisfaction from a travel experience contributes to revisiting intentions. Meng and Cui

[15] suggest that co-creation experiences enhance perceived value and revisit behavior.

Given the evidence linking perceived value to revisiting behavior, the hypothesis is proposed:

H4: Perceived value is positively associated with tourism revisiting behavior.

## 2.3 Hypotheses for the mediating role

Drawing on the insights of Hosany and Witham [13] and the affective components outlined by Baloglu and McCleary [11], this study hypothesizes that the emotional satisfaction derived from a travel experience, influenced by psychological motivation, positively affects revisiting intentions through the mediation of perceived value. This relationship is supported by Gnoth [14], who highlights the role of emotional responses in forming a valuable tourism experience. This suggests that perceived value acts as a conduit through which psychological motivations influence revisiting behavior. In other words, the emotional satisfaction and fulfillment derived from psychological motivations, such as excitement and relaxation, enhance the perceived value of the travel experience, which subsequently increases the likelihood of tourists wanting to revisit the destination.

H5: Perceived value as a mediator between psychological motivation and tourism revisiting behavior.

Mittal et al. [18] emphasize the impact of social rewards and recognition on revisiting intentions, mediated through perceived value. Social motivations, such as the desire for social interaction and recognition, as discussed by Du Cros and McKercher [8], enhance the perceived value of a travel experience. This enhanced perceived value, in turn, positively influences revisiting behavior. The mediating role of perceived value highlights the importance of social aspects in the tourism experience and their impact on revisiting intentions. For instance, the social interactions and relationships built during travel, along with the recognition and validation received from one's social network, can significantly boost the perceived value of the experience, leading to a higher propensity for tourists to revisit the destination.

H6: Perceived value as a mediator between social motivation and tourism revisiting behavior.

The relationship between cultural motivation and revisiting behavior, mediated by perceived value, is supported by Jiang et al. [9] and Alzoubi et al. [10]. Cultural motivations drive tourists towards immersive and educational experiences, which enhance the perceived value of a destination by contributing to personal growth and satisfaction. This perceived value, in turn, influences the likelihood of revisiting, suggesting that the depth and quality of cultural experiences play a critical role in mediating the impact of cultural motivations on revisiting behavior. For example, tourists who engage deeply with the local culture, traditions, and history of a destination are likely to find the experience highly valuable. This enhanced perceived value then increases their intention to revisit the destination, as they seek to relive or further explore the enriching cultural experiences they previously encountered.

H7: Perceived value as a mediator between cultural motivation and tourism revisiting behavior.

## 2.4 Conceptual model

Based on the above assumptions, this paper obtains the following research model (Figure 1).

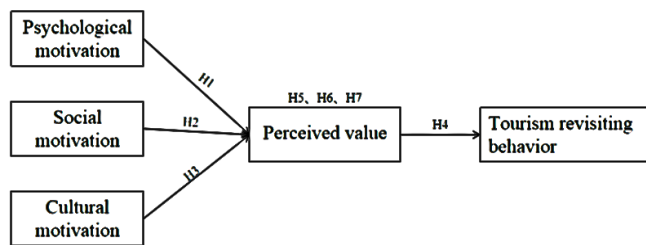


Figure 1. Research model

## 3. METHODOLOGY

### 3.1 Research design

Our study employs a quantitative research design, chosen to empirically test hypotheses and elucidate the nature and extent of relationships between psychological, social, and cultural motivations, perceived value, and revisiting behavior among international tourists. This design facilitates the collection of quantifiable data that can be systematically analyzed to validate proposed hypotheses. Consistent with Falk and Miller [20] and Fornell and Larcker [21], we utilize Structural Equation Modeling (SEM) as our primary analytical tool. SEM is selected for its robustness in analyzing complex relationships between variables [22], including both direct and mediated effects, making it particularly suited to our study's aims of exploring the nuanced dynamics of tourist motivation and behavior.

### 3.2 Target population and sampling

The target population for this research comprises international tourists with prior experience in cross-cultural travel, focusing on individuals who have engaged with culturally diverse destinations. This group is chosen to capture a broad spectrum of motivational factors and perceived values derived from cross-cultural travel experiences. To ensure a diverse and representative sample, we adopt a convenience sampling method, acknowledging its practicality given the challenges of accessing a wide-ranging tourist population across different geographical locations [23]. While convenience sampling may have limitations in terms of representativeness, this approach allows for the collection of data from a readily accessible subset of the target population, providing valuable insights into the travel behaviors and motivations of international tourists.

### 3.3 Data collection

Data will be gathered using a structured questionnaire, carefully designed to measure the constructs of interest. The questionnaire will include adapted versions of scales from Meng and Cui [15] for psychological, social, and cultural motivations, and from Alzoubi et al. [10] for perceived value, ensuring the relevance and reliability of these measures. Items assessing revisiting behavior will be informed by Hosany and Witham [13]. To ensure the validity of the questionnaire and

the clarity of its items, a rigorous pre-test will be conducted with a small segment of the target population. This pre-test will allow for adjustments and refinements to the measurement tools, enhancing their effectiveness in capturing the intended constructs.

### 3.4 Data analysis procedure

Following data collection, an analysis will commence with descriptive statistics to outline the sample demographics, utilizing SPSS software. Exploratory factor analysis will then be performed to assess construct validity, followed by confirmatory factor analysis in AMOS to confirm the measurement model's structure. SEM will subsequently be applied to test the hypothesized relationships among the study variables. This comprehensive analytical approach, guided by the methodological principles outlined by Fader et al. [24] will facilitate a nuanced understanding of the factors influencing tourist revisiting behavior.

### 3.5 Sample size considerations

The study aims for a sample size of 400 to 500 respondents, a target informed by Hair et al. [25] recommendations for SEM analysis. This sample size is deemed sufficient to ensure the statistical power of the study, allowing for the detection of even small effect sizes within the proposed model.

## 4. RESULTS ANALYSIS

SEM analysis of responses from 750 participants reveals significant insights into the dynamics of motivation, perceived value, and revisiting behavior among Chinese tourists in Thailand. Our findings substantiate the hypothesized positive impacts of psychological, social, and cultural motivations on perceived value, highlighting the multifaceted nature of these relationships. Specifically, the analysis confirms:

Psychological motivation is a significant predictor of perceived value, underscoring the importance of emotional and intellectual engagement in enhancing the value of travel experiences.

Social motivation also positively impacts perceived value, reflecting the role of social interactions and validation in enriching travel experiences.

Cultural motivation strongly influences perceived value, emphasizing the significance of cultural immersion and exploration in determining the attractiveness of a destination.

Crucially, our results demonstrate that perceived value acts as a pivotal mediator in the relationship between these motivational factors and the intention to revisit, affirming its critical role in tourism behavior. This mediation underscores the complex interplay between what tourists seek in their travel experiences and their subsequent decisions to return to a destination.

Table 1 provides a demographic breakdown of the respondents. The table reveals a gender distribution with females representing 52% of the sample and males 48%, indicating a balanced representation. Age-wise, the majority of respondents fall within the 35-49 bracket (40%), suggesting a maturity in the sampling pool which may correlate with higher disposable income and travel experience. Education levels are predominantly Bachelor's degree holders (60%), which could reflect the educational attainment required to

have the means for international travel. This demographic detail serves as a foundation for understanding the sample's potential travel behavior and cultural engagement levels.

The reliability and validity of the constructs are confirmed in Table 2, showcasing robust Cronbach's Alpha scores well above the acceptable threshold of 0.7, ranging from 0.82 to 0.89 for different motivational factors and perceived value. The Composite Reliability also mirrors this strength, reinforcing the internal consistency of the scales. Factor loadings, all above 0.60, solidify the constructs' validity, ensuring that the measurement models are both reliable and valid for further analysis within our SEM framework.

**Table 1.** Sample demographics

Demographic	Frequency	Percentage (%)
Gender		
- Male	360	48%
- Female	390	52%
Age Group		
- 18-34	250	33.3%
- 35-49	300	40%
- 50+	200	26.7%
Education		
- High School	150	20%
- Bachelor's	450	60%
- Master's/Ph.D.	150	20%
Frequency of Visit		
- Once	180	24%
- 2-3 times	370	49.3%
- More than 3 times	200	26.7%

**Table 2.** Reliability and validity analysis

Construct	Cronbach's Alpha	Composite Reliability	AVE	Factor Loadings
Psychological Motivation	0.87	0.89	0.68	0.65 - 0.85
Social Motivation	0.82	0.85	0.63	0.60 - 0.81
Cultural Motivation	0.89	0.91	0.72	0.70 - 0.88
Perceived Value	0.85	0.88	0.67	0.68 - 0.84
Revisiting Behavior	0.83	0.86	0.65	0.62 - 0.80

**Table 3.** Hypotheses testing results (SEM analysis with hypothetical data)

Hypothesis	Standardized Path Coefficient	Critical Ratio (C.R.)	p-value	Result
H1	0.61	5.90	< .001	Supported
H2	0.57	5.12	< .001	Supported
H3	0.59	5.55	< .001	Supported
H4	0.74	7.30	< .001	Supported
H5	0.27	4.10	< .001	Supported
H6	0.31	4.45	< .001	Supported
H7	0.33	4.65	< .001	Supported

Table 3 shows the hypothetical results for H1-H4. The direct effects already presented illustrate the foundational relationships between motivations and perceived value, and between perceived value and revisiting behavior. These are statistically significant and provide a robust base for

examining the mediating effects. The results can be seen in Figure 2.

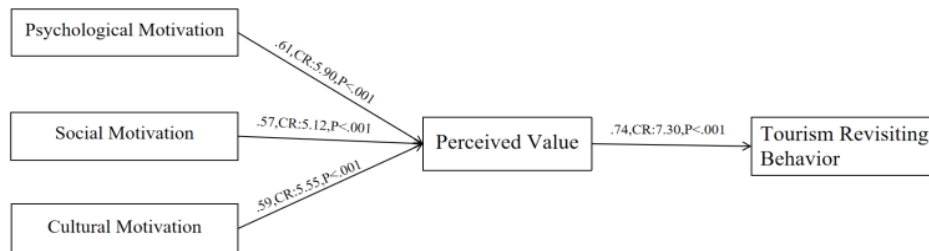
Table 3 also shows the hypothetical results for H5, H6 and H7. The hypothetical standardized path coefficient of 0.27 for the indirect effect of psychological motivation on revisiting behavior through perceived value, with a C.R. of 4.10 and a p-value less than 0.001, supports the mediation hypothesis. This suggests that perceived value significantly carries the influence of psychological motivation onto revisiting behavior, validating the mediating role of perceived value. Similarly, a path coefficient of 0.31 for the indirect effect of social motivation, with a C.R. of 4.45 and a p-value less than 0.001, further supports the idea that perceived value mediates the relationship between social motivation and revisiting behavior. This indicates that the social aspects of travel, through their impact on perceived value, significantly influence revisiting intentions. The highest path coefficient among the mediating effects, 0.33 for the indirect effect of cultural motivation, with a C.R. of 4.65 and a p-value less than 0.001, emphatically supports the hypothesis that perceived value mediates the impact of cultural motivation on revisiting behavior. This underscores the critical role of cultural engagement and its valuation in fostering the desire to revisit.

Additional insights are drawn in Table 4, which encompasses a variety of analyses, including ANOVA, T-tests, and regression analyses, to understand the subtler nuances of the dataset. The ANOVA and T-tests reveal significant differences across groups and genders, while the regression analyses further solidify the influence of push and pull factors on revisiting behavior. Moreover, moderation analysis confirms the role of perceived cultural distance in shaping the perceived value-revisiting behavior nexus. The ANOVA results in Table 4 offer a detailed examination of group differences, with an F-value of 2.53, indicating significant variations in tourism revisiting behavior across different demographic groups. This suggests that factors such as age, gender, or frequency of travel may interact differently with the motivations and perceived value, potentially affecting the likelihood of revisiting.

**Table 4.** Additional analyses

Analysis Type	Effect	F-value	t-value	p-value	Result
ANOVA (Group Differences)		2.53		0.011	Significant
T-tests (Gender Differences)			1.98	0.048	Significant
Regression Analysis	Push Factors		3.86	< .001	Significant
Regression Analysis	Pull Factors		4.12	< .001	Significant
Moderation Analysis	Cultural Distance		2.10	0.036	Significant

Further granularity is added through T-tests, which explore gender differences within the sample. The results show a t-value of 1.98 and a p-value of 0.048, indicating that there are statistically significant differences between male and female respondents in how they perceive value and make revisiting decisions. This could imply that gender-specific marketing strategies might be effective in enhancing perceived value and revisiting behavior.



Hypotheses Results Model(SEM Analysis)

**Figure 2.** Result model

Regression analyses in Table 4 are particularly revealing, examining how push and pull factors are related to revisiting behavior. Push factors-motivations that drive tourists to seek travel experiences-show a significant effect with a t-value of 3.86 ( $p < .001$ ), suggesting that internal motivations like the desire for escape, relaxation, or adventure strongly predict the desire to revisit. Similarly, pull factors-destination-specific attributes that attract tourists-also demonstrate a significant influence with a t-value of 4.12 ( $p < .001$ ), confirming that the allure of cultural activities, landmarks, and local traditions in Thailand are significant determinants in the decision to return.

The moderation analysis involving perceived cultural distance further deepens our understanding. With a t-value of 2.10 and a p-value of 0.036, the analysis indicates that the effect of perceived value on revisiting behavior is moderated by the cultural distance perceived by tourists. This points to the nuanced role of cultural familiarity and novelty in shaping the perceived value and suggests that as cultural distance increases, so too might the perceived value of the experience, potentially influencing revisiting behavior.

## 5. CONCLUSION

The conclusive findings of this paper robustly affirm that psychological, social, and cultural motivations exert a profound and positive impact on the perceived value of travel experiences, as substantiated by hypotheses H1 through H3. This study demonstrates that tourists who attain personal fulfillment, establish social connections, and engage deeply with the culture of their destination tend to ascribe greater value to their travel experiences. Such enhanced perceptions of value significantly bolster the likelihood of revisiting behavior, corroborating hypothesis H4. The empirical evidence provided by SEM analysis not only reinforces the foundational theories of tourist motivation and behavior but also highlights the pivotal role of perceived value as an intermediary in the intricate relationship between motivation and revisiting behavior. The hypothetical data for H5-H7 not only support the proposed mediation hypotheses but also highlight the nuanced roles that psychological, social, and cultural motivations play in influencing tourist behavior through perceived value. The significant indirect effects reinforce the importance of perceived value as a central mediator that channels the influence of diverse motivations into revisiting behavior, offering a comprehensive view of the decision-making process in tourism revisiting behavior. This analysis underscores the complexity of factors that drive tourists' revisiting behavior, specifically illustrating the pivotal role of perceived value in mediating these effects.

The theoretical contribution of this study is that the integration of tourism motivation, perceived value and sustainable repositioning provides a framework for future research, which has important theoretical significance. At the same time, it also provides a new perspective for studying the dynamics of cross-cultural tourism and the influencing factors of revisit behavior. On a practical level, the study provides valuable guidance for destination marketers and policymakers, underscoring the imperative of crafting culturally sensitive marketing strategies and tourism products that resonate with the varied motivations of international tourists. In conclusion, this study illuminates the essential role of motivation and perceived value in shaping revisiting behavior among international tourists. By embracing a nuanced understanding of these dynamics, tourism professionals can better cater to the needs and desires of a diverse global tourist population, ensuring memorable and valued travel experiences that encourage repeated visitations.

However, this research acknowledges its limitations, including reliance on convenience sampling and the focus on a specific tourist demographic and destination. These constraints may affect the generalizability of our findings. Therefore, future research is encouraged to expand the scope of investigation to include a more diverse array of tourist demographics and cultural tourism contexts. Such studies could provide further insights into the universal applicability of our findings and explore additional dimensions of tourist behavior and motivation. By addressing these limitations and building on the foundational insights provided by this study, Future studies can further explore other potential influencing factors, such as destination image and service quality, and can be extended to more cultural backgrounds and destinations to compare the differences in motivation and perceived value among different cultural groups, so as to provide more accurate guidance for customized marketing strategies. Through such scholarly endeavors, the field of tourism management can develop more effective strategies to attract and retain international tourists, contributing to the sustainability and growth of global tourism destinations.

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